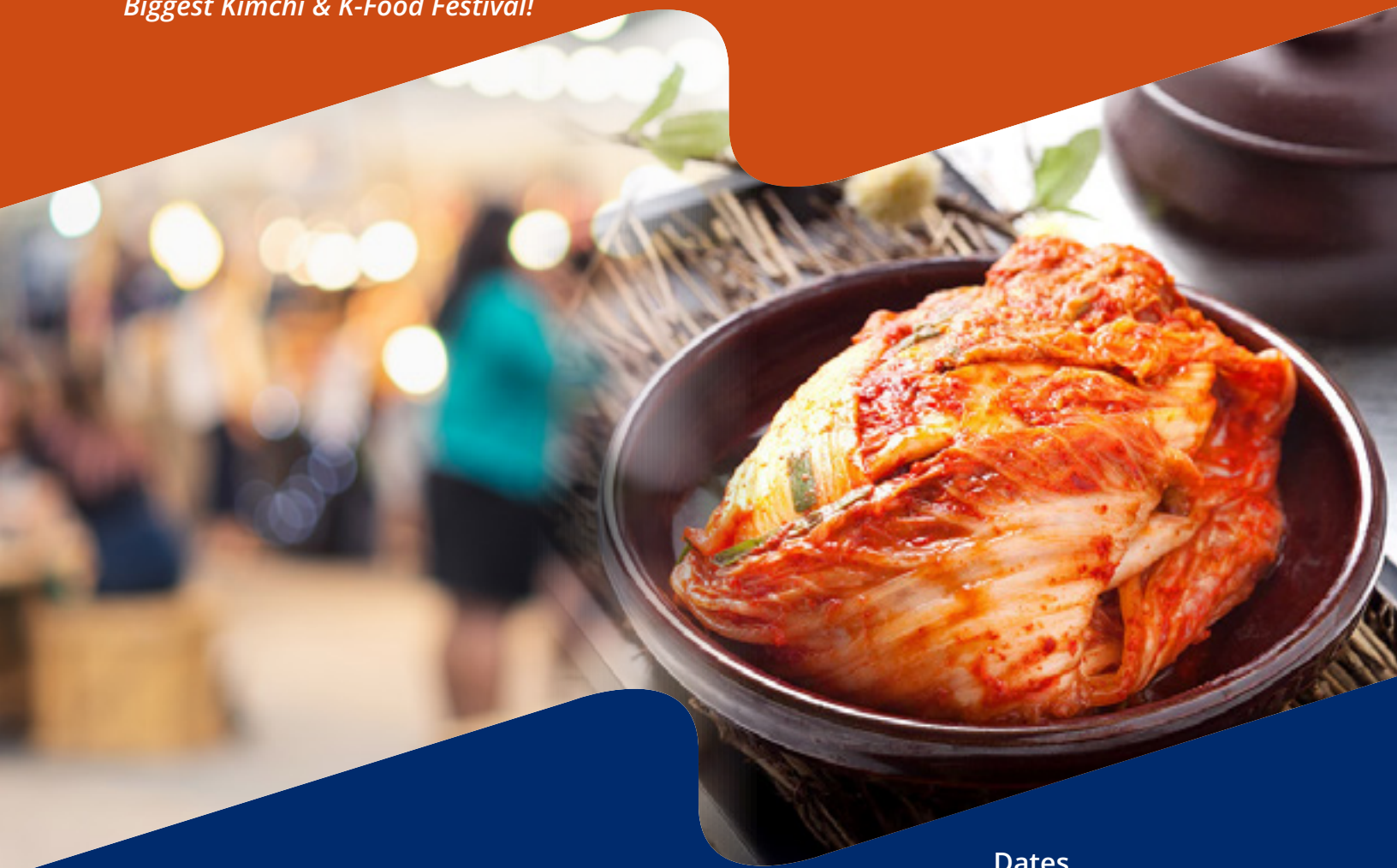


Kimchi & K-Food Festival

2025 in Vancouver

*Taste, Enjoy & Connect at Canada's
Biggest Kimchi & K-Food Festival!*



Dates

September 5-6, 2025

Location

The City of Lougheed
Parking Lot, Burnaby, BC

Expected Attendance

30,000+ multicultural food
enthusiasts & community
members

- 📍 Hosted by Brownbag Business Community
- 📍 Organized by Burnaby North Road BIA



What is Kimchi & K-Food Festival?

Join the ultimate celebration where food, culture, and community come together for an unforgettable experience!

The 2025 Kimchi & K-Food Festival showcases authentic flavours, cultural traditions, and vibrant entertainment.

This is your chance to align your brand with a high-impact community event, gaining exposure to a diverse and engaged audience.



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The City of Logheed
Parking Lot, Burnaby, BC



Expected Attendance

30,000+ multicultural food enthusiasts & community members



Expected Benefits for The City of Logheed

Increased Foot Traffic & Sales Growth

Thousands of visitors expected during the event, leading to increased sales for mall stores, restaurants, and cafés. A diverse group of attendees from various age groups and cultural backgrounds will enhance brand visibility and awareness.

Strengthened Partnership with the Korean Community

Establish long-term partnerships with the Korean business hub in the Lougheed area. Strengthen relationships with the Korean customer base, leading to sustained economic benefits.

Enhanced Mall Brand Image

Hosting a K-Food & Cultural Festival will position the mall as a multicultural hub. Extensive exposure through social media, YouTube, and news coverage will boost brand recognition.

Promotional Opportunities for Mall Tenants

Promotional booths, discount coupons, and free samples will attract customers to tenant stores. Collaborative marketing campaigns with mall businesses can ensure continued foot traffic even after the event.



Purpose & Expected Outcomes

Purpose

Cultural Exchange & Kimchi Globalization

Promote cultural exchange through kimchi and K-Food, expanding kimchi's global reach.

Market Expansion for Korean Products

Introduce Korean provincial specialty and sponsor products to North America, strengthening distribution.

Cultural & Economic Cooperation

Enhance ties between Korean provinces and BC's sister municipalities.

Expected Outcomes

Brand & Product Awareness

Promote the excellence of Korea's provincial specialty products and kimchi, reinforcing their presence in North America.

Cultural Exchange Promotion

Collaborate with multicultural communities to attract new audiences and spread Korean food culture.

Market Network Formation

Strengthen the distribution network of sponsor products and Gyeonggi Province's specialty goods in the North American market.



Who We Are?

Brownbag Business Community

(Non-Profit Organization)

The Brownbag Business Community is a non-profit organization dedicated to empowering Canadian small business owners through education, networking, mentorship, and collaboration. By fostering a strong entrepreneurial ecosystem, we support business growth, community engagement, and long-term success.

Burnaby North Road BIA

A non-profit organization focused on fostering economic growth, community engagement, and business development. Through strategic partnerships and events like Korean Community Days, we create a vibrant, inclusive commercial district where businesses and residents thrive.

Did You Know?

- Largest Korean cultural festival in Western Canada
- Strong community & media partnerships
- Extensive social media reach across Instagram, Facebook, TikTok, and YouTube

Your Brand in the Spotlight!



Media Partners

Coverage in top Korean and Canadian media outlets



Social Media Reach

500K+ digital impressions expected



Influencer Collaborations

Engaging content tailored for target audiences



Digital Advertising

Geo-targeted promotions to maximize visibility



Get Featured!

Your brand will be showcased in all festival promotions



Kimchi: **A Timeless Global Icon**

Fun Facts About Kimchi!

Hollywood stars like Jessica Alba and Gwyneth Paltrow rave about kimchi as a health-boosting superfood!

In 2008, South Korean astronaut Ko San brought kimchi to space, marking the start of the 'space kimchi' era.

There are over 200 varieties of kimchi, from the classic Napa cabbage kimchi to regional specialties like mustard leaf and water kimchi.

Canadian Influencers Loving Kimchi!

Popular Canadian YouTubers like Eugenie Kitchen and The Korean Vegan have introduced thousands to kimchi-making through their channels.

Vancouver-based food blogger Korean Foodie shares easy kimchi recipes and pairings, making Korean cuisine more accessible to Canadians.

Kimchi in the Spotlight

Celebrities and experts praise kimchi for its taste and health benefits!

"Kimchi is Korea's soul food. It's delicious, healthy, and full of probiotics. I eat it every day!" – BTS's RM

*"Kimchi is one of my favorite foods. It's spicy, crunchy, and pairs well with almost anything."
– Gordon Ramsay*

*"The health benefits of kimchi are incredible. It's a staple in my diet!"
– Sandra Oh*

*"Kimchi is the ultimate fermented superfood, packed with probiotics and nutrients."
– Harvard Health Publishing*

Kimchi: **A Tasty Time Capsule!**

Kimchi has been a staple for over 3,000 years, evolving from a winter preservation method to a global favorite. During the Joseon era, families passed down secret recipes, and its name comes from chimchae (침채), meaning "soaked vegetables," reflecting its rich fermentation tradition.

Kimchi Around the World

Kimchi is everywhere—on gourmet menus, in fast food, and even at Michelin-starred restaurants! Chefs worldwide are using kimchi in pizza, tacos, pasta, and even cocktails!



Cultural Performances & Live Music

Experience Korea's rhythm with traditional and modern acts! Enjoy samulnori drumming, fan dances, K-pop, and B-boy showcases, along with vibrant performances from Vietnam, Japan, Taiwan, China, the Philippines, and India.



Mom's Kimchi Tasting & Sales Pavilion

Savor regional kimchi from Jeolla, Gyeongsang, and Central Korea, including Gat Kimchi, Oyster Kimchi, and Bossam Kimchi. Enjoy individual tastings, packaged sets, and explore kimchi history, premium gift sets, and storage solutions.



Kimchi-Making Experience

Join an interactive kimchi-making workshop and take home your own handmade kimchi!

Session I: 11:00 AM - 12:00 PM

Session II: 2:00 PM - 3:00 PM

Experience Kit Provided: Apron, gloves, cap, kimchi ingredient set, packaging container, and recipe QR card.



Korean Business Pavilion – Regional Specialties & B2B Hub

Discover premium products from Korea's leading brands!

Featured Products: Ready-to-eat foods, health beverages, snacks, sauces, and fusion desserts.

Buyer Consultation Program: Pre-arranged meetings, interpretation services, and on-site consultations.



K-Pub Zone – Korean Beer & Spirits Tasting

Sip and savor Korea's finest drinks! Enjoy tastings of soju, makgeolli, and craft beers, learn about their brewing traditions, and discover expert food pairings for a true Korean drinking experience.



Multicultural Food Vendors – A Fusion of Flavors

Savor a diverse selection of fusion delights like kimchi tacos, bulgogi hot dogs, and Korean fried chicken. Explore authentic flavors from Vietnam, Japan, Taiwan, China, the Philippines, and India for a true multicultural feast.

Event Zones

A. Main Stage Zone

Opening & closing ceremonies, performance stage, sound & lighting, audience seating.

B. Korean provinces Promotional Pavilion

6 booths, tasting & product exhibition, buyer consultation area.

C. Global Food Zone

5 multicultural booths (Indian, Filipino, Taiwanese, Japanese, Vietnamese), 5 local food trucks, shared dining area.

D. Kimchi & Business Pavilion

Mom's Kimchi (5 booths), Korea Province (6 booths), Invited Korean Companies Showcase Booth (5 booths), tasting & sales area.

E. K-Pub Special Zone

Operated by Vancouver Korean Association & Peaceful Reunification Council (ID verification required).

Facilities

F. Restrooms & Handwashing Stations

Mobile restrooms, hand sanitizing stations.

G. First Aid & Safety Facilities

Emergency medical room, fire safety & evacuation routes.

H. Parking

VIP & participant parking, QR codes for public transport directions.



Event Operation Plan

Ticketing & Booth Operations

- Free entry, food sampling, and exciting event activities!
- Signature Menu Items from Food Trucks & K-Kitchen Require Separate Purchase
- Multicultural Community Booths: One free booth provided (conditional on donating part of revenue)

Detailed Operations Plan (Total: 100 Booths)

Category	Number of Booths	Details
Mom's Kimchi Booth	5	Tasting & Sales of Regional Kimchi
Invited Korean Companies Showcase Booth-Invited Korean Companies	5	Exhibition & Sales of Korean Products
K-Pub Booth	10	Operated jointly by the Vancouver Korean Association & Peaceful Re-unification Council (Liquor-Designated Zone)
Multicultural Booths	10	Booths for Chinese, Indian, Filipino, Taiwanese, Japanese, and Vietnamese Communities
Local Food Trucks	10	Participation of Popular Local Food Trucks
Korean provinces Business Booths	10	Korean's Province Specialty Products & Buyer Consultations
Diverse Local Vendors	50	Multicultural Foods, Lifestyle & Cultural Experience Vendors

Target Audiences

- Korean Community Korean residents with a strong interest in kimchi and Korean food
- Canadian Residents Locals interested in experiencing Korean culture
- Multicultural Communities Opportunities for cultural exchange with diverse Asian communities

Detailed Event Schedule & Operations Plan

Time	Zone	Program	Details
07:00-09:00	All Areas	Pre-Event Setup	Final booth checks, Electrical/Water setup, AV system test
09:30-10:00	Entrance	Admission Preparation	Guide staff placement, Parking management
10:00-10:30	Main Stage	Opening Ceremony	VIP introductions, Welcome speech, Event video screening
10:30-11:00	Mom's Kimchi Pavilion	Special Demonstration	Regional Kimchi Introduction & Tasting
11:00-12:00	All Areas	Main Event 1	Booth operations, Experience program sign-ups, First stage performance
12:00-14:00	All Areas	Lunch Peak Time	Food Zone fully operational, Kimchi Experience Session 1
14:00-16:00	All Areas	Main Event 2	Cultural performances, Experience Session 2, Event Activities
16:30-17:00	Main Stage	Closing Ceremony	Thank-you speeches, Commemorative photos
17:00-19:00	All Areas	Cleanup & Breakdown	Booth dismantling, Trash collection, Equipment returns

* Sep 4. (Thu) 10:00 -17:00 Pre-Event Booth Setup & Operational Rehearsal

Preparation Timeline



03

March

Finalize contracts with Mom's Kimchi & Invited Korean Companies Showcase Booth-invited companies, confirm food trucks & multicultural booths



04

April

Coordinate local media promotions & content creation, finalize detailed K-Pub operations plan



05

May

Begin volunteer recruitment & training, finalize equipment & facility rental contracts



06

July

Confirm final booth layouts, distribute operation manuals, review safety plans



07

August

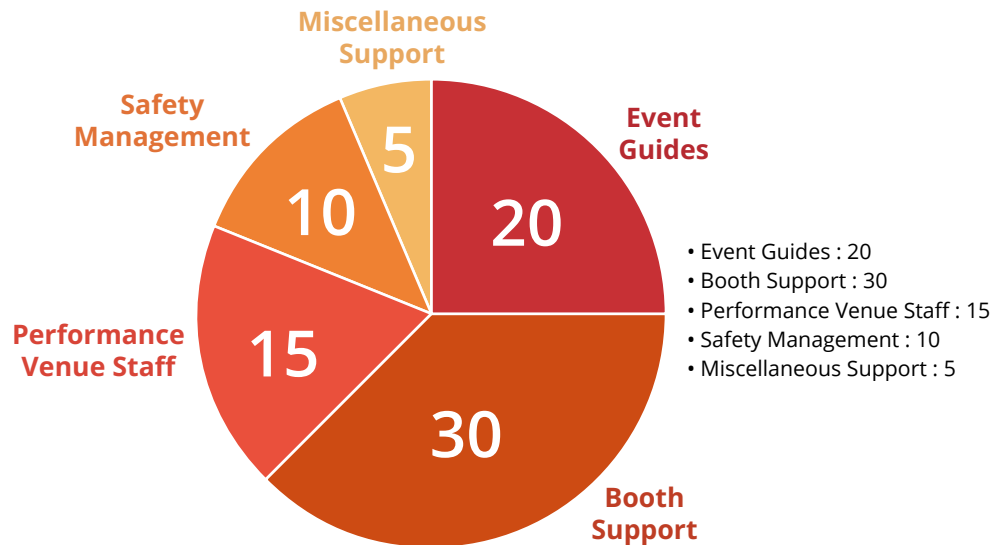
Install facilities & conduct final checks, Conduct orientation for volunteers & vendors.

Volunteer Management

Staff Composition

Vancouver Korean Association's "KCYAS" Student Volunteer Group

Total Volunteer Workforce: about 80 Members



Marketing & Promotion Plan

A. Online Promotions

SNS Platforms

- Instagram
- Facebook
- YouTube
- TikTok

Online Advertising

- Targeted digital ad campaigns
- Collaborations with influencers
- Online contests & giveaways

B. Offline Promotions

Local Media Partnerships

- Korean newspapers
- Local community newspapers
- Bulletin board announcements
- Outdoor Advertising:
 - Banners
 - Posters
 - Flyers

Why Sponsor?



Unmatched Brand Visibility

Reach thousands of attendees & social media viewers.



Direct Consumer Engagement

Activate your brand with experiential marketing.



Exclusive Media Exposure

Be featured in digital & traditional media coverage.



Support Cultural Exchange

Contribute to a meaningful community event.

VIP hospitality access					
Customized influencer campaign					
Prominent logo placement in all media & festival materials					
Exclusive Main Stage Branding & Speaking Opportunity					
Recognition during stage announcements					
Dedicated festival tent (10'x10') for brand activations					
Logo featured on main banners, stage & promotional materials					
Access to the VIP area					
Logo placement on festival posters, flyers & T-shirts					
Mention in post-event thank-you campaign					
Logo featured on digital ads & social media promotions					
Logo placement on festival website & select materials					
	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor	Title Sponsor
	(\$1,000)	(\$3,000)	(\$5,000)	(\$10,000)	(\$30,000)
	Local Business Supporter	Community Partner	Targeted Brand Recognition	Premium Visibility	Maximum Brand Exposure!



2025 in Vancouver

Let's Create an Unforgettable Experience Together!

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