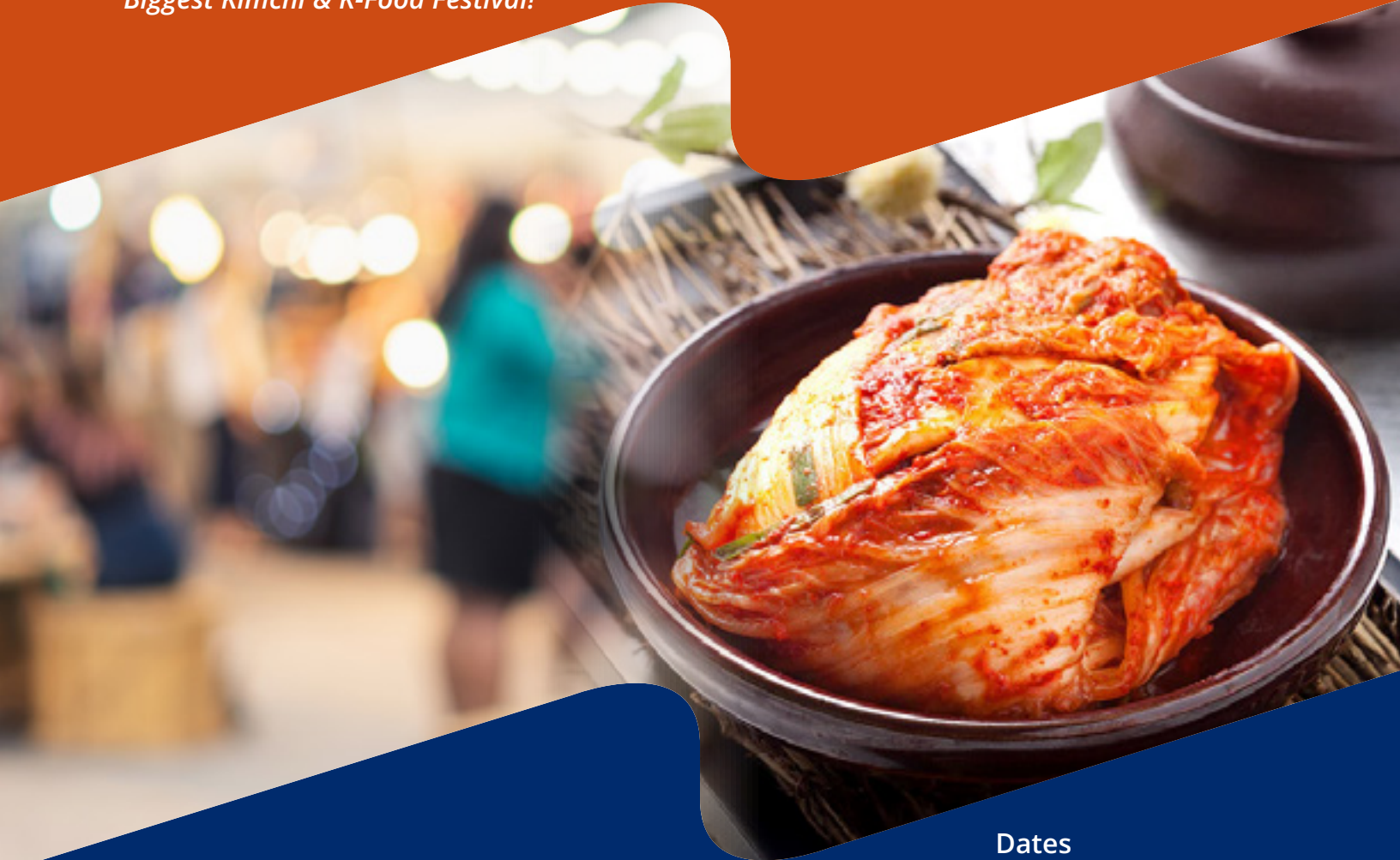


# Kimchi & K-Food Festival

2025 in Vancouver

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



## Celebrate Korea's Vibrant Culture!

Join us for two days of bold flavors, electrifying performances, and hands-on fun with K-Experience Zones, dance battles, and global traditions.

## Dates

September 5-6, 2025  
(10AM - 7PM)

## Location

The City of Lougheed  
Parking Lot, Burnaby, BC

## Expected Attendance

30,000+ multicultural  
food lovers & community  
members



## ***What is Kimchi & K-Food Festival?***

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**A thrilling two-day celebration of food, culture, and community! Experience Korean tastes, global performances, and interactive fun:**

- Day 1 (Sep 5): Feel the rhythm at the B-Boy Battle Challenge 2025.
- Day 2 (Sep 6): Shine at the K-POP Cover Dance Challenge 2025.

### **Explore K-Experience Zones:**

- **Kimchi Making Zone:** Craft kimchi (pre-registration required).
- **K-Street Food Zone:** Enjoy bibimbap, tteokbokki, spicy challenges.
- **Hanbok & Photo Zone:** Wear hanbok for photos.
- **Squid Game Challenge Zone:** Play mini-games.
- **K-POP Dance Challenge Zone:** Dance to K-POP hits.
- **Traditional Craft Zone:** Create calligraphy, pottery.
- **K-Beauty Zone:** Try makeup, skincare.

Align your brand with this vibrant festival, engaging diverse audiences.



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## ***Purpose & Expected Outcomes***

### ***Festival Purpose***

#### **Cultural Exchange**

Share Korean culture via K-Experience Zones, spreading kimchi and K-Food globally.

#### **Market Expansion**

Showcase specialties in K-Street Food Zone with Korean Regional Enterprises.

#### **Cultural & Economic Ties**

Strengthen Korean-BC connections through K-Experience Zones.

### ***Expected Outcomes***

#### **Brand Awareness**

Promote specialties in Kimchi Making Zone, K-Street Food Zone.

#### **Cultural Connection**

Engage communities via Hanbok & Photo Zone, Squid Game Challenge Zone.

#### **Market Growth**

Expand networks through Traditional Craft Zone, K-Beauty Zone.

### ***Benefits for Lougheed***

#### **Visitor Growth**

K-Experience Zones and K-Street Food Zone drive traffic and boost mall sales.

#### **Korean Partnerships**

Build strong ties through K-Pub Zone and collaborations with Korean enterprises.

#### **Brand Elevation**

Shine as a multicultural hub with media coverage and tenant promotions.



# Who We Are?

## Brownbag Business Community

A non-profit empowering businesses through K-Experience Zones.

## Burnaby North Road BIA

Fostering vibrant communities with inclusive events.



## Did You Know?

- Western Canada's largest Korean festival with K-Experience Zones.
- Media ties amplify K-POP Dance Challenge Zone.
- 500K+ social media impressions spotlight K-Experience Zones.

# Your Brand Shines!



## Media

Outlets cover K-Experience Zones, dance challenges.



## Social Reach

500K+ impressions for Kimchi Making Zone.



## Influencers

Content for Hanbok & Photo Zone, K-Bauty Zone.



## Ads

Geo-targeted K-Experience Zone promotions.



## Get Featured!

Your brand will be showcased in all festival promotions



## ***Kimchi: A Global Icon***

Kimchi, a 3,000-year tradition, stars worldwide. Make your own at the Kimchi Making Zone (pre-registration required)!

### **Kimchi Worldwide**

From tacos to Michelin menus, kimchi shines in the K-Street Food Zone.

### **Kimchi Facts**

- Stars like Jessica Alba love kimchi—learn why at Kimchi Making Zone.
- Kimchi went to space in 2008.
- 200+ varieties star in K-Street Food Zone.

### **Canadian Influencers**

- Eugenie Kitchen inspires Kimchi Making Zone.
- Korean Foodie fuels K-Street Food Zone.

### **Kimchi Quotes**

*"Kimchi is Korea's soul food!"* – BTS's RM

*"Kimchi pairs with everything."*  
– Gordon Ramsay

*"Kimchi's probiotics rock."*  
– Sandra Oh, at K-Pub Zone

*"Kimchi is a superfood!"*  
– Harvard Health Publishing



# Cultural Food & K-Experience Zones

Savor Korean and global flavors:



## K-Street Food Zone

Bibimbap, tteokbokki, spicy challenges with Korean Regional Enterprises.



## Kimchi Making Zone

Craft kimchi (pre-registration required).



## Hanbok & Photo Zone

Wear hanbok for photos.



## Squid Game Challenge Zone

Play dalgona games.



## K-POP Dance Challenge Zone

Dance to BTS, BLACKPINK.



## Traditional Craft Zone

Create calligraphy, pottery.



## K-Beauty Zone

Try makeup, skincare.



## K-Pub Zone

Enjoy makgeolli, snacks in a folk village (ID required).

Taste eats from Japan, Vietnam, India, and more alongside K-Experience Zones.

## Event Zones

### A. Main Stage Zone

Ceremonies, performances like K-POP Dance Challenge Zone.

### D. Kimchi & Business Pavilion

Kimchi Making Zone, Korean Regional Enterprises, Korean Enterprises Booths.

### B. Korean Provinces Pavilion

Experiential booths tied to K-Street Food Zone.

### E. K-Pub Zone

Folk village with drinks, snacks (ID required).

### C. Global Food Zone

5 multicultural booths, 5 food trucks, near K-Street Food Zone.

### F. K-Experience Zones

Four interactive areas: Hanbok & Photo Zone, Squid Game Challenge Zone, Traditional Craft Zone, K-Beauty Zone.

## Facilities

### G. Restrooms & Handwashing

Mobile restrooms, sanitizing stations.

### H. First Aid & Safety

Medical room, safety routes.

### I. Operations HQ & Volunteer Lounge

Staff and volunteer hub.



# Event Operation Plan

## Ticketing & Booth Operations

Free entry with K-Experience Zone activities. K-Street Food Zone, Food Vendors & Trucks items sold separately. Booths pay a two-day fee, including 2 aprons, 2 hats, and signage. Multicultural booths donate revenue for free setup. Prize draws every 2 hours (12:00, 2:00, 4:00, 6:00) for K-Experience Zone visitors.

## Booth Breakdown (125 Total)

Category	Booths	Details
Kimchi Making Zone	Experiential Booths	Kimchi tastings and workshops (pre-registration required)
Korean Regional Enterprises	Experiential Booths	Regional specialties, linked to <b>K-Street Food Zone</b>
Korean Enterprises Booths	Experiential Booths	Diverse specialties (e.g., rice, sauces)
K-Pub Zone	Experiential Booths	Folk village-style drinks and snacks (ID check required)
Multicultural Booths	5	Japanese, Vietnamese, Indian, etc.
Local Food Trucks	5	Local vendors, near <b>K-Street Food Zone</b>
Local Vendors	100	Food, retail, crafts like <b>Traditional Craft Zone</b>

## Target Audiences

- Korean residents: Love Kimchi Making Zone, K-Pub Zone.
- Canadians: Enjoy K-Street Food Zone, Hanbok & Photo Zone.
- Multicultural groups: Try Squid Game Challenge Zone, K-Beauty Zone.

## Program Schedule

Day 1: B-Boy Dance Battle Challenge 2025 (Fri, Sep 5)

Time	Zone	Event & Activity	Details
10:00-10:30	Main Stage	Opening Ceremony & Festival Welcome	Welcome speeches, festival video
10:30-11:00	Main Stage	Chinese Traditional Dance	Multicultural performance
11:00-11:30	K-Experience Zones	Kimchi Making Workshop (1st Session)	Craft kimchi at <b>Kimchi Making Zone</b> (pre-registration)
11:30-12:00	Main Stage	Jazz Music Performance	Local Vancouver musicians
12:00-12:30	Main Stage	Filipino Folk Dance	Multicultural performance
12:30-13:00	Main Stage	B-Boy Dance Demo & Workshop	Interactive session at <b>K-POP Dance Challenge Zone</b>



13:00-13:30	Main Stage	Opening Stage: K-POP Rising Stars	K-POP prospects or random play dance
13:30-16:30	Main Stage	B-Boy Dance Battle (Qualifying & Finals)	10 teams compete
16:30-17:00	Main Stage	Judging & Real-Time Voting	Vote via festival app
17:00-17:30	Main Stage	Guest Performance: Vancouver B-Boy Crew	Dynamic dance showcase
17:30-18:00	K-Experience Zones	Kimchi Making Workshop (2nd Session)	Craft kimchi at <b>Kimchi Making Zone</b> (pre-registration)
18:00-19:00	Main Stage	Awards Ceremony & Closing (Day 1)	Winners announced, farewell
10:00-19:00	K-Experience Zones	Ongoing Activities	<b>Hanbok Photos, Squid Game Mini-Games, Craft Workshops, K-Beauty Demos, K-Street Food Spicy Challenge, bibimbap demo (11:00-11:30)</b>

### Day 2: K-POP Cover Dance Challenge 2025 (Sat, Sep 6)

Time	Zone	Event & Activity	Details
10:00-10:30	Main Stage	Taekwondo Demonstration Team (Korea)	Dynamic martial arts showcase
10:30-11:00	Main Stage	Japanese Traditional Dance	Multicultural performance
11:00-12:00	Main Stage	VIP Main Ceremony & Official Opening	VIP speeches, festival kickoff
12:00-12:30	Main Stage	Rock Band Performance	Local Vancouver musicians
12:30-13:00	K-Experience Zones	Kimchi Making Workshop (3rd Session)	Craft kimchi at <b>Kimchi Making Zone</b> (pre-registration)
13:00-13:30	Main Stage	Opening Stage: K-POP Rising Stars	K-POP prospects or random play dance
13:30-16:30	Main Stage	K-POP Cover Dance Challenge Finals	Top 10 teams perform
16:30-17:00	Main Stage	Judging & Real-Time Voting	Vote via festival app
17:00-17:30	Main Stage	Guest Performance: Vancouver K-Dance Crew	Special guests showcase
17:30-18:00	K-Experience Zones	Kimchi Making Workshop (4th Session)	Craft kimchi at <b>Kimchi Making Zone</b> (pre-registration)
18:00-19:00	Main Stage	Awards Ceremony & Festival Closing	Final results, farewell
10:00-19:00	K-Experience Zones	Ongoing Activities	<b>Hanbok Photos, Squid Game Final, Craft Workshops, K-Beauty Makeup Demos, K-Street Food Spicy Challenge, makgeolli demo (12:30-13:00), K-POP workshop (17:30-18:00)</b>

Prize Draws: Every 2 hours (12:00, 2:00, 4:00, 6:00), K-Experience Zone visitors enter a draw for official goods.  
 Sep 4 (Thu) 10:00-17:00: Pre-Event Setup & Rehearsal

## Preparation Timeline

<b>04</b> 	<b>April</b> Secure Kimchi Making Zone, K-Street Food Zone, Korean Regional Enterprises; complete website and SNS platforms.
<b>05</b> 	<b>May</b> Recruit volunteers, vendors, sponsors; start SNS promotions; produce festival goods.
<b>06</b> 	<b>June</b> Launch K-POP Dance/B-BOY Battle Dance Challenge auditions and preliminaries.
<b>07</b> 	<b>July</b> Set K-Experience Zone layouts, share manuals.
<b>08</b> 	<b>August</b> Install facilities, train volunteers; announce final Dance Challenge teams.

## Volunteer Management

### Volunteers

- Team: 80 "KCYAS" students aiding K-Experience Zones.
- Support: Assist with Squid Game Challenge Zone, K-Beauty Zone.

### Marketing

- Online: Promote K-Experience Zones, dance challenges on Instagram, TikTok.
- Offline: Flyers for Hanbok & Photo Zone, K-POP Dance Challenge Zone.
- Media: Outlets cover Kimchi Making Zone, performances.



# Why Sponsor?



## Visibility

Reach thousands via **K-Experience Zones**, dance challenges.



## Engagement

Connect in **K-Street Food Zone**.



## Media

Feature in **K-Experience Zone** coverage.



## Impact

Support **Traditional Craft Zone**, **K-Pub Zone**.

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					
	<b>Bronze Sponsor</b> <b>(\$1,000)</b>	<b>Silver Sponsor</b> <b>(\$3,000)</b>	<b>Gold Sponsor</b> <b>(\$5,000)</b>	<b>Platinum Sponsor</b> <b>(\$10,000)</b>	<b>Title Sponsor</b> <b>(\$30,000)</b>
	Logo on select materials	Logo on posters, ads	Tent, banner logo, VIP access	Stage branding, max exposure.	Maximum Brand Exposure!





2025 in Vancouver

## Unite Through K-Experience Zones!

### CONTACT

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### WEBSITE

www.kimchifest.ca

### Social Media

@kimchifest.ca  
- See Festival Brochure

### Sponsors

TD Bank, SCU, Burnaby North  
Road BIA

### [Reference]

Successfully attracted 20,000+  
visitors in 2023.

▶ Hosted by Brownbag Business  
Community

▶ Organized by Burnaby North  
Road BIA

