

ART *of* KOREA X

NOV 1- 2, 2025 | Tampa, FL

ART *of*
KOREA

Who We Are

The URI Foundation was founded to support the next generation of Korean-Americans with empathy and guidance, drawing on the experiences of earlier pioneers.

The organization consists of **5 board members** and over **20 active professionals**, including entrepreneurs, financial experts, attorneys, stage directors, producers, and journalists. Led by **1.5 and second-generation Korean-American leaders**, it brings together experts from diverse fields.

They share a common mission: to **mentor and guide the next generation of leaders**.



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Our Vision & Concept

Art of Korea X Festival is a fresh and dynamic Korean cultural event in the U.S., attracting attendees of all ages and backgrounds. As our inaugural festival, it provides a prime opportunity for sponsors to reach a passionate and diverse audience.

The global influence of Hallyu (Korean Wave) continues to soar, driven by K-pop, K-dramas, webtoons, Korean gaming, and cuisine, reaching millions of dedicated fans across the United States and worldwide.

By partnering with Art of Korea X Festival, sponsors gain multi-channel media exposure, including print, digital, social media, and video content, ensuring strong brand visibility, meaningful engagement, and measurable results.

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Our Long Term Goals

- Grow into a *sustainable cultural exchange platform*.
- *Expand further into a mentorship program where successful Korean Americans can guide local students and youth interested in Korea.*

The immediate priority: exposure and exchange of Korean culture.

The first event is a foundation — the starting point of a much larger vision



Event Overview

Host: Uri Foundation

Location: Water Works Park

1710 N Highland Ave Tampa, FL 33602

Date: November 1-2, 2025 (2 days)

Program Highlights:

KPOP Performances by ICHILLIN, UZUHAN & Hannah Cho,
K-Food, traditional & contemporary cultural
experiences, art exhibitions



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Water Works Park

1710 N Highland Ave Tampa, FL 33602



Tampa's **Cultural Potential**

Tampa is a diverse, multicultural city with a strong festival infrastructure.
(Home to major events like Tampa Pride, Riverfest, and international food & art festivals.)

Offers the perfect environment for Korean culture to gain a foothold.



The Significance of the First Year

Not a one-off — the beginning of a branded, annual festival

Builds long-term collaboration models with local partners

Growth potential:

from Tampa → Florida → Southeastern U.S.

This is the first step in establishing Tampa as a new
hub for Korean culture

Why Sponsor?

- Connect with a **culturally engaged and growing audience**
- Align your brand with the **dynamic Hallyu movement**
- Gain exposure across **national and international media channels**
- Maximize **ROI** through high-impact sponsorship opportunities

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Sponsorship Benefits

LED Wall Video

- Sponsor video clips played during intermissions (max 1 min each)

Displayed multiple times depending on sponsorship tier

For Diamond Sponsors, videos will also play **immediately after artist performances**

Posters

- Display your posters on the festival laneway, sponsorship booths, and key areas
- Include your logo and marketing slogan

Newspaper Advertising

- Sponsorship recognition and logo featured in newspaper ads

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Sponsorship Benefits (cont.)

Official Website

- Company logo and link displayed on the festival's website until the next Art of Korea X Festival.

Social Media

- Logo displayed and sponsorship acknowledged in event posts and promotions

Flyer

- Prominent recognition on printed flyers with logo, graphics, and business description

Sponsorship Options

DIAMOND SPONSOR – \$10,000+

- All sponsorship benefits included
- LED wall video played 18 times over 2 days, including immediately after artist performances
- Full-page recognition on flyers
- Logo prominently displayed on social media, website, and “Sponsors” board
- Other tailored arrangements to maximize exposure

PLATINUM SPONSOR – \$5,000

- All sponsorship benefits included
- LED wall video played 9 times over 2 days
- Half-page recognition on flyers
- Logo prominently displayed on social media, website, and “Sponsors” board
- Other tailored arrangements to maximize exposure

Sponsorship Options

GOLD SPONSOR – \$3,000

- LED wall video played 4 times daily
- Quarter-page recognition on flyers
- Logo displayed on social media, website, and “Sponsors” board
- Other tailored arrangements to maximize exposure

SILVER SPONSOR – \$1,000

- LED wall video played 2 times daily
- Logo displayed on social media, website, and “Sponsors” board
- Other tailored arrangements to maximize exposure

Contact Information



For further inquiries:

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