Alan

NOV 1- 2, 2025 | Tampa, FL



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.





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.





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

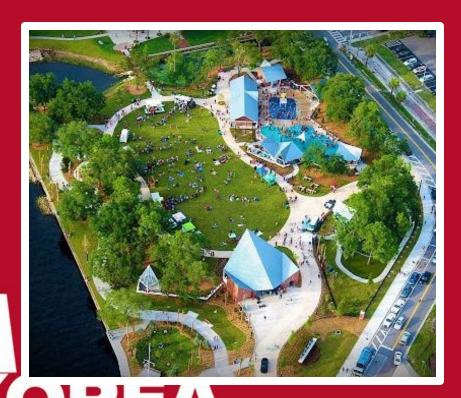






Water Works Park

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 \rightarrow Florida \rightarrow 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





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



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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www.Urifx.org

