

SYDNEY KOREAN FESTIVAL

정전



주년 기념
REMEMBRANCE &
PEACE

Presented by: Australia Korea Culture & Arts Inc.

2023

Sydney Korean Festival Proposal



호한문화예술재단
AUSTRALIA KOREA CULTURE & ARTS INCORPORATED

Festival Title

정전협정 70주년 문화 축제 Rememmerance & Peace



- ❖ Date : **29th & 30th April 2023** (Sat & Sun)
- ❖ Place : **Tumbalong Park** (Darling Harbour)
- ❖ About : **Commemorating the 70th Anniversary of the Korean War Armistice** and sharing the diverse Korean Cultural Experiences with the wider Community
K-Pop, K-Dance, K-drama, K-Culture, K-Sport and K-Friendship
- ❖ Attractions : Over 45 stalls of multicultural food and products
Continuous Live Entertainment including
Traditional & Modern Performances
Spectacular Displays incl, K-Drum and TaeKwonDo
Unique Singing, Dancing and Food Competitions
Squid Zone Game And Surprise Events



akcai.com.au Australia Korea Culture & Arts Inc.

The Australia Korea Culture and Arts Incorporation (AKCA) is the peak cultural body for the NSW Korean Community. Our headline annual event is the Sydney Korea Festival (SKF), staged in the epicentre of Sydney's Entertainment District at Tumbalong Park, Darling Harbour.

The Sydney Korea Festival is the largest Korean Festival in Australia attracting in excess of 100,000 visitors each year with an annual budget approaching a quarter of a million dollars (\$250,000). However, the Festival is organized and staged entirely with volunteer labour.

SKF has been produced annually over the past decade (excluding Covid), exposing every layer of Korean Traditional and Modern Culture to more than a million visitors from Sydney, NSW Interstate and Overseas.

The Festival utilizes K-Food, K-Pop, K-Drama, K-Dance, K-Sport, K-Culture and K-Friendship to highlight the very best in Korean and other ethnic cultural experiences.

Staged over two weekend days (October 8,9 this year) and spread over more than 2 hectares of the City of Sydney's most prestigious Entertainment Precinct, the Festival offers a unique blend of multi-cultural alfresco dining, wall-to-wall entertainment, special and unique cultural experiences and intriguing products ... in a relaxed and harmonious community atmosphere.

AKCA is committed to celebrating the diverse Australian Culture by hosting these premium Cultural Events, bringing together the very best in local and international talent across a wide variety of platforms and introducing the very best in Australian-Korean Culture to the General community.

We are dedicated to nurturing the traditional cultural arts and encouraging and developing the diversified modern performing arts landscape.



Chairman, Don Koh



THE FESTIVAL 2023 theme

Rememerance & Peace



SKF is arguably the biggest and best Korean Festival in Australia, appealing to all age groups and all demographics. But more than numbers, it is a Festival where visitors can See, Hear, Taste and Smell the delights of a unique and absorbing Culture while experiencing the special Vibe of shared friendship and experiences.

Over the past decade this very special premium event on the NSW Cultural Calendar has expanded beyond the Australia-Korea Culture to accommodate and integrate many other ethnic groups in a harmonious celebration of Australia's unique blend of multi-cultural lifestyle. Returning after a 3-year hiatus invoked by Covid, Australia is hungry for a repechage of the wonderful 'SKF Experience' that has stimulated, excited and rewarded visitors for nearly a decade.

Visitors will once again get to enjoy the innumerable different aspects of K-Culture ... from K-Pop and K-Food to K-Drama and K-Goods.

To experience a slice of the 'SKF Experience' please check out our stunning video at <https://youtu.be/bErzHW8E4G0>.

More details, pictures and videos are available at <https://www.akcai.com.au/home> and our Facebook Page.



Special Performance for 70th anniversary of the Armistice Agreement

- **Celebration stage for the 70th anniversary of the Armistice**
(The Stage of Peace to Promote Korea's Growth in 70 Years)
- **Veterans march**
- **Korean War veterans video and photo exhibition**
- **Veterans Appreciation Plaque Delivery Ceremony, etc.**



Festival Overview & Expectations

Korean Traditional Performances

Taekwondo, which expresses the image of Korea the best among well-known programs, Traditional weddings, Samulnori, Korean dance, traditional games and modern games (squid games), etc. Additional competitions for the general public and students to participate in by experiencing variety of Korean culture.

- ❖ Samul Nori (Farmer's Dance) Parade
- ❖ Korean Traditional Dance
- ❖ Korean Traditional Games
- ❖ Korean Traditional Musical Orchestra
- ❖ Tae Kwon Do Demonstration

Korean Wave Performance

K-Drama, K-Pop, K-Dance and Singing

- ❖ Korean Drama Awards & Screening (KDFA)
- ❖ Fusion B-Boy and K-Drums

Korean POP Performance

K-Pop Cover Dance Contest

- ❖ K-Pop Dance Cover Contest – Local K-Pop groups and communities
- ❖ K-Talent – Local K-Singing & Performance Contests



KDFA
KOREAN DRAMA & FILM AWARDS

Back to Homepage

Saturday, 1 April and Sunday, 2 April 2017, Tumbalong park, Darling Harbour

KOREAN DRAMA & FILM AWARDS FINALISTS

Welcome to the official KDFA page. In 2017, Sydney Korean Festival will be hosting the Korean Drama and Film Awards. The event began by the fans sending us their favourite Korean dramas and films. The KDFA judges then chose the scenes with the **best food, costume, smile, music (OST) and makeup** for the dramas and films with the most votes. We now need your votes once more to select the **best of the best scenes**. Each entrant will receive **one \$10 food voucher from Kobow Restaurant** via email and **three Sydney Korean Festival raffle tickets** at the festival, plus all the entrants will be automatically in a chance to **WIN a trip to Korea**.

Please note: It's one entry per person and one \$10 food voucher per person. In order to receive the voucher and raffle tickets, you must tell us your **email and phone number**. Here are your finalists.

DRAMA

Food & Product Stalls

SKF traditionally hosts a magnificent array of more than 14 Korean and ethnic Food and Drink Stalls.

Additionally, we showcase Korean, Australian and other Ethnic Products and Produce (up to an additional 15 Stalls) as well as specialty displays of major sponsors and supporters.



Budget Sources & Projections

The SKF Budget to host this major NSW Cultural Event runs to almost a quarter of a million dollars. Additionally, countless thousands of hours of volunteer services at every level are required to stage the Event. To organize and execute the Event we have to draw our funds from a wide variety of sources, including

- ❖ Government and Community Grants,
- ❖ Korean Community Organisations and Support Groups
- ❖ Korean Companies
- ❖ Major Supporter and Exhibitor Packages,
- ❖ Stall Sales
- ❖ Pre-Event Promotional Functions
- ❖ Raffle Tickets
- ❖ Private member Sponsorships & Donations
- ❖ Special Project Sponsorships... e.g., Mickle Production – total lighting, audio visual, staging and presentation.
- ❖ Event Volunteer Staff (more than 100)



Each year we reach out to Community, Corporates and Government and private citizens to support the Festival and maintain the high-standards we long ago established for the Event.

Please do not hesitate to contact our Organising Committee to discuss Sponsorship or other Funding, Partnerships, Product Support

Budget Sources & Projections

Estimated Cost					
Estimated Expenses			Estimated Income		
1	Darling Harbour/Tumbling Park Hire&Equip	\$120,000	1	Peaceful Unification Advisory Council	\$20,000
2	Stage Setup A/V Production	\$40,000	2	Major Sponsor (Hyundai, LG, SAMSUNG, Kia Hanwha defense australia)	\$30,000
3	Meals for Staff	\$7,000	3	Other Sponsors (Korean Communities)	\$50,000
4	Advertising	\$10,000	4	Multicultural NSW	\$8,000
5	Awards	\$5,000	5	Festival Director's Donation	\$20,000
6	MISC	\$10,000	6	Food Stall 14, Community Stall 15	\$36,000
7			7	Korea Tourism Organization	\$5,000
	Total	\$192,000			\$169,000

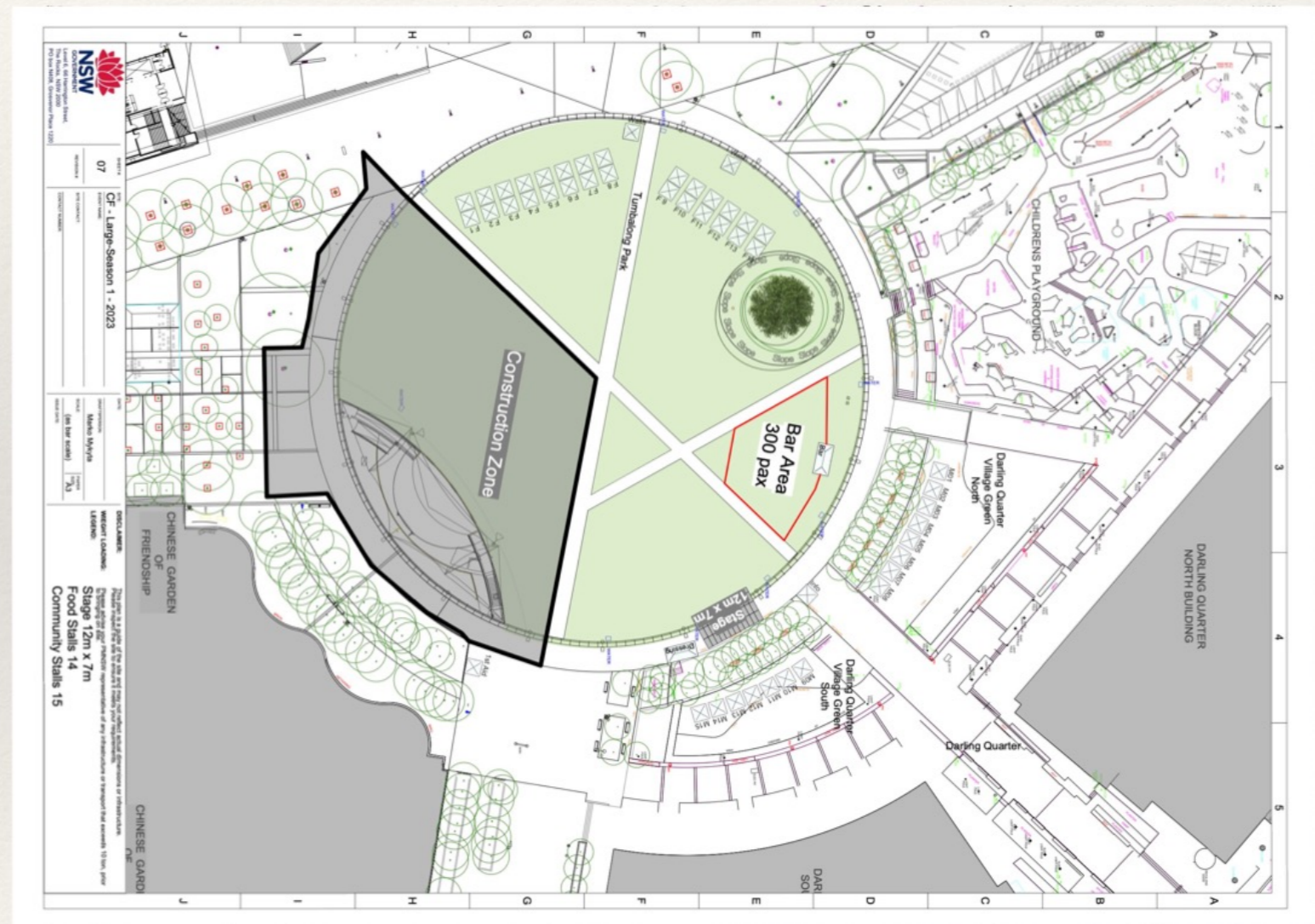
Festival Layout (Large Festival)

SKF is famous for the sheer size and spectacle of the Annual Festival at Darling Harbour. Because of the huge scope of the Event, it is planned over the entire Tumbalong Park layout in what NSW State Government Planning Department characterizes as a LARGE FESTIVAL.

The key ingredients are a huge, full-size stage which can accommodate all the national and international events featured and provide for around 500 seated visitors/guests with space for hundreds more on the adjacent lawns and vantage points. A remarkably diverse range of Events are featured virtually continuously throughout the day and evening (10am to 8pm)

Encircling the lawns of the grounds are more than 45 Food and Produce Stalls providing a unique opportunity for visitors to sample the Taste of Korea and other food cultures as well as interesting and exotic products. An established feature of the Food Precinct is a comprehensive array of tables, chairs (and umbrellas) so visitors can enjoy al fresco dining in comfort.

Other specialty exhibits are provided by Cultural Organisations, Government Bodies and Corporations.



THE SYDNEY KOREA FESTIVAL – HOW WE INVEST

Visitors are there to enjoy the 'show', but the back-story to every event is the huge investment in human resources and funds required to put it together...

As a lean and smart volunteer organisation, we cannot afford to waste a cent of the money invested in the Event and every activity is closely budgeted.

SKF 2023 Sponsorship Proposal				
	Platinum	Gold	Silver	Partner
Cash Funds	\$30,000	\$15,000	\$5,000	\$0
Main Stage Banner	0	0	0	0
Media Advertisement - Logo	0	0	0	0
MC Comments	0	0	0	0
Stage Video Screening (60 seconds)	0 (10 times)	0(5 times)	X	X
Programme Booklet	0	0	0	0
Official Homepage & Social Media	0	0	0	0
VIP speech	0	X	X	X
Stalls	(3x3)x2	(3x3)x1	X	X
T-shirt Logo Banner	0	0	0	0
*Partner (Partnership, Non- financial)				