

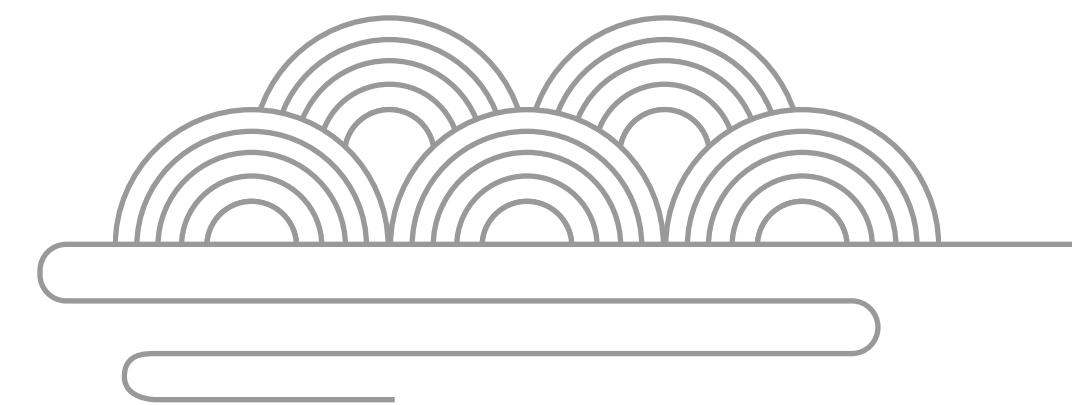
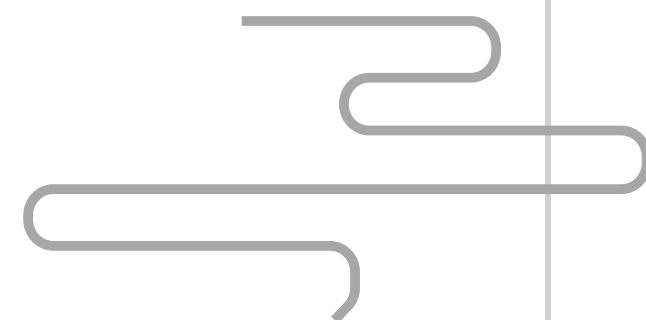
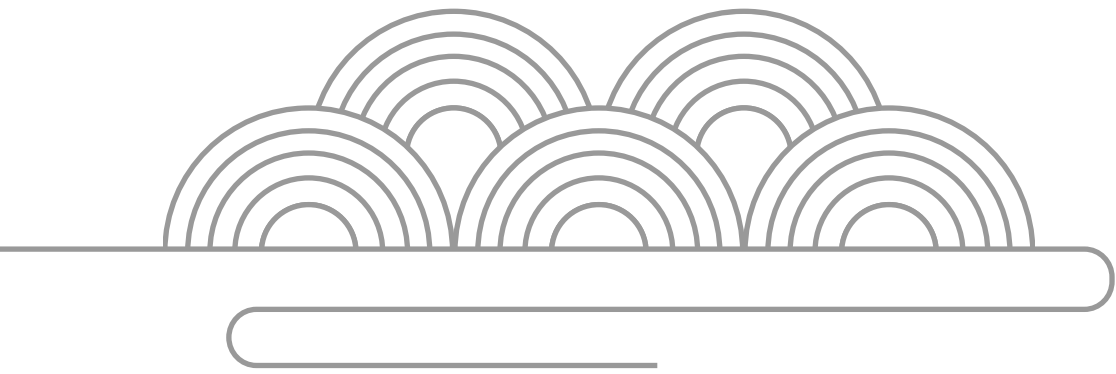
SPONSORSHIP OPPORTUNITY

TORONTO
KOREAN
FESTIVAL
2026

📍 MEL LASTMAN SQUARE

5100 Yonge St, North York, ON M2N 5V7

FRIDAY Aug 21 — SUNDAY Aug 23





About Us

Since 2001, the Toronto Korean Festival (TKF) has been held annually at Mel Lastman Square in North Toronto and has become one of Canada’s leading Korean cultural events. Formerly organized by Korean Canadian Business Association, the festival is now continued by the newly established Toronto Korean Festival Association, welcoming visitors to experience Korean food, music, products, and culture.

The Toronto Korean Festival Association, a non-profit organization, was founded in 2026. With the motto, “Bridging Korea and Canada Through Culture,” the Toronto Korean Festival Association is dedicated to connecting Korea and Canada through art and culture. By sharing traditions and fostering creativity, the organization aims to inspire mutual understanding and build lasting community connections through festivals, performances, and educational programs that celebrate Korean heritage and contemporary arts in Canada.



Festival Overview



The Toronto Korean Festival aims to establish Willowdale in North Toronto as a key cultural hub and celebrate the global rise of Korean culture, driven by K-dramas and K-pop. Since the pandemic, the festival has featured Korean food, goods markets, traditional performances, and K-pop concerts.

In 2025, over 100,000 people attended the festival to celebrate, learn about, and experience Korean culture. The 2025 festival continued to showcase Korean culture through K-pop, K-dance, K-food, and K-beauty. Popular events such as the K-pop Singing Show, Dance Contest, and Chimaek (chicken + beer) Garden returned, along with performances by idol groups, dance teams, and fusion bands.

TKF 2026 promises even more excitement, with artists from Korea and Canada, and is expected to attract over 100,000 visitors.






Festival Highlights




Attendees



Expecting over 100,000 Attendees 

Participants



Over 60 Market & Vendor Booths (30+ Food Vendors) 

Events



K-POP Dance & Singing Competition
K-Food • K-Culture • K-Events 

Experience



Inviting a Variety of Different Cultures and Age
Groups to experience Korean Culture 

Instagram exposure



4M+ views on @torontokfest in 2025 



Attractions

K-Performances

Feel the global wave of K-POP at our annual K-POP Dance Cover Competition & Showcase, as well as the K-POP Singing Contest. This year, we are excited to host concerts by the boys' K-POP idol groups NouerA, ASC2NT, and CATCH THE YOUNG, along with a performance by the Korean traditional music (Gugak) female group GRANADA.

K-Food

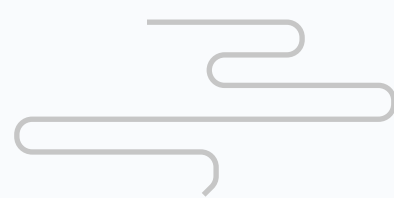
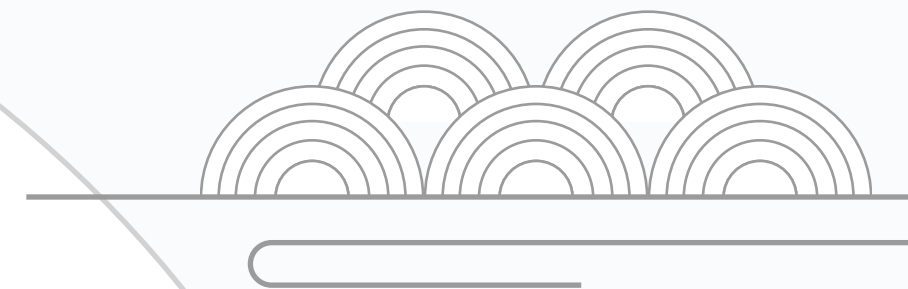
Have a taste of Korea by visiting one of our 30 food vendors. Offering a vast variety of authentic Korean food, snacks, and more!

K-Vendors

Walk by the many vendor booths offering a variety of different products and services from K-POP albums, Korean made goods, and services from local Korean businesses.

K-Events

Immerse yourself in the many events and attractions prepared such as K-POP RANDOM PLAY DANCE, Hanbok Experience, Korean Craft Experience, Gimbap Making Experience, Game Zone, and more!



2026 SPECIAL PERFORMERS

Nouera

A new-generation group
building a unique identity through
experimental concepts and stylish visuals.

📍 Mel Lastman Square



2026 SPECIAL PERFORMERS

ASC2NT

A performance-focused boy group recognized for their powerful stage presence and global appeal.

📍 Mel Lastman Square



Still

ASC2NT 1ST MINI ALBUM

2026 SPECIAL PERFORMERS

CATCH THE YOUNG

A band-style group delivering refreshing pop-rock music with emotional, youth-centered storytelling.

📍 Mel Lastman Square



2026 SPECIAL PERFORMERS



An emerging act that fuses traditional Korean music (Gugak) with modern K-pop, creating a distinctive crossover sound between heritage and contemporary pop.

📍 Mel Lastman Square



Korean Traditional Performance

By Jeonbuk State Gugak Center.

Showcasing the elegance of Korean vocal, dance, instrumental performance and immersive cultural experiences. The event offers a unique glimpse into Korea's rich heritage.

전북특별자치도립국악원
JEONBUK STATE GUGAK CENTER

📍 Mel Lastman Square



2026 SPECIAL PERFORMERS

K-POP DJ Show

Experience an electrifying K-pop party with high-energy hits and DJ performances by MOOBEK & Expen, featuring DJ MOOBEK, America's top K-pop DJ with over 25 years of global festival experience; Woo-In Kang, a singer and rapper with over 4 million TikTok followers.

📍 Mel Lastman Square

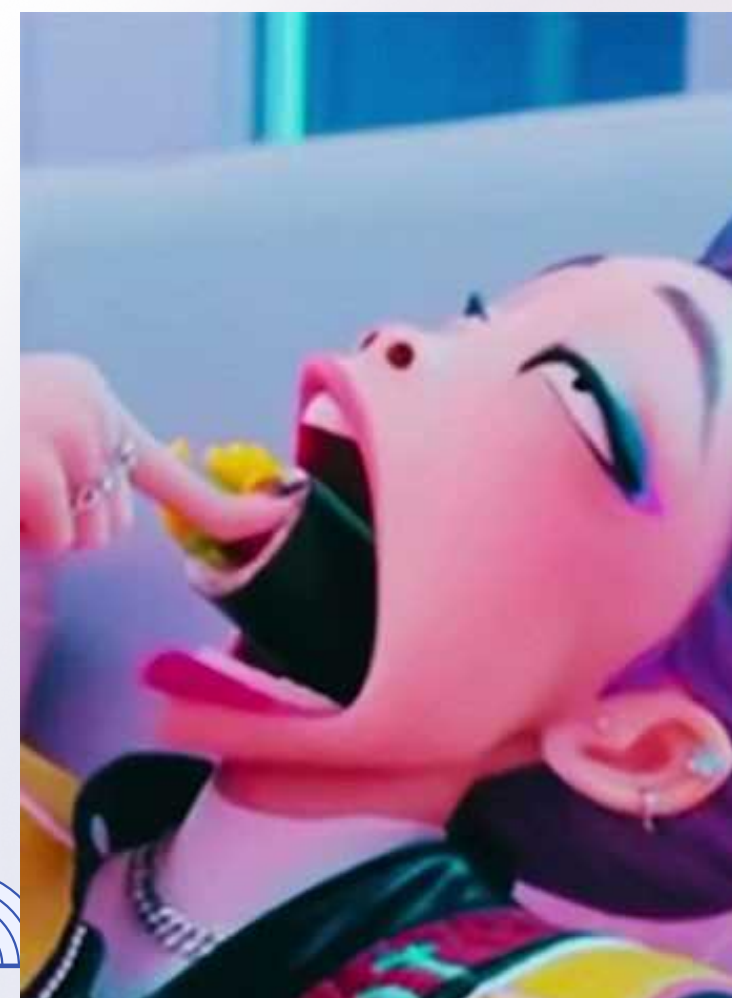
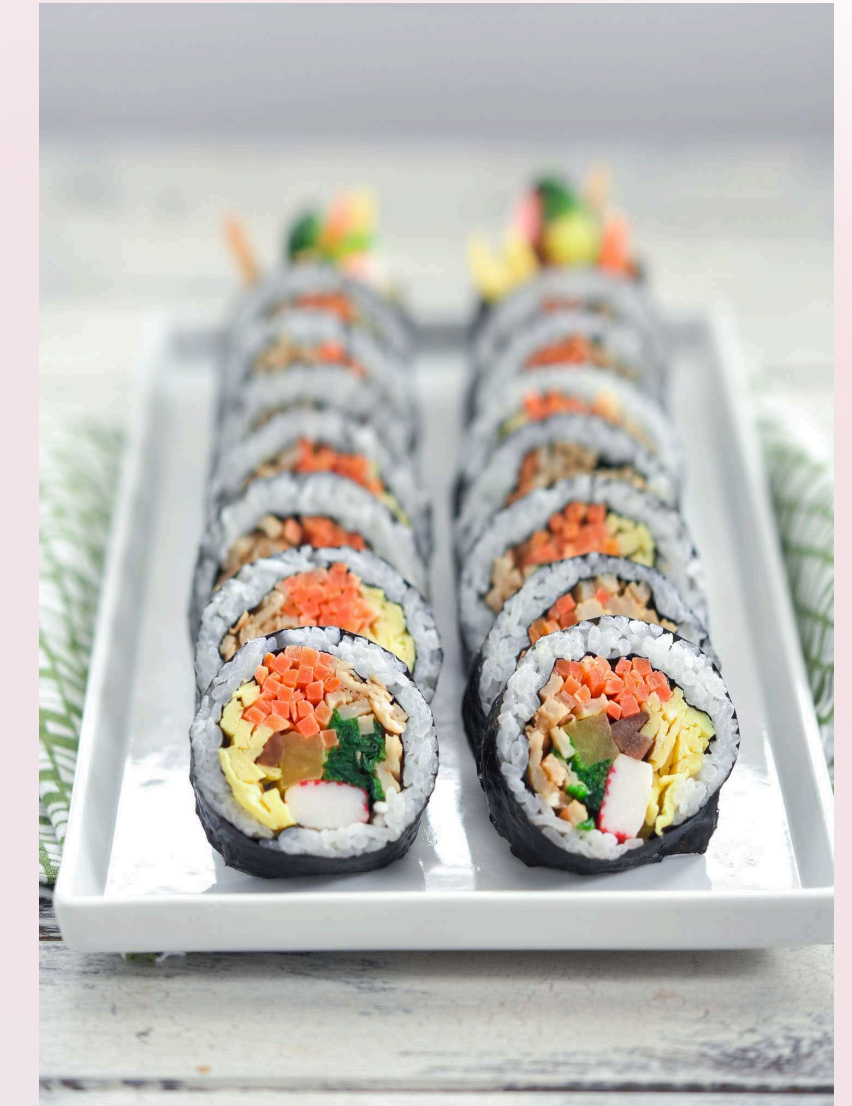


EXPERIENCE PAVILLION

Gimbap Making Experience

Enjoy a hands-on cultural experience by learning how to make your own traditional Korean Gimbap (Korean seaweed rice roll), the dish going viral worldwide thanks to hits like K-pop Demon Hunters.

📍 Mel Lastman Square



VENUE

MEL LASTMAN SQUARE

The Toronto Korean Festival takes place at the Mel Lastman Square in North York. A prime location where many Koreans have businesses and spend their time.

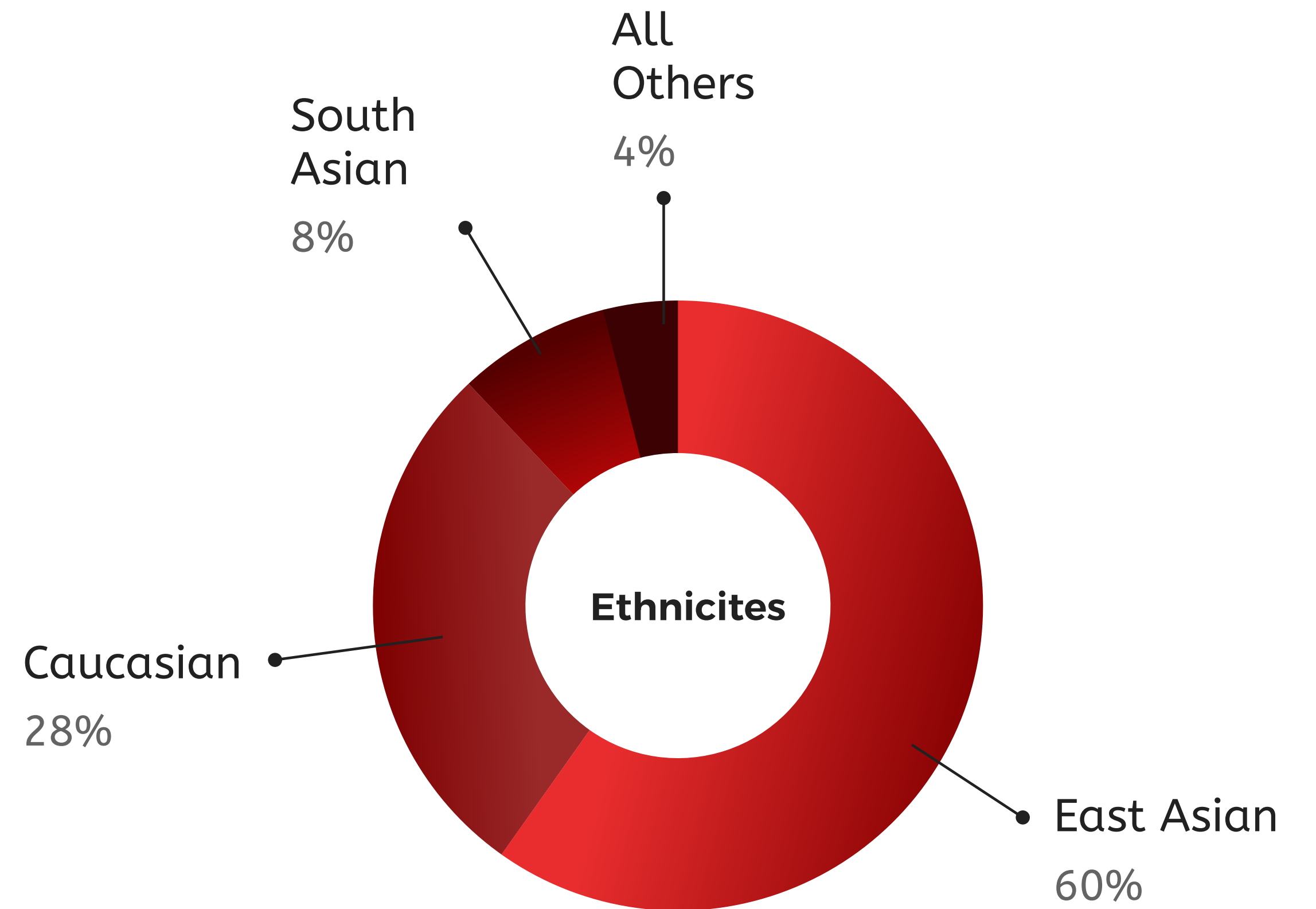
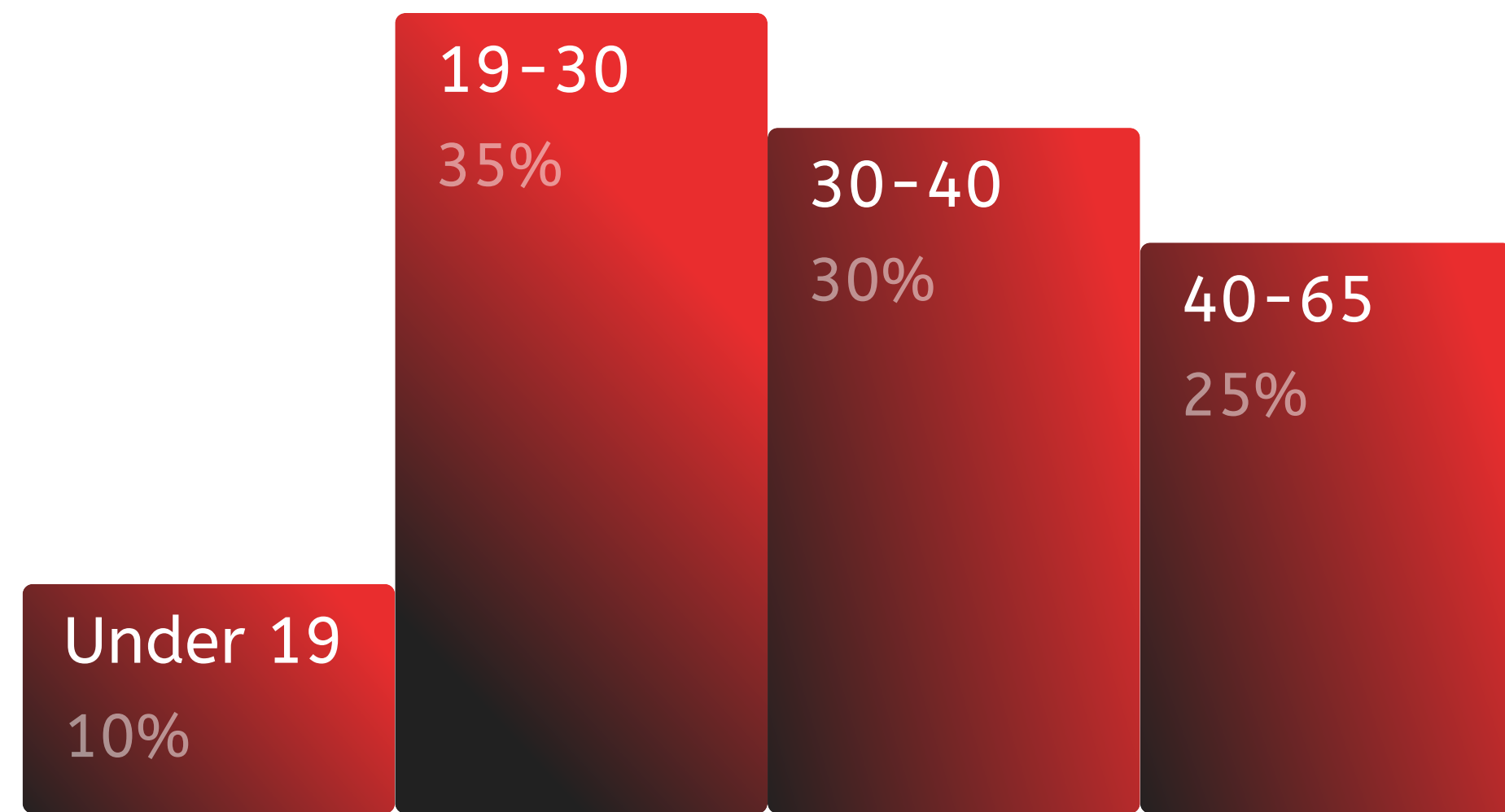
The upper North York area is widely known as the "Korea Town North" as many businesses have migrated and started their businesses in this prime location. Mel Lastman Square has a large stage for performers to showcase their skills allowing this space to be the best place for a festival such as ours.





Demographics

Promote to these demographic groups





Sponsorship Tiers

PLATINUM

\$10,000

- Stage Presenter
- 1 Market/Food Booth
- LED Multiscreen Ads
- Social Media & Website Ads
- Short Form Social Media Content (Ad) (up to 3 videos)
- Banner Placement
- Full Page Ad (Online Flyer)

GOLD

\$8,000

- 1 Market/Food Booth
- LED Multiscreen Ads
- Social Media & Website Ads
- Short Form Social Media Content (Ad) (up to 2 videos)
- Banner Placement
- Half Page Ad (Online Flyer)

SILVER

\$5,000

- LED Multiscreen Ads
- Social Media & Website Ads
- Short Form Social Media Content (Ad) (1 video)
- Banner Placement
- 1/3 Page Ad (Online Flyer)

BRONZE

\$3,000

- Social Media & Website Ads
- Banner Placement (Small)
- Logo Only (Online Flyer)

*Banners will not be provided by the Festival. Sponsors require to provide their own.

**Short Form Social Media Content are short vertical videos that will be posted on TikTok, Instagram Reels, and YouTube Shorts for sponsor and festival advertisement.

2025

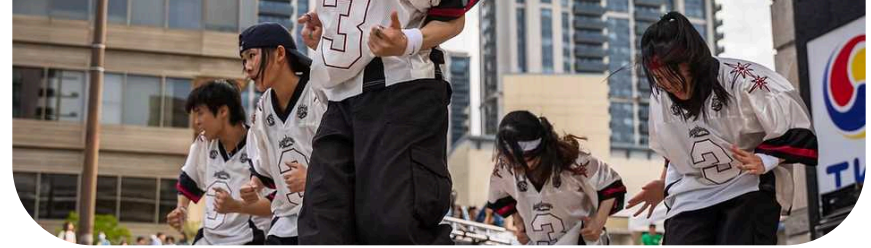
Sponsors & Media



2025

Sponsors & Media

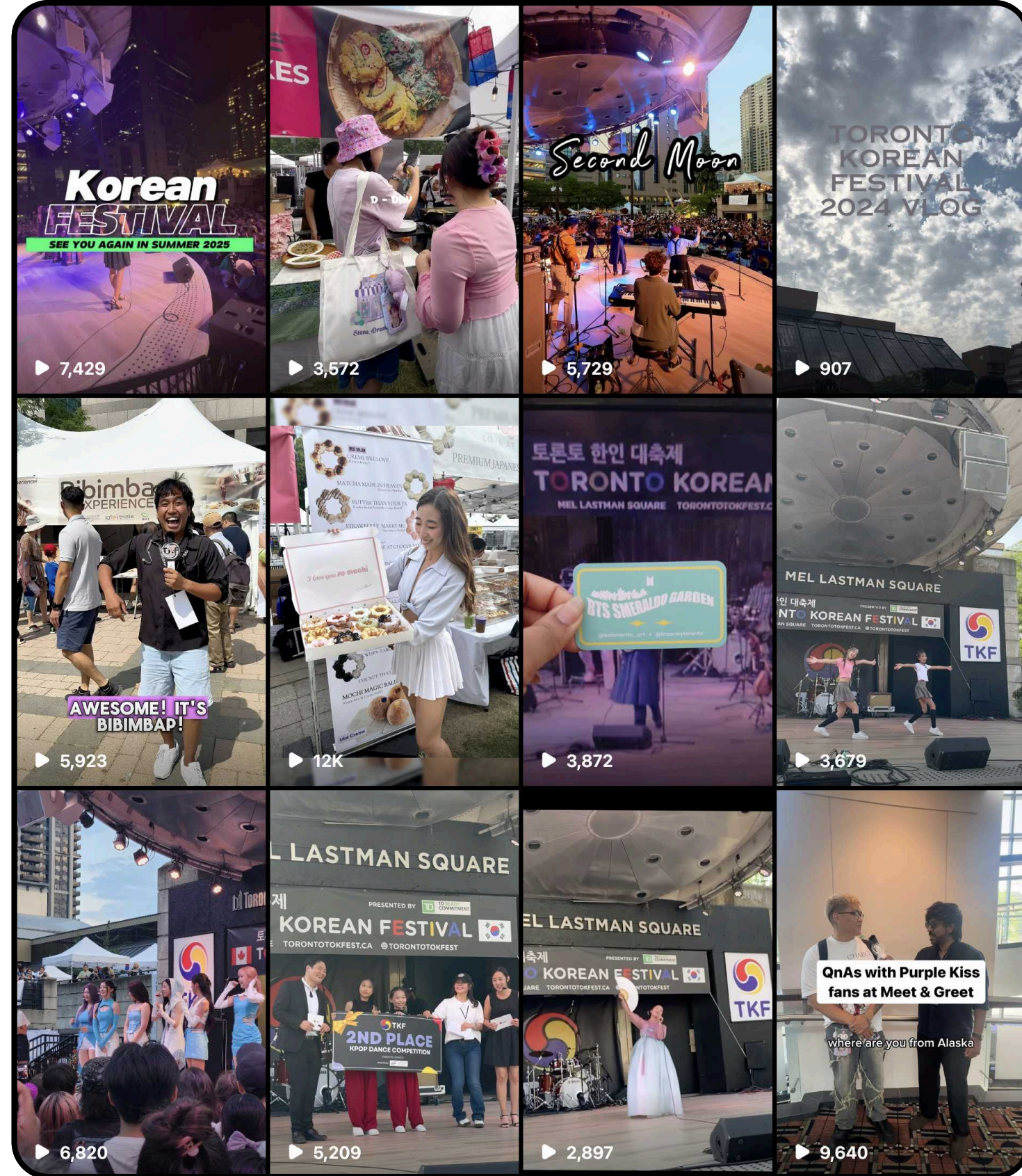




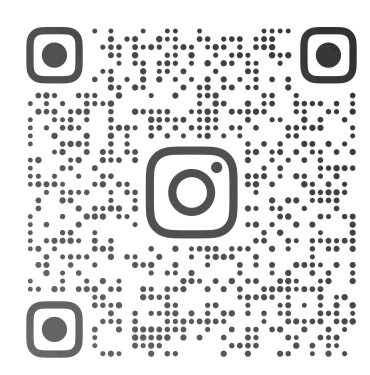
Festival Highlights



Contact Us



**TORONTO
KOREAN
FESTIVAL**



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@TorontoKfest



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