



CHIMAC-FEST
치맥페스티벌
K-CHICKEN
& BEER

K-POP · K-FOOD · K-LIFESTYLE

2026 CHIMAC-FEST

SPONSORSHIP PACKAGE
스폰서십 패키지

LOGO
EXPOSURE
POSTERS

2026

CHIMAC FEST

THE ULTIMATE CELEBRATION OF K-CHICKEN, BEER, AND GOOD TIMES

GREAT PARK LIVE,
IRVINE

AUGUST
14-16

20+ FOOD VENDORS • K-POP / EDM STAGE • SPECIAL PERFORMANCES

PLACEHOLDER

BUY TICKETS NOW

SPONSORED BY
TERRA x JINRO SOJU

WWW.CHIMAC-FEST.COM @CHIMAC_FEST @CHIMACFESTIVAL @CHIMACFEST



청정라거 테라
TERRA
JINRO - ISM

진로 이즈백
JINRO

TERRA
眞露

청정라거 테라
TERRA
JINRO - ISM

진로 이즈백
JINRO

TERRA
眞露

청정라거 테라
TERRA
JINRO - ISM

진로 이즈백
JINRO

TERRA
眞露

청정라거 테라
TERRA
JINRO - ISM

진로 이즈백
JINRO

TERRA
眞露

LOGO
EXPOSURE
BANNERS



EMERGENCY
EXIT

EASY TO DRINK
DRINK TO LINK

JINRO
참
맥주

BRAND BOOTH
BRAND BOOTH



GREAT PARK LIVE

청정라거
테라



TERRA
CULIN MFC

CHICKEN
& BEER

JINRO
BE OIL



LOGO
EXPOSURE
MAIN STAGE



2026 IRVINE
CHIMAC-FEST

IRVINE
CHIMAC-FEST

IRVINE
CHIMAC-FEST

CHIMAC-FEST

WVIP LOUNGE
VVIP LOUNGE

10FT X 10FT

20FT X 20FT

BOOTHS
BOOTHZ



SPONSORSHIP BENEFITS

		USD	TITLE \$150,000	PLATINUM \$100,000	GOLD \$50,000	SILVER \$30,000	VIP LOUNGE \$50,000
PRE-MKT	Brand Exclusive Poster on the Social Media		✓	✓	✓	✓	✓
	Brand Logo Exposure on the Official Poster		✓	✓	✓		✓
	Brand Logo Exposure on Official Homepage		✓	✓	✓	✓	✓
	Available to use IP for the Brand Campaign		✓	✓	✓		✓
	Brand Booth Location Guide on Official MAP		✓	✓	✓	✓	✓
	Brand Logo Exposure on the Ticket Sales Channel		✓	✓	✓	✓	✓
ON-SITE	Offering Place for Brand Booth OnSite		✓	✓	✓	✓	
	Logo Exposure on the Sub LEDs (NOT MAIN STAGE)		✓	✓	✓		✓
	Brand Logo Exposure on the Banners On-Site		✓	✓			✓
TICKETS & PROMOTION	Offering Official Tickets (Mobile Ticket / Internal use only)		✓	✓			
	Rights to use the Offered Ticket for the Brand's Promotion		✓	✓	✓	✓	
	Rights to Sell the Brand's Item		✓	✓			
	Rights to Distribute the Brand's Item		✓				
VVIP LOUNGE	Right to Display the Brand's Catalog and Product at VVIP Lounge		✓				✓
	Offering VVIP Tables		✓				✓
	Logo Exposure on VVIP Ticket Package and Branding Collaboration		✓				✓
	Rights to Sell the Brand's Item at VVIP Lounge		✓				✓

CHIMAC-FEST

BOOTH TYPE

CHIMAC-FEST offers a variety of booths. If you are going to sample or sell food, you must obtain a permit from the Orange County Health Department.

Please contact us for more information.

Booth locations are reserved on a first-come, first-served basis, and corner and certain areas may incur additional charges.

TYPE	SUPPLY
SPECIAL FOOD (Food & Alcohol) \$10,000 - \$15,000	<ul style="list-style-type: none">• 20ft x 20ft or More (Exclusive Booth)• 120V Power Outlet (up to 30 amps)• 8ft Table (4) / Chairs (6)• Use Sink <ul style="list-style-type: none">• Special Zone Corner or Single• Include Health & ABC permit Fee• 20 or More Admission Tickets
FOOD & BEVERAGE \$3,000	<ul style="list-style-type: none">• 10ft x 10ft (Enclosed Tent)• 120V Power Outlet (up to 15 amps)• 8ft Table (2) / Chairs (2) <ul style="list-style-type: none">• Use Sink• 10 or More Admission Tickets
ALCOHOL ONLY \$5,000	<ul style="list-style-type: none">• 10ft x 10ft (Regular Tent)• 120V Power Outlet (up to 15 amps)• 8ft Table (2) / Chairs (6) <ul style="list-style-type: none">• Includes ABC Permit• 20 or More Admission Tickets
NON-FOOD \$2,000	<ul style="list-style-type: none">• 10ft x 10ft (Regular Tent)• 120V Power Outlet (up to 5 amps) <ul style="list-style-type: none">• 8ft Table (1) / Chair (2)• 10 or More Admission Tickets
EXHIBIT \$1,000	<ul style="list-style-type: none">• 10ft x 10ft (Space Only)• 120V Power Outlet (up to 5 amps) <ul style="list-style-type: none">• 10 or More Admission Tickets

US CHIMAC-FEST FUTURE PLAN

CITY	STATE	DATE	DETAILS
ORANGE COUNTY	California	September 2027	Continuing our flagship California festival .
ORANGE COUNTY	California	August 2028	Expanding to the Gwinnett region , the rising "Second Koreatown" of the US.
ATLANTA	Georgia	TBD	
ORANGE COUNTY	California	August 2029	Hosting at Ridgefield Park , serving the massive NY/NJ metropolitan Korean community.
NEW JERSEY	California	TBD	
ORANGE COUNTY	California	August 2030	Launching at The Gateway Plaza in downtown Salt Lake City.
SALT LAKE CITY	Utah	TBD	

CHIMAC-FEST

CREATED BY ECHO MARKETING AGENCY

THANK YOU!

