

10th Knoxville Asian Festival

ASIAN CULTURE CENTER OF TN

SEP 20 2023



Kumi Alderman Executive Director



Kumi is a founder of Knox Asian festival.

She used to be a Tour Conductor based in Tokyo Japan.

She took Japanese group to all over the world. Australia, USA, NZ, China, Taiwan, South America, Europe and much more.

She enjoyed different arts and cultures. She learned how to respect people from different cultures with this job.

She joined many festival all over the world and loved the energy of celebration of our life. She Believed in the Festival is the best form to share the different cultures. So She decided to organize Knox Asian Festival. She believe in the Mutual understanding is the key to live together in harmony.

Mana Muramatsu JOI coordinator



Mana is a Japan Outreach Initiative (JOI) coordinator. JOI aims to promote awareness and understanding of Japan.

The Knox Asian Festival is a great first opportunity for community to touch Asian culture (like a seeding). As a next step, she want to deepen their curiosity and understanding through her presentations, workshop, and events.

She strongly believes that culture exposure makes people life more beautiful and enriched. She is so happy to be here, Knoxville and excited to promote Japan- the U.S. relationship.



Our Mission

to promote diverse cultures and celebrate traditions
and talents from the Asian Continent.

The Festival strives to bring together people from various cultural backgrounds,
to promote peace, harmony, unity and healthy lifestyle.



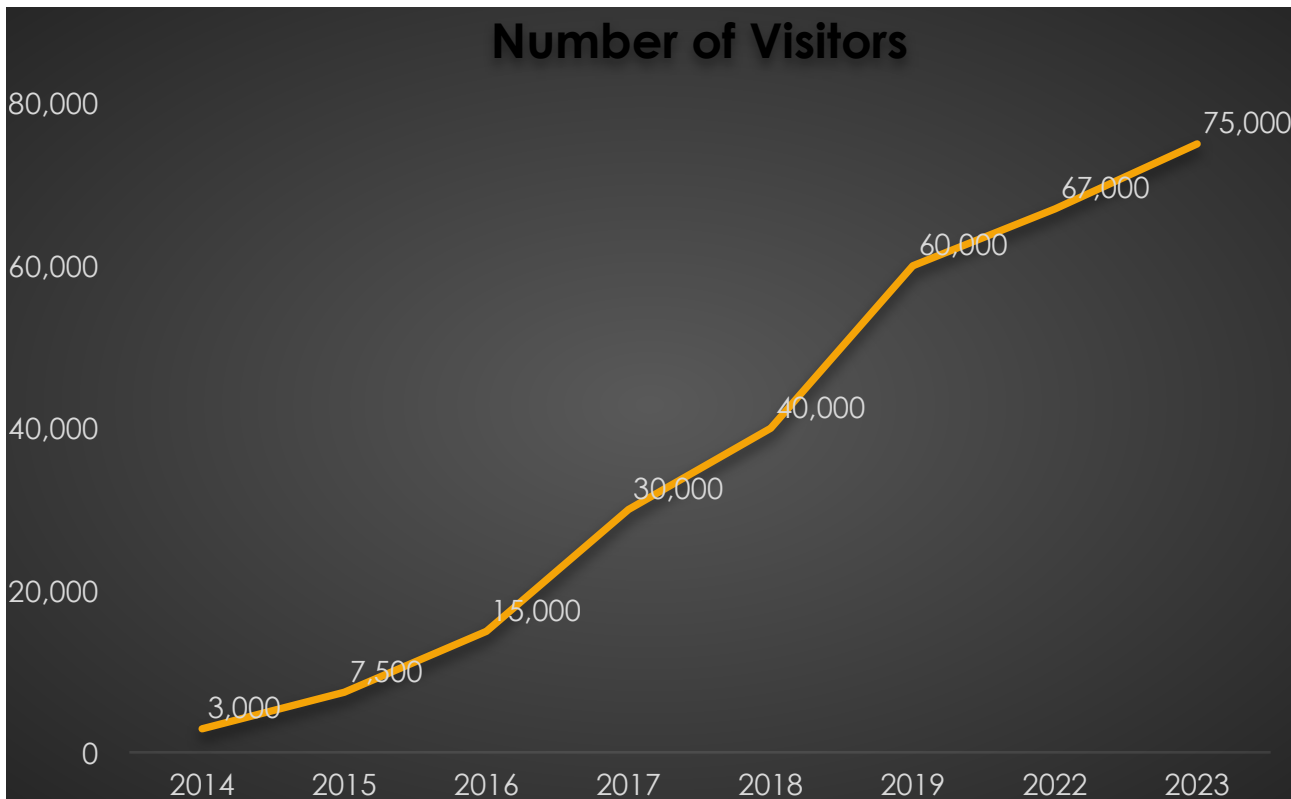
Our Mission



- ▶ With Knox Asian Festival proceeds, We would like to expand Asian outreach programs to K-12 schools in EAST TN to raise diversity awareness.

Knox Asian Festival History and Visitors

Number of Visitors



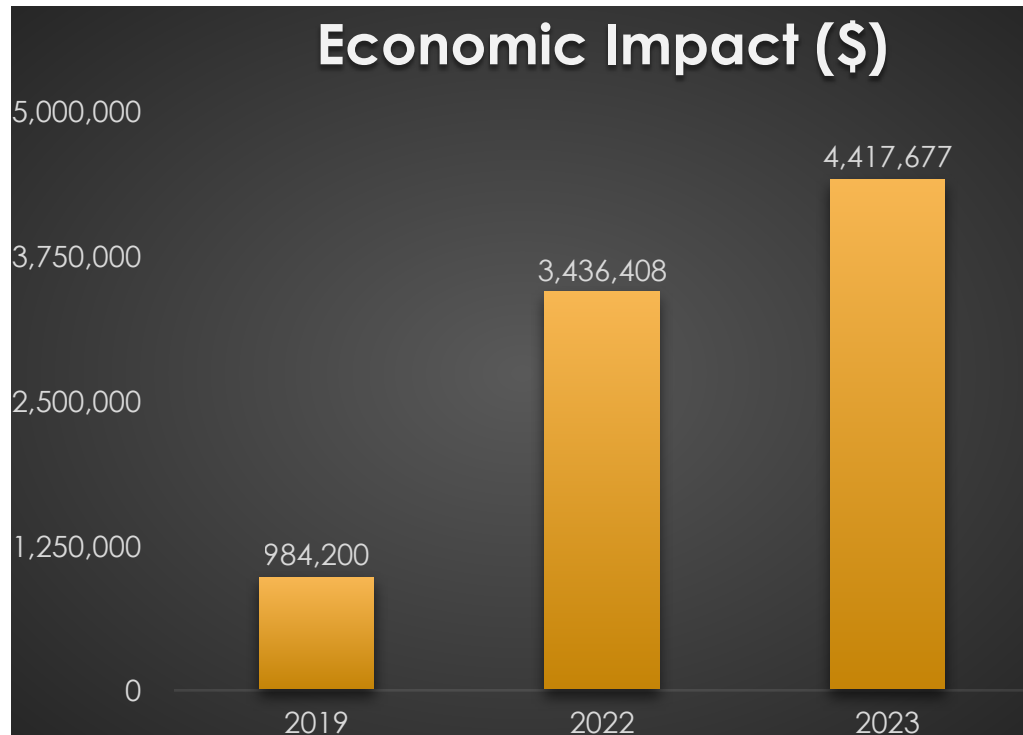
- ▶ Performances, food booths, culture booth, kids activities, passport program
- ▶ Inaugurating Knox Asian Film Festival at Central Cinema in 2022
- ▶ Started in 2014 at Downtown Krutch Park – 3,000 visitors
- ▶ The number of visitors increase every year, and we had over **75,000 visitors** in 2023

**Visit Knoxville economic impact report*

**No festival in 2020,2021 due to Covid-19 situation*

Economic Impact Report 2023

\$4.4 million impact on Knoxville TN



*No festival in 2020,2021 due to Covid-19 situation



EVENT IMPACT CALCULATOR DETAIL - 2023 ASIAN FESTIVAL - 09/18/2023

Key Results	
Business Sales (Direct)	\$2,409,463.38
Business Sales (Total)	\$4,417,677.14
Jobs Supported (Direct)	2,312
Jobs Supported (Total)	2,808
Local Taxes (Total)	\$110,440.09

Impact of 2023

\$4.4 million



75,000 ppl



250 booth



Our Story

-Educational Institutions support us

- ▶ Some educational Institutions organized the trip for students to the Knox Asian Festival.

Hello,
I'm a Chinese teacher at Cass High School in Georgia. I had attended this festival last year with my family and we absolutely love it! I would like to take my students to the Asian festival this year to give them the opportunity to gain better appreciation towards the diversity and acquire positive experiences with multiculturalism. I would like to bringing around 15-20 students and 3 chaperones.
Thanks,
Lee Long



Rukhshona IsomovaさんはKnox Asian Festivalにいます。

5日 · ノックスビル · 🌐

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Knoxville Asian Festival - 2023

It was awesome experience going to Knox Asian Festival second time with new and returning international students from Maryville College(held in Knoxville, TN) where we met people from all over Asia, including Indonesia, Japan, Philippines, Korea, India and many others and exchanged our cultures! Asian people are very hospitable and warm like Americans when it comes to welcoming people and you feel like home when you're surrounded with Asian community❤️

There were diversity of food and drinks from Asia and can't describe the taste of them in a few words. It was so cute seeing how even little children are involved in dance shows and events! You ought to plan to visit this festival next year, feel the vibes and I assure you that you will gain a lot of insights about Asia, its beautiful culture and people!

Thank you so much to [Maryville College Center for Global Engagement](#) for organizing the trip to there!!! Your support is highly appreciated!!

Our Story – Sumo show

Thank you your support!



- ▶ It was a very first Sumo show in Knoxville.
- ▶ Kids got chance to watch Sumo show, ask questions, and fight with them!
- ▶ Amphitheater where can accommodate 1250 ppl were filled with audience!

Our Story

– great opportunity for performers too!



Verani Thomas

Our little performers got a chance to learn more about their culture through this festival. 🥳🥳

- ▶ The children who have roots in Indonesia could learn more about their culture through this festival.
- ▶ The festival helped them to remember and learn more about their culture even though they were live in other country.

Our Story

– mother shared her childhood memory with her kids!



💎 トップファン

Skyli Yamada Mullins

Can't believe we got to do this in Knoxville!!!

💎 トップファン

Skyli Yamada Mullins

Knox Asian Festival I was SO EXCITED!!! This was one of my favorite memories of going to Japan when I was little during summer festivals! Thank you for bringing such a fun piece of my childhood here to share with my kids too! It's SO special! ❤️❤️❤️



- ▶ One mother shared her childhood memory with her kids through Goldfish scooping activity at Japanese tent.
- ▶ The joy of cultural experience passed down through the ages.

Our Story

– Knox shamisen club



- ▶ This is the first time for them to perform at the Amphitheater
They have been growing year and year, many people joined this year.
People connected through the Japanese music.

Media Coverage



- ▶ The article of Knox Asian Festival were published in a local media, and the news paper in sister city (Muroran city in Japan)

WBIR TV10

<https://www.wbir.com/article/entertainment/knox-asian-festival-10-annual-celebration/51-f9d8bf70-1a0f-4ad3-b962-17f4d19a22e7>

Knoxnews .com

<https://www.knoxnews.com/picture-gallery/news/local/2023/08/26/asian-fest-2023/70692535007/>

Inside Knoxville (100K readers)

<https://insideofknoxville.com/2023/08/asian-festival-celebrates-ten-years-with-50000-of-their-closest-friends/?fbclid=IwAR18RJYivOS4fq37bsdenWy4eGexXkbltIP8R-JCv1NWfqu2ld6LGEA0YCg>

Our Story –Passport Program



Passport Program

Explore the different cultures of the countries represented at the 10th Annual Knox Asian Festival by participating in the Passport Program!

- ▶ Through Passport Program, children could travel and learned about 12 Asian countries.
- ▶ We started this program for aiming to provide educational and cultural opportunities.

Our Story –with Borneo Orangutan Survival USA



Knoxville Asian Festival



borneoorangutan.usa 5日前

Thanks to @knoxasianfestival for having us this past week! We had an AMAZING event promoting Indonesian orangutan conservation and we got to connect with so many amazing people. We hope to see many more of you soon! #Orangutan #Knoxville 🙏



Borneo
Orangutan
Survival USA

Dear Ruth,

The threat of a particularly rough fire season in the rainforest looms ahead for the back end of 2023.

While fires are always a threat, thanks to the extreme weather caused by climate change, this year is shaping up to be one of the most dangerous yet. That's why [BOS crews are acting now](#) to prevent and lessen as many effects of the fire outbreaks as possible during this heightened season.



Bracing Against El Niño

Forest fires are always a threat in the rainforest but, thanks to the extremes of climate change and a threatening El Niño season, 2023 is greatly impacted. BOS is taking efforts now to mitigate the risks and devastations of fire season.

[Learn More](#)

Spotlight On: Mema

Mema came to BOS in 2016, scared, underweight, and near death. Today, she is thriving in Forest School! Check out [her amazing Before & After](#) on her journey back to freedom.

[Meet Mema](#)



A Fantastic Event

Were you able to come see us at the Knoxville Asian Festival last week? BOS-USA was proud to be a part of an incredible community and event. We hope to see you as we expand our events across the country!

[See More](#)

► Borneo Orangutan Survival USA, the organization which promote Indonesian orangutan conservation, featured us on their news letter!

Knox Community Review



Breanna Mariah Archer · フォローする

5日 · 🌐

We have been talking about going to the Knox Asian Festival for the better part of this year. Was it easy with a one-year-old in 90+ degree temps? Not really. Did we regret going? Absolutely not!

Getting to celebrate the nations of Asia is something I'm always up for! If you haven't been to Asia...go, like right now. Book your flight. 🥰

Also, finding one of my favorite Chinese street foods, "cold noodles," watching Beckett wave at everyone from his wagon and meeting the sweetest Chinese woman that complimented my very poor Mandarin will all be core memories! ❤️

💎 トップファン

Tammy Vickers

This is first time long time get see okinwan eisa 54 year... I love it. I feel like little Tokyo here too. thankyou for Knox Asian Festival.

Julie Romanszky

❤️🥰 Thank you for bringing this festival to us for 10 years. Here is to many more years!



Denise Meryl Castro

11h · 🌐



It warms my heart to witness the [Knox Asian Festival's](#) growth over the years 🥰. I am forever grateful to [Kumi](#) and all those who have tirelessly worked alongside her to bring her vision to life from the very beginning. My deepest appreciation goes out to [FACCTET](#) and [Philippine American Association of East Tennessee, Inc.](#), and most notably, [Tita Ling](#). Without her, I wouldn't have discovered my community and become so engaged. For me, it all started with the Knox Asian Festival, which led me to the Filipino community through Tita Ling. It provided a sense of home and comfort during those early days in the States when my family and I were newcomers and didn't know many people. I cherish this festival and eagerly anticipate its continued growth ❤️



knoxnews.com

The Knox Asian Festival has grown to be the largest in the Southeast

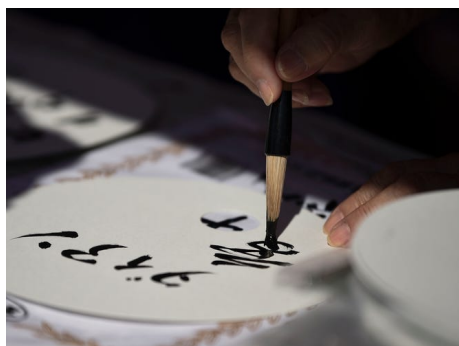
Photo



Photo



Photo



Photo



Photo



Asian Culture Center of TN and Our Sponsors

Thank you so much for supporting our Mission.

With your HELP, We could make a FREE Festival
For Publics and create Educational Passport Program.

Proceeds go towards to make an outreach Program
for K-12 schools.

We appreciate you very much.

Join us for 11th Asian Festival in 2024.

<https://www.knoxasianfestival.com/sponsor/>



ASIAN FESTIVAL
10th
KNOX
World's Fair Park
AUGUST 26TH, 10:30am - 8:00pm

SPONSORS:

- KNOX COUNTY TENNESSEE
- THE BOYD FOUNDATION
- KUB FIBER
- Slamd
- TEIJIN
- Arts&CultureAlliance
- TENNESSEE ARTS COMMISSION
- PILLOT COMPANY
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- THE UNIVERSITY OF TENNESSEE KNOXVILLE
- EAST TENNESSEE FOUNDATION
- RENEWAL BY ANDERSEN
- CITY OF KNOXVILLE
- CHEROKEE
- OFFICE OF ASIA ENGAGEMENT
- TVA TENNESSEE VALLEY AUTHORITY
- METROPOLITAN KNOXVILLE AIRPORT AUTHORITY
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- Total Wine & MORE
- KNOXVILLE BEVERAGE

MEDIA SPONSORS:

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- STAR 102.1
- 93.1
- Hot 104.5
- 100.3 THE WOLF

THE KNOX COUNTY BOARD OF EDUCATION AND KNOX COUNTY SCHOOLS DO NOT SPONSOR OR ENDORSE THIS ADVERTISEMENT OR SOLICITATION

	Platinum \$25,000	Diamond \$15,000	Golden \$10,000	Silver \$5,000	Jade \$2,500	Friend \$1,200
3X6 Banner at Stage Area	x	x				
VIP Dinner Night Ticket	15	10	7	3		
VIP Seat in Front of the Stage	15	10	7	3		
T-shirts	15	10	7	5	3	
Free Display Booth	2	2	2	1	1	
VIP Beer Tickets	15	10	7	3	2	
Logo on Official T-shirts	x	x	x	x	x	x
2X4 Banner Logo Display in the Festival	x	x	x	x	x	x
Logo Recognition on Website and Flyer/Logo on Official T-shirts	x	x	x	x	x	x
Certificate of Appreciation	x	x	x	x	x	x

Join our mission and become our sponsor. Thank you so much.



Asian Culture Center of TN

- ▶ Asian Culture Center of TN
- ▶ PO BOX 31793 Knoxville TN 37930
- ▶ info@knoxasianfestival.com
- ▶ 831-241-1189
- ▶ [Join us here: https://www.knoxasianfestival.com/sponsor/](https://www.knoxasianfestival.com/sponsor/)

Outreach Educational Program

Schools invite Asian Culture Center of TN for Social Study Class and After School Programs through out the year. We have 4 Japan Club in town in public school. Our partners are University of TN , Maryville College, Community TV, Clayton Bradley School, 5 Knox County Community Schools, Maryville School district, 14 Knox county K-12 Schools (including sister City Home stay program), Sacred heart Cathedral school,

- Sushi making class
- Calligraphy
- Origami & other Crafts
- Japanese Language and culture class
- Kimono class
- Tea Ceremony (making Mobile Tea house with UTK)
- Kamishibai
- Tamaire



Mobile Tea house 2023 – UTK Architecture Department is making for Knox Asian Festival





Thank you so much for your support.

If you have any advice or suggestions, Please contact us

info@knoxasianfestival.com

831-241-1189

Asian Culture Center of TN Building

