

12th Knoxville Asian Festival

ASIAN CULTURE CENTER OF TN

OCTOBER 10TH 2025

INFO@KNOXASIANFESTIVAL.COM



The poster for the 12th Knoxville Asian Festival features a central illustration of a sumo wrestler in a blue mawashi holding a large yellow sun with a white butterfly-like symbol. The sun is surrounded by a ring of hands holding it up. Above the sun, the text '12th Knoxville Asian Festival' is written in a stylized, curved font. The background is light blue with red cherry blossom branches on the sides. At the top, there are orange and white lanterns. Below the illustration, the text 'World's Fair Park' is written in a bold, black font. Underneath, the dates and times are listed: 'August 23rd Sushi & Sumo 6:00pm-8:00pm' and 'August 24th Festival 10:30 am-6:30 pm'. Two QR codes are positioned on either side of the date information. The bottom section of the poster is filled with a grid of logos from various sponsors, including Hard Rock, Tennessee Arts Commission, Knoxville Museum of Art, Denso, FedEx, JTEKT, Slamdot, TEUIN, Pinnacle, and others. At the very bottom, there is a small line of text: 'THE ANNE COUNTY BOARD OF EDUCATION AND THE ANNE COUNTY SCHOOLS DO NOT SPONSOR OR ENDORSE THIS ADVERTISEMENT OR ITS ACTIVITIES.'

Our Mission



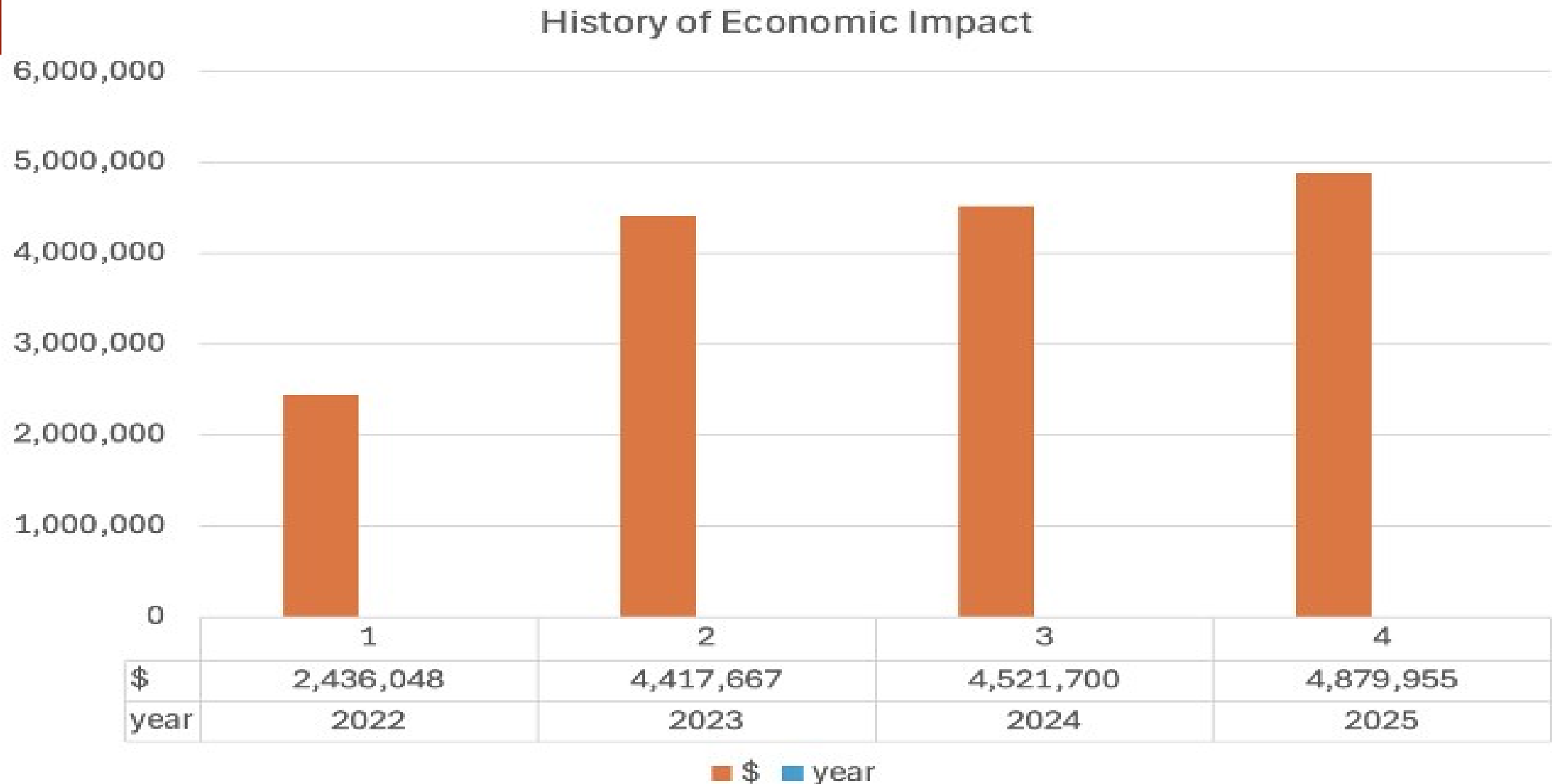
To create a welcoming community by sharing our Asian Arts and Cultures.

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

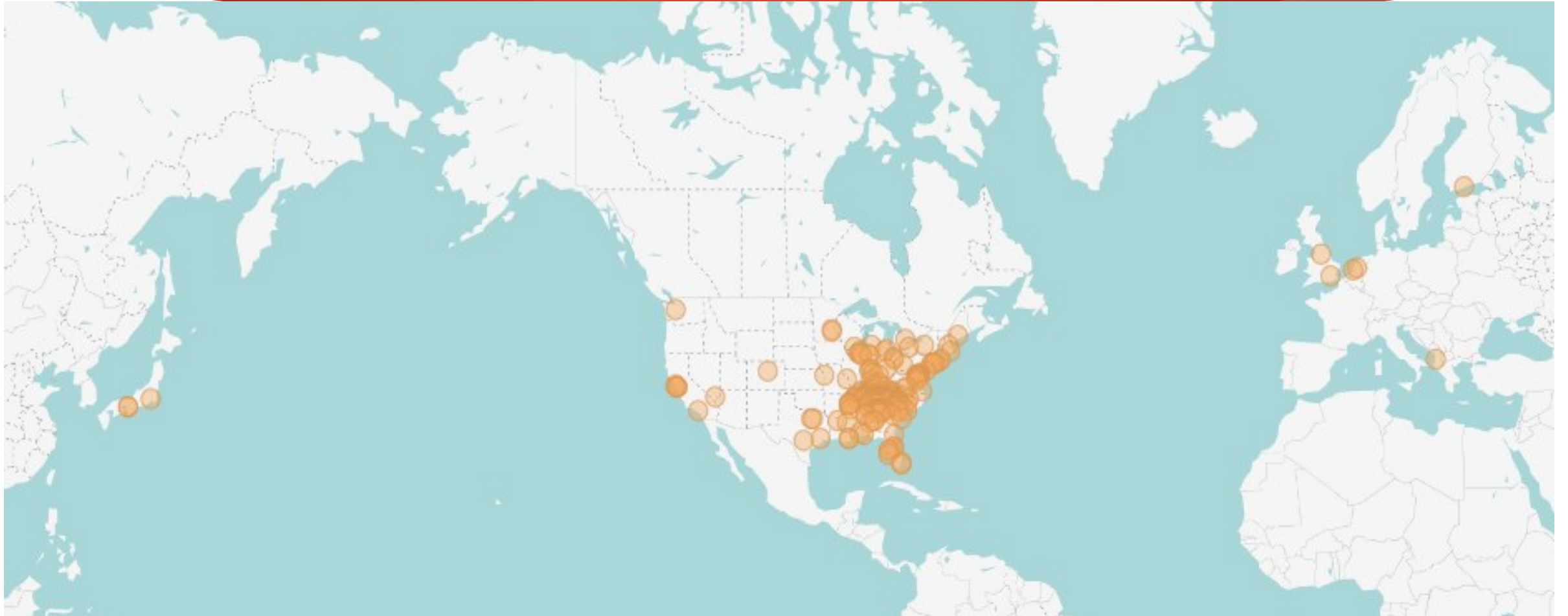
To educate and empower young generations to become successful global citizens.

History of Economic Impact

40,000 attendees \$4.9 Million



Where our visitors coming from ! They are from all over the USA and Europe



City

Knoxville

Nashville

Atlanta

Detroit

La Vergne

Chicago

Mobile

Maryville

Antioch

Jackson

Sevierville

Pigeon Forge

Oak Ridge

McMinnville

Chattanooga

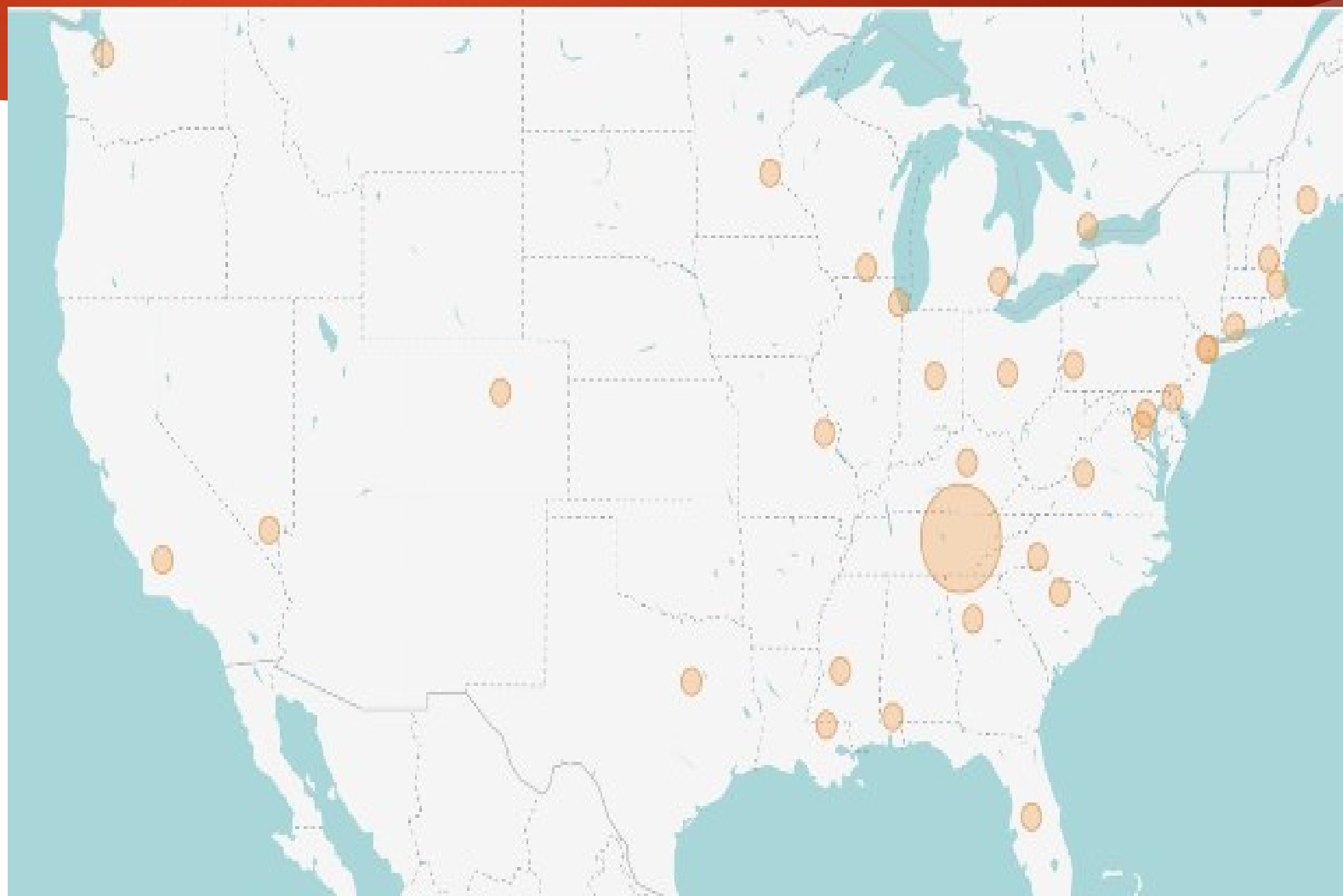
Minneapolis

Athens

New York

Lenoir City

USA Cities



Customer Review and Rating

All quality ratings

Speakers	4.9(7)	
Programming	4.8(34)	
Inclusivity	4.7(32)	
Networking	4.7(6)	
Activities	4.5(57)	
Organizer	4.5(17)	
Vibe	4.5(54)	

**World Fair park – 52 Food vendors, 14 Asian
Country Pavilions, 103 Craft and vendors, 3 stages
of Performance, We were at Krutch park in 2014**



World's Fair Park and Krutch Park: 12 Years of History.
Partnership is the most important foundation for growth.”
John Said our Festival remind him the world fair 40 years ago.

2014
Krutch Park
5 Country, 20 booths,
5 Food vendors
1 Stage

2025
World Fair Park
14 Countries
120 Commercial Vendors
52 Food vendors
3 stages



USA Sumo came to 12th Knox Asian Festival. Kids and family enjoyed the show and learned about Japanese National sport. It is important to have a good relationship with Performers.



Amphitheater holds 1,250 people. But it was not enough seats for Sumo Show! About 3,000 people came for each show. It is important to have logistic plan. I always think What if ?



**Our Story: From 5 Food Vendors in 2014 to 52 Authentic Vendors Today.
Listening to our vendors and building strong partnerships has helped our
festival grow**



Passport Program – Visit 14 Asian countries and experience their cultures. By listening to country leaders and building strong relationships, we ensure authentic and engaging cultural booths

Passport Program

Explore the different cultures of the countries represented at the 12th Annual Knox Asian Festival by participating in the Passport Program!

HOW TO PARTICIPATE

1. Visit each country and get a stamp
2. Pick your favorite country booth
3. Take a photo with your favorite culture booth while holding up your passport
4. Post the photo on social media with the hashtag #KnoxAsianFestival

The first 5000 visitors will receive a paper passport booklet! Visit the Main Information Booth to claim your prize. Don't forget to snap a photo with your completed passport and share it on social media with #KnoxAsianFestival. 📸

The Top 10 Photos Will Receive a FREE T-Shirt!



Mobile Tea house – UTK Interior Architecture Department made Green tea house for Knox Asian Festival - University Partnership



Local high schools with Japan Clubs are invited to participate by providing a free booth and performance opportunities, including Japanese dance. Building strong relationships with local schools is essential to supporting youth cultural education.



PAAET, Inc – **Philippines** group practice dance together from 3 months before the Festival – They became a Knoxville Family – Local Nonprofit Relationship is important.



The Wah Lum Kung Fu Team has brought Lion and Dragon Dance performances for 12 years. Long-standing partnerships with local martial arts groups are essential to the festival's success.

Knox Asian Festival and Wah Lum Kung Fu of Knoxville
September 6

Do you know who decorated our Amphitheater with bamboo and dragons?

Yes! Wah Lum Kung Fu School in Knoxville has been creating this beautiful setup for us. It always brings good luck and excitement to the festival.

A big THANK YOU to Sifu Leroy and all his amazing students for their hard work and dedication! 🙏👏



Thailand had **Loy Krathong Festival**. The floating krathongs carry the hopes, wishes, and gratitude. We discuss what they will present every year. We kept Good friendship for 12 years.



Local Chinese Group performance



First Time – Singapore Culture introduction – Knox Asian Festival is very proud of each country representation from real Local people who has passion to share their culture. Thank you so much.



Shirley Goh Elkins

September 2 · 🌐

I'm pretty proud of myself for having a Singapore 🇸🇬 booth at [Knox Asian Festival](#) this year! 😊 It was great to promote Singapore and made this tiny dot a little more visible in this part of the world.

Though it was very tiring (Only remembering that I probably need a Singapore signage just the day before & so didn't sleep much to finish it the night before. 😊 😊) it was very fun and I managed to connect with 3 other Singaporean families living here! We will soon be able to connect as a group soon! ❤️

Thanks to all the friends who visit my booth and friends helping out! Thanks [Jess Eckberg](#) for playing Singapore popular songs and worship songs. I am thankful to have a chance to pray for a young lady after seeing my "free prayers" sign too! 🙏❤️

India and Korean Dance



Indonesia - Practice Dance together for Knox Asian Festival.
Made new friends



Our Story-Educational Institutions

- ▶ 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 - Community Review – Important to listen to the people



Erica Hitchcox

This was our second year to attend. Last year we spent more time visiting booths and this year more time watching the shows...both were wonderful experiences!! I got my first henna from the Bangladesh booth and it is beautiful! I have received lots of compliments today. Thank you so much to all who make this festival amazing and unforgettable!! Your time, effort, energy, and donations absolutely do not go unnoticed!! Keep up the great work!!



Tosha Hicks

It was my first one and unforgettable experience i look forward to many more!! Its just so beautiful seeing cultures being celebrated and recognized 🥰🥰

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21w Like Reply Hide

Knox Asian Festival replied · 1 Reply

Amudha Vaz
We had so much fun at our Indian tent. Can't wait to be part of this amazing festival next year!

21w Like Reply Hide

Knox Asian Festival replied · 2 Replies

Meme Bush
My first in cultural booth!! It was chaotic fun ... always room for improvement for next time!!

21w Love Reply Hide

Knox Asian Festival replied · 2 Replies

Azsha White
Great job to everyone!

21w Like Reply Hide 3

Knox Asian Festival replied · 6 Replies

Joy Webb Cude
It was wonderful to be at this event this year! From Sumo/Sushi on Saturday evening to all day events on Sunday, celebrating Asian culture's and traditions! Love this festival & forever fan of Sumo!!

21w Like Reply Hide Edited

Knox Asian Festival replied · 1 Reply

inside of Knoxville
Outstanding festival!!! Just keeps getting better and better!

21w Like Reply Hide

2

Knox Asian Festival replied · 1 Reply

Kenton Yeager
Awesome as always

21w Like Reply Hide

Knox Asian Festival replied · 1 Reply

Jeri Sutton
Thank you

21w Like Reply Hide

Knox Asian Festival replied · 1 Reply

Bob Steiner
I hope you can bring back the Japanese drummers next year, they are fantastic!

21w Like Reply Hide

3

Knox Asian Festival replied · 1 Reply

Erica Hitchcox
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21w Like Reply Hide

2

People's feedback is important. Constructive criticism helps us grow, and we take negative feedback seriously. Post-festival surveys are essential to our improvement. Learned how to listen people's opinion , not taking personally,

Success Story

Received that Traffic Flow was terrible after Festival from the Vendors

We design better traffic flow and have traffic flow volunteer task card ready.



Festival Proceeds goes to Educational Program



\$5,000 Donation to the Sister City Students trip in 2025 from the Proceeds of 12th Knox Asian Festival.



Educational Scholarship \$3,000 awarded to Robert Thomas Montgomery

Educational Scholarship

He has been accepted to Temple University in Tokyo, Japan to complete the remainder of his 2 year studies and will be starting his first semester in Tokyo on May 20, 2025. He spent 1 month in Tokyo, Japan in May of 2024 for study aboard and has absolutely fallen in love with the country and culture of Japan.

His single mom is very proud of him taking the big step for his education. Great Job. Robert.

Thank you Kyndra and Special Event Team

Twelve years ago, I knew nothing about festival management, fundraising, or event planning. What I did have was a deep passion for sharing arts and culture and a strong desire to create a welcoming community.

From my previous work as a tour conductor, I had seen the power of festivals firsthand. For five years, I led Japanese groups from Tokyo to destinations around the world, and through those experiences, I learned how festivals bring people together, create friendships, and build understanding across cultures. I knew a festival could have that same impact here in Knoxville.

From the very beginning, Kyndra and Elaine were there. They listened to my ideas, helped me plan, and offered thoughtful guidance as we prepared for the first Knox Asian Festival. They treated me and our team not just as partners but as friends, working alongside us every step of the way.

With their support, I felt safe asking questions. I felt that I was allowed to fail, learn, and improve. That trust made all the difference.

I am deeply grateful to Kyndra and the City of Knoxville's Special Events team. They trained me with professionalism, patience, and respect, and their support helped shape the success and growth of the Knox Asian Festival.

City invites us to the community events throughout the year. - We feel belonging

Exciting news from [City of Knoxville Special Events](#)! Congratulations, Kendra and Elaine on your promotions 🎉 What a celebration it will be when we can once again gather and plan events for our community!



Sister City Project together – 35 years history

The Sister City relationship between Muroran City and the City of Knoxville is now in its 35th year. For more than three decades, middle school students from Muroran have participated in a homestay exchange program, building lifelong friendships and cross-cultural understanding.

Cedar Bluff Middle School has graciously welcomed these students year after year, thanks to the dedicated efforts of its teachers and staff. Their continued commitment has been essential to the success and longevity of this program.

For the past 20 years, the City of Knoxville—particularly through the leadership of Kyndra—has supported and served this exchange program. In 2024, Kyndra and I had the opportunity to visit Muroran City together with Mayor Indya Kincannon. During that visit, we experienced firsthand the warmth, generosity, and deep sense of friendship that define our Sister City relationship.

We shared traditional Japanese breakfasts and walked through the town together, exploring the community and strengthening our bonds. These moments reinforced my belief that openness to other cultures is the key to creating harmony within a city. Kyndra embodies this openness—her welcoming spirit makes people feel seen, respected, and truly at home.

Went to Sister City in Japan Together



Award -BEST Festival Award in 2024 (by Southeast Festival and Events Association)
We could not grow without City's support.



Iris Award 2024 - Stars of Industry (by TN Department of Hospitality) BEST in Tennessee



Executive Director, Kumi Alderman received the Community Leadership award in 2025. Only One person receive this award in the South EAST area



Consul-General Watanabe presented Ms. Alderman with a certificate of commendation Feb 21st 2025

On Friday, February 21, the Foreign Minister's Commendation Ceremony for Kumi Alderman, Executive Director of the Asian Culture Center of Tennessee, was held at the official residence of the Consul-General of Japan in Nashville.

The purpose of the Foreign Minister's Commendation is to honor individuals and organizations that have made particularly significant contributions to the promotion of friendly relations between Japan and other countries through their activities in various fields of international relations, and to ask the public at large to further understand and support their activities.

in recognition of her contributions to mutual understanding and friendship between Japan and the State of Tennessee and between Japan and the United States through the Knox Asian Festival and other cultural activities. The Consulate-General of Japan in Nashville expresses its deepest respect for Ms. Alderman's achievements in the region.



Join our mission and become our sponsor. Thank you so much.
Contact info@knoxasianfestival.com Any Questions?



Asian Culture Center of TN

Any Questions?

