

SPONSORSHIP PROSPECTUS

THE KOREAN SOCIETY
OF QUEENSLAND

2016





MESSAGE FROM THE KSQLD

The Korean Society of Queensland (KSQLD), in collaboration with the Queensland Government and Brisbane City Council, will host the annual National Independent day and Korean Cultural Festival on the 13 th August 2015. This is a great important community event that celebrates and promotes our cultural diversity.

The 2016 National Independent day and Korean Cultural Festival is a free event to be held at the King George Square, Brisbane City Hall. The Festival will showcase both modern and traditional Korean culture, music and arts. The Queensland and Brisbane City Council's on-going commitment to the Cultural Festival represents the strong diplomatic ties between Australia and South Korea.

The Festival will take place at King George Square in Brisbane CBD. The event is open to the public, and invited number of guests from State and Local Government, and Executives from prominent organisations within Queensland will also be in attendance.

Thank you once again, and we look forward to hearing from you.

Gwang Hoon Hyun

24th President for the Korean Society of Queensland





INTRODUCTION

KSQD is one of the Korean Society in Australia which representing over 160,000 members and has a close relationship with other societies across Australia including Indian, Chinese, Taiwanese, Vietnamese and Greek Communities. KSQD was established in 1982 with the purpose of promoting the friendship and the business relationship between South Korea and Australia and representing over 60,000 Korean residents residing in Queensland.



WHAT DOES YOUR SPONSORSHIP MEAN?

The Korean Society of Queensland helps to raise the funds for cultural diversities to improve the quality of the life of the present and the future generations in Australia.

Your kind contribution will be used towards to hosting over 15,000 Korean and local residents showcasing modern and traditional culture of South Korea at our 2016 Korean Festival in the heart of Brisbane City.

Furthermore, additional funding will be used towards Korean Society Foundation. Korean Society Foundation has been developed in different levels to assist multi-cultural communities, aged care, children language education and female welfare for a Korean residents in Queensland. The Foundation is not only for improving methods of teaching but also methods of cultural experiences. The Foundation also provides the importance of funding into the multi-cultural exchange and the traditional heritage inheritance that has greatly promoted the better life of culture in Australia.



SPONSORSHIP STRUCTURE

The Korean Society of Queensland has designed structural sponsorship packages. Those packages will provide the opportunities to support 2016 Korean Festival Day and Multi-Cultural Foundation. Please see below overview of the Gold and Diamond packages and their benefits.

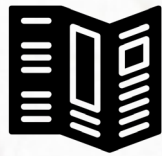
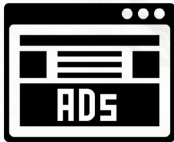


DIAMOND SPONSORSHIP

DIAMOND SPONSORSHIP PACKAGE

This package represents amazing value for your investment to advertise your business to over 15,000 patrons attending Korean Cultural Festival. It will also provide generous support to the Korean Society Foundation. We are only seeking [3 Diamond Sponsors](#) for this category.

In return for your investment, you will receive the following benefits:



Advertising benefits

- ◇ You will get [the first main page and top advertisement of Korean Society website](#)
- ◇ You will get a [full page advertisement in our program guide](#)
- ◇ Opening keynote address
- ◇ You will receive a 3x3 private booth on the day for promotion purposes
- ◇ Your name/logo will be included in print media and posters for promotions
- ◇ Your name/logo inclusion in Invitations
- ◇ Exposure at the event media press release
- ◇ Your name/logo will be place on our program guide during the events
- ◇ Your business name will be acknowledged during the events

General benefits

- ◇ You have the right to use the Korean Society logo on your website, social media or approved printed material
- ◇ Your business will be promoted through monthly e-newsletters / Facebook & KSQDL Notice

Investment: \$5,000 (including GST)



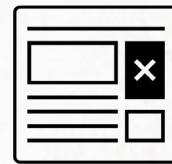
GOLD SPONSORSHIP



GOLD SPONSORSHIP PACKAGE

This package represents great value for your investment to advertise your business and demonstrate support to the Korean Society Foundation. We are only seeking [10 Gold Sponsors](#) for this category.

In return for your investment, you will receive the following benefits:



Advertising benefits

- ◇ You will receive a 3x3 private booth on the day for a promotion purposes
- ◇ You will get a half page advertisement in the program guide
- ◇ Your name/logo will be included in print media and posters for promotions
- ◇ Your name/logo will be placed on our program guide during the events

General benefits

- ◇ You have the right to use the Korean Society logo on your website, social media or approved printed material
- ◇ Your business will be promoted through our Facebook & KSQD notice

Investment: \$2,500 (including GST)



CONTACT DETAILS



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Thank you for taking the time to view our sponsorship proposal. The Korean Society of Queensland is dedicated to marketing their sponsors to ensure optimal benefits for both parties. The Korean Society of Queensland will activate your sponsorship in an innovative and creative way.

We look forward to forming a great business partnership with you. Please contact us if you want to know how you can become involved and what we can do for you.

Gwang Hoon Hyun

President

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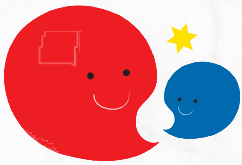
PAST EVENT



2015
Korean Cultural Festival

CONCERT





2016 한인의 날

Korean Cultural Festival

장소 King George Square
일시 13th August Saturday
10am to 4pm



Korean Cultural Festival, 교민의 대표 행사이자,
시티의 중심, 킹 조지 스퀘어에서 열리는 한인의 날에 함께 하세요

We invite you to the biggest and the most fun show in the heart of Brisbane,
where everyone can celebrate Korean heritage and culture.

프로그램

한국전통 예술공연, 한국 현대 문화, 전통 그림 전시, 태권도, K-POP, 다른나라 전통공연 등

스폰서

