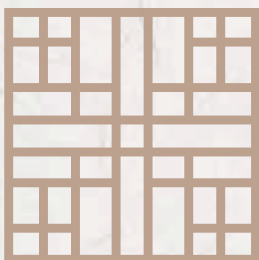
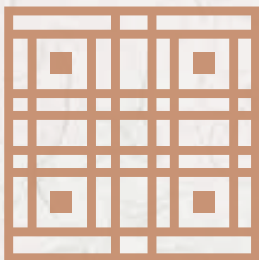
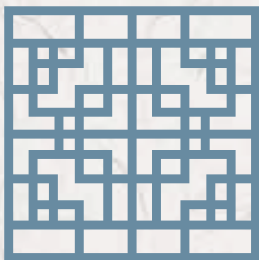
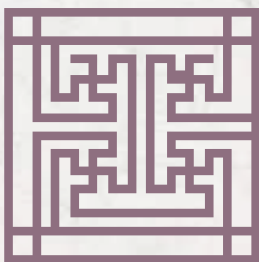


# 2017 SPONSORSHIP PROSPECTUS

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THE KOREAN SOCIETY  
OF QUEENSLAND



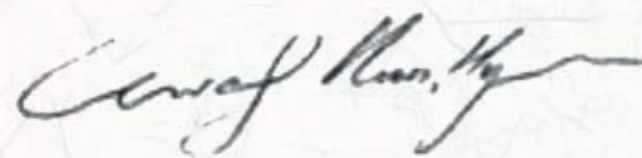
## MESSAGE FROM THE KSQLD

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 12 th August 2015. This is a great important community event that celebrates and promotes our cultural diversity.

The 2017 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

25th President for the Korean Society of Queensland



### ■ INTRODUCTION

KSQLD 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. KSQLD 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 hosting our signature event, Korean Festival Day. At the heart of Brisbane, this family oriented festival saw over 30,000 visitors in 2016, renewing its record every year. The visitors enjoy 'authentic traditional culture, K-pop performance and great Korean food. With increasing spotlights from local media, Korean Festival Day has become one of the most anticipated events in Brisbane. Your presence at this event will be remembered fondly with the memory of the day. It is a great chance to show your support and care for multiculturalism and Korean community.

Furthermore, additional funding will be used towards Korean Society Foundation. Korean Society Foundation has been developed in different levels to assist multicultural 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 2017 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 receive a 3x3 private booth on the day for promotion purposes
- You will get a [full page advertisement in our program guide](#)
- Your name/logo will be included in print media and posters for promotions
- You will get [the first main page and top advertisement of Korean Society website](#)
- Opening keynote address
- Your name/logo inclusion in Invitations
- Exposure at the event media press release
- Your name/logo will be placed 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 & KSQLD 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 & KSQLD notice

**Investment: \$2,500 (including GST)**

## SILVER SPONSORSHIP

### ☐ SILVER SPONSORSHIP PACKAGE

This package represents good value for minimal investment to advertise your business and demonstrate your generous support to the Korean Society Foundation. We are only seeking maximum 15 Silver 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 quarter page advertisement in the program guide
- Your name/logo will be included in media and other promotion including our extensive social network

#### 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 & KS QLD notice

**Investment: \$1,000 (including GST)**

## CONTACT DETAILS

### ☐ CONTACT DETAILS

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*

/

PH: 0418 487 885

Email: [president@ksqld.org](mailto:president@ksqld.org)

**Hyeri Robertson**

*Secretary General*

/

PH: 0424 724 624

Email: [secretary@ksqld.org](mailto:secretary@ksqld.org)

Website: [www.ksqld.org](http://www.ksqld.org)

Postal address: PO Box 4020, Eight Mile Plains QLD 4113



The Korean Society of Queensland

# PAST EVENT



▶ POSTER OF 2017 KOREAN FESTIVAL

# 2017 KOREAN CULTURAL FESTIVAL

SAT 12 AUGUST 2017  
KING GEORGE SQUARE  
10AM - 4PM

시청 앞 광장, 킹 조지 스퀘어에서 열리는  
퀸스랜드 한국 교민의 대축제 '한인의 날'을 함께 하세요!  
We invite you to the biggest and most entertaining Korean Festival  
in the heart of Brisbane, where everyone can celebrate Korean heritage,  
foods and cultural performances.

SPONSOR

nab Little's HANWON JAE HYUNDAI KOREAN AIR

Diana Plaza Hotel SungDo HT VISION HYUNDAI

The Korean Society of Queensland  
퀸스랜드주한인회



2017 SPONSORSHIP PROSPECTUS  
THE KOREAN SOCIETY OF QUEENSLAND



The Korean Society of Queensland