



# 2021 SPONSORSHIP PROSPECTUS

THE KOREAN SOCIETY OF  
QUEENSLAND



# Message From The Ksqld

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The Korean Society of Queensland (KSQLD), in collaboration with the Queensland Government and Brisbane City Council, along with the Korean Government, is hosting Korean Festival Day on the 6th November 2021 at Ithaca Hall in Brisbane city hall.

Due to the effects of COVID-19, we had to postpone this event from August and find alternatives in order to comply with covid restrictions. The great news is we still able to celebrate our culture and heritage in multicultural Australia.

This year, to celebrate and commemorate the milestone of the 60th anniversary of diplomatic relations between Korea and Australia, we have prepared cultural performances and fun activities along with fundraising auction. Donations and funds raised at auction will go to Lord Mayor's Charitable fund.

This event will be also live-streamed on KSQLD Youtube channel.

The event is to be held at the 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 Korean Society's cultural events exhibits the strong diplomatic ties between Australia and South Korea

The Korean Festival day is a ticketed event. We have prepared invitations for guests from the State and Local Governments, and Executives from prominent organisations within Queensland.

In addition to the Korean Festival Day, we are also hosting a Health and Wellbeing expo for our community. This event will be held at the Korean Community Hall in Kuraby on the 27th November 2021. This event is the first of its kind for our community. We have planned this event as the health and wellness information for the Korean audience is not easily accessible. We hope that through this event, we will be better prepared healthier for our Korean Community in Queensland.

**We thank you for the opportunity to share with you our prospectus, and we look forward to hearing from you.**

**Hae-Yeon KIM**

26th President for the Korean Society of Queensland



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## INTRO - DUCTION

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KS QLD is one of the Korean Societies in Australia which represent over 160,000 community members. Over the years, KS QLD has worked closely with other multicultural communities to this day. KS QLD was established in 1982 with the purpose of representing the 60,000+ Korean residents in Queensland and promoting the friendship and the business relationship between South Korea and Australia.



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## What Does Your Sponsorship Mean?

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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 many events, including our Korean Festival Day to be hosted in the Brisbane City Hall. Furthermore, additional funding will be used towards Korean Society Foundation. The Korean Society Foundation has been developed to assist multicultural communities, aged care organisations, youth services, language education and female welfare for 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 multicultural exchange and the traditional heritage inheritance that has greatly promoted the better life of culture in Australia.





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## Sponsorship Structure

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The Korean Society of Queensland has designed structural sponsorship packages. These packages will provide varying opportunities to support our 2021 Korean Festival Day and The Korean Society Foundation. Please see below an overview of the four packages and their benefits.





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## PLATINUM Sponsorship

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### **PLATINUM SPONSORSHIP PACKAGE**

This package represents amazing value for your investment to advertise your business to our Korean Community across our events. It will also provide generous support to the Korean Society Foundation. We are only seeking 1 Platinum Sponsor.

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.
- Your name/logo will be on our event merchandise
- Your name/logo will be included in the photo wall and booth at the Korean Festival Day and our Health Expo.
- Your name/logo will be included in print media and posters for promotions.
- Your name/logo inclusion in Invitation e-mail.
- Your name/logo will be on the tables at the Korean Festival Day.
- Exposure at the event media press release . Your name/logo will be placed on our program booklet/ pamphlet 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+**





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## DIAMOND Sponsorship

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### DIAMOND SPONSORSHIP PACKAGE

This package represents amazing value for your investment to advertise your business to our Korean Community across our events. It will also provide generous support to the Korean Society Foundation. We are only seeking 3 Diamond Sponsors.

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

#### Advertising benefits

- You will get a main page and prioritised advertisement of Korean Society website. You will get a full page advertisement in our program guide.
- Your name/logo will be included in the photo wall and booth at the Korean Festival Day and our Health Expo.
- Your name/logo will be included in print media and posters for promotions
- Your name/logo inclusion in Invitation e-mail.
- 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+**





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## GOLD Sponsorship

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### **GOLD SPONSORSHIP PACKAGE**

This package represents amazing value for your investment to advertise your business to our Korean Community across our events. We are only seeking 5 Gold Sponsors for this category.

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

#### **Advertising benefits**

- You will receive a booth on the day for 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 included 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: \$3,000**





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## SILVER Sponsorship

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### **SILVER SPONSORSHIP PACKAGE**

This package represents amazing value for your investment to advertise your business to our Korean Community across our events. We are only seeking 5 SILVER Sponsors for this category.

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

#### **Advertising benefits**

- You will receive a booth on the day for promotion purposes. You will get a quarter page advertisement in the program guide
- Your name/logo will be included in print media and posters for promotions
- Your name/logo will be included on our program guide during the events
- Your name/logo will be included in the Raffle schedule as part of your donation

#### **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**



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## CONTACT DETAILS

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**President**

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**Anna Hellis**

**Secretary**

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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.

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

Address: 1406C Beenleigh Rd, Kuraby QLD 4112





# POSTER OF 2019 KOREAN CULTURAL FESTIVAL



## 2019 KOREAN CULTURAL FESTIVAL

**17.08.2019**  
**SAT. 10AM-4PM**  
**BRISBANE CITY, KING GEORGE SQUARE**

시청 앞 광장, 킹 조지 스퀘어에서 열리는 퀸스랜드 주  
한국 교민의 대 축제 한인의 날, 함께 하세요.

We invite you to the biggest and most entertaining Korean Festival  
in the heart of Brisbane, where everyone can celebrate Korean heritage,  
food and cultural performances.



The Korean Society of Queensland  
퀸스랜드주한인회

# MEDIA COVERAGE OF EVENTS

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## **2018 Official Video**

<https://youtu.be/OMIs5Zfp-hY>

## **2019 Official Video**

<https://youtu.be/dpMM481ThF0>

## **Link to SBS coverage**

interview with The Hon. Stirling Hinchliffe MP  
Minister for Local Government, Minister for  
Racing and Minister for Multicultural Affairs.

<https://www.facebook.com/KoreanSBS/videos/568966230167816/>

## **Link to SBS coverage**

interview with Lord Mayor Graham Quirk

<https://www.facebook.com/KoreanSBS/videos/2117964691810760/>

## **The Weekend Edition**

<https://theweekendedition.com.au/captured/korean-festival-day/>

## **X - Brisbane Kids**

<https://www.brisbanekids.com.au/event/korean-festival-day-2018/>