

# *Sponsorship Prospectus*



**THE KOREAN SOCIETY OF QUEENSLAND**

**2022**



## **Message from the KSQLD**


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 12th of November 2022 at King George Square.

The Korean Festival Day is a free event to be held at the King George Square. 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 Festival Day represents the strong diplomatic ties between Australia and South Korea.

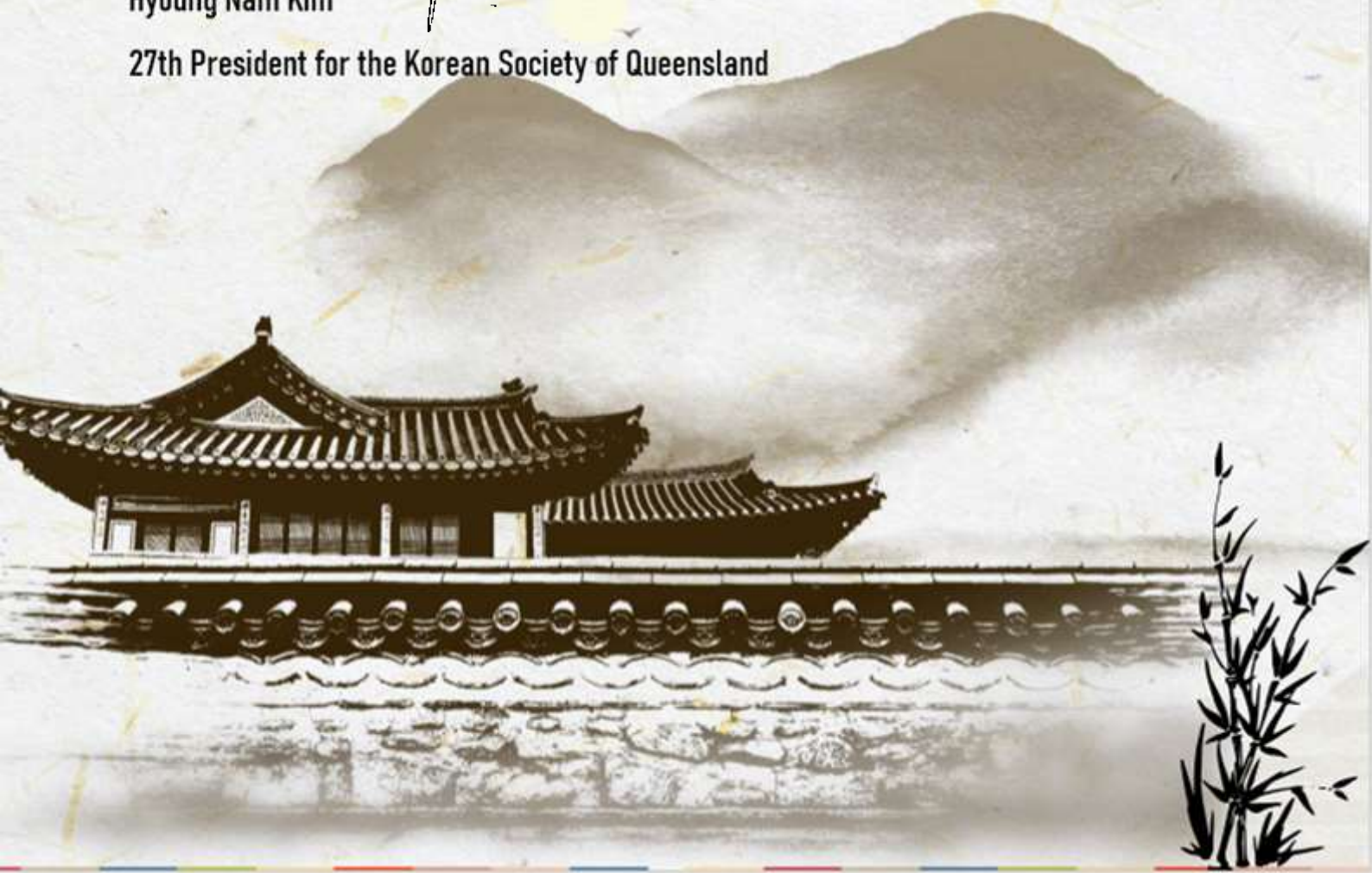
The event is open to the public, invited guests from State and Local Government, and executives from prominent organisations within Queensland.

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

Hyoung Nam Kim



27th President for the Korean Society of Queensland





## **INTRODUCTION**

KSQLD is one of the Korean Societies in Australia which represent over 160,000 community members. Over the years, KSQLD has worked closely with other multicultural communities to this day. KSQLD 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.

## **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 generous contribution will be used towards hosting many events, including our Korean Festival Day hosted in the Brisbane City Hall.

Furthermore, the remaining 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 promotes the importance of funding into the multicultural exchange and the traditional heritage inheritance that has nurtured Korean culture in Australia.

## **SPONSORSHIP PACKAGES**

The sponsorship packages will provide varying opportunities to support our 2022 Korean Festival Day and the Korean Society Foundation. The sponsorship benefits shall be prioritised depending on the tier level of the sponsor. Please see below an overview of the five packages and their benefits.



## **SPONSORSHIP PROPOSAL**

<b>SPONSORSHIP LEVELS INVESTMENTS</b>	<b>Standard \$500.00</b>	<b>Bronze \$1,000.00</b>	<b>Silver \$3,000.00</b>	<b>Gold \$5,000.00</b>	<b>Platinum \$10,000.00</b>
<b>SPONSOR NUMBER THRESHOLD</b>	-	20	10	5	1
ADVERTISEMENT OF YOUR BUSINESS ON THE KSQD SOCIAL MEDIA PLATFORMS (FACEBOOK AND INSTAGRAM)	1 time	2 times	3 times	5 times	10 times
COMPANY DESCRIPTION AND LOGO ON THE EVENT BROCHURE	Logo only	Quarter of A4 size	Half of A4 size	Full A4 size	Full A4 size (Opportunity to choose page #)
YOUR NAME/LOGO WILL BE INCLUDED IN EVENT ADVERTISEMENT (PRIOR TO EVENT) FOR PROMOTION	Extra small size	Small size	Medium size	Large size	X-large size in the middle
DISPLAYING YOUR NAME/LOGO ON THE COMMITTEE T-SHIRTS AND PHOTO WALL AT OUR EVENTS		Small size	Medium size	Large size	X-large size in the middle
PROVISION OF THE KSQ COMMUNITY HALL TO HOLD SEMINARS/EVENTS			Provide venue (5 times)	Provide venue and support (10 times)	Provide venue and support (unlimited)
ADVERTISEMENT OF YOUR BUSINESS ON THE KSQD WEBSITE HOMEPAGE BANNER			Side	Main	Main
VIDEO PROMOTION OF YOUR BUSINESS ON STAGE AT OUR EVENTS			30 Seconds	60 Seconds	120 Seconds
OPPORTUNITY TO BECOME THE VIP GUEST AT OUR EVENTS TO SECURE A SEAT			YES	YES	YES
INVITATION TO THE VIP DINNER AFTER OUR EVENTS			YES	YES	YES
VIP PARKING AT OUR EVENTS			YES	YES	YES
YOU WILL BE INVITED TO THE QUEENSLAND KOREAN ORCHESTRA PERFORMANCES				2 Tickets	2 Tickets
SPONSOR BANNER TO BE DISPLAYED AT OUR EVENT STAGE				Yes (Provided by sponsor)	Yes (KSQ shall design and provide if requested)
PROVIDE A BOOTH AT OUR EVENT				Good location	Premium location
LOGO IN VIP INVITATION LETTER (GIVEN TO MAJOR STAKEHOLDERS, SPONSORS, BUSINESS OWNERS, AND POLITICIANS)				Medium size	Large size
COMPLEMENTARY GIFT (AT OUR EVENTS)				Luxury wine	Luxury wine
FINE DINING RESTAURANT VOUCHER X2 (AT OUR EVENTS)				YES	YES
NAMING RIGHT TO A COLLABORATION EVENT (UPON DISCUSSION)					3 minor events
OPPORTUNITY TO SPEAK ON STAGE TO PROMOTE YOUR BUSINESS AT OUR EVENTS / MC TO MAKE AN ANNOUNCEMENT TO ACKNOWLEDGE AND PROMOTE THE SPONSOR AT OUR EVENTS					Up to 3 minutes



## **PLATINUM SPONSORSHIP PACKAGE**

This package represents EXCLUSIVE package for your investment to advertise your business and demonstrate support to the Korean Society. As a platinum sponsor, all benefits shall be provided to you as our top priority. We are only seeking 1 Platinum Sponsor for this category.

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

- Advertisement of your business on the KSQLD social media platforms (Facebook and Instagram) up to 10 times
- Company description and logo on the event brochure on a full A4 size page (opportunity to choose page number)
- Your name/logo will be included in event advertisement (prior to event) for promotion (X-large size in the middle)
- Displaying your name/logo on the committee T-shirts and photo wall at our events (X-large size in the middle)
- Provision of the KSQ community hall to hold seminars/events for sponsor and provide staff support (No limits but upon discussion)
- Advertisement of your business on the KSQLD website homepage main banner • Video promotion of your business on stage at our events (up to 120 seconds)
- Opportunity to become the VIP guest at our events to secure a seat
- Invitation to the VIP dinner after our events
- VIP parking at our events
- You will be invited to the Queensland Korean Orchestra Performances (2 tickets)
- Sponsor banner to be displayed at our event stage (KSQ shall design and provide if requested)
- Provide a booth at our event at the premium location
- Large size logo in VIP invitation letter (given to major stakeholders, sponsors, business owners, and politicians)
- Luxury wine given as a complementary gift (valued at \$300)
- Fine dining restaurant voucher x2 (valued at \$400 each)
- Naming right to collaboration event (up to 3 minor events upon discussion)
- Opportunity to speak on stage to promote your business at our events / MC to make an announcement to acknowledge and promote the sponsor at our events (up to 3 minutes)

**Investment: \$10,000 (excluding GST)**

## **GOLD SPONSORSHIP PACKAGE**

This package represents elite class for your investment to advertise your business and demonstrate support to the Korean Society Foundation. We are only seeking 5 Gold Sponsors for this category.

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

- Advertisement of your business on the KSQLD social media platforms (Facebook and Instagram) up to 5 times
- Company description and logo on the event brochure on a full A4 size page
- Your name/logo will be included in event advertisement (prior to event) for promotion (Large size)
- Displaying your name/logo on the committee T-shirts and photo wall at our events (Large size)
- Provision of the KSQ community hall to hold seminars/events for sponsor and provide staff support (up to 10 times upon discussion)
- Advertisement of your business on the KSQLD website homepage main banner
- Video promotion of your business on stage at our events (up to 60 seconds)
- Opportunity to become the VIP guest at our events to secure a seat
- Invitation to the VIP dinner after our events
- VIP parking at our events
- You will be invited to the Queensland Korean Orchestra Performances (2 tickets)
- Sponsor banner to be displayed at our event stage if requested and provided by the sponsor
- Provide a booth at our event at a good location
- Medium size logo in VIP invitation letter (given to major stakeholders, sponsors, business owners, and politicians)
- Luxury wine given as a complementary gift (valued at \$100)
- Fine dining restaurant voucher x2 (valued at \$200 each)

**Investment: \$5,000 (excluding GST)**



## **SILVER SPONSORSHIP PACKAGE**

This package represents graceful value for your investment to advertise your business and demonstrate support to the Korean Society Foundation. We are only seeking 10 Silver Sponsors for this category.

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

- Advertisement of your business on the KSQLD social media platforms (Facebook and Instagram) up to 3 times
- Company description and logo on the event brochure on half of A4 size page
- Your name/logo will be included in event advertisement (prior to event) for promotion (Medium size)
- Displaying your name/logo on the committee T-shirts and photo wall at our events (Medium size)
- Provision of the KSQ community hall to hold seminars/events for sponsor (up to 5 times)
- Advertisement of your business on the KSQLD website homepage side banner
- Video promotion of your business on stage at our events (up to 30 seconds)
- Opportunity to become the VIP guest at our events to secure a seat
- Invitation to the VIP dinner after our events
- VIP parking at our events

**Investment: \$3,000 (excluding GST)**

## **BRONZE SPONSORSHIP PACKAGE**

This package represents value for your investment to advertise your business and demonstrate support to the Korean Society Foundation. We are seeking 20 Bronze Sponsors for this category.

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

- Advertisement of your business on the KSQLD social media platforms (Facebook and Instagram) up to 2 times
- Company description and logo on the event brochure on quarter of A4 size page
- Your name/logo will be included in event advertisement (prior to event) for promotion (Small size)
- Displaying your name/logo on the committee T-shirts and photo wall at our events (Small size)

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

## **STANDARD SPONSORSHIP PACKAGE**

This package represents value for your investment to advertise your business and demonstrate support to the Korean Society Foundation.

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

- Advertisement of your business on the KSQLD social media platforms (Facebook and Instagram) up to 1 time
- Company logo on the event brochure
- Your name/logo will be included in event advertisement (prior to event) for promotion (Extra small size)

**Investment: \$500 (excluding GST)**





**HYOUNG NAM KIM**  
**PRESIDENT**

**PH: 0421 066 266**

**EMAIL: PRESIDENT@KSQD.ORG**

**EUNCHONG KIM**  
**TREASURER**

**PH: 0435 586 104**

**EMAIL: TREASURER@KSQD.ORG**

**CHAE YUN KIM**  
**VICE-PRESIDENT**

**PH: 0423 387 427**

**EMAIL: VICEPRESIDENT@KSQD.ORG**

**DAVID KIM**  
**LIAISON OFFICER**

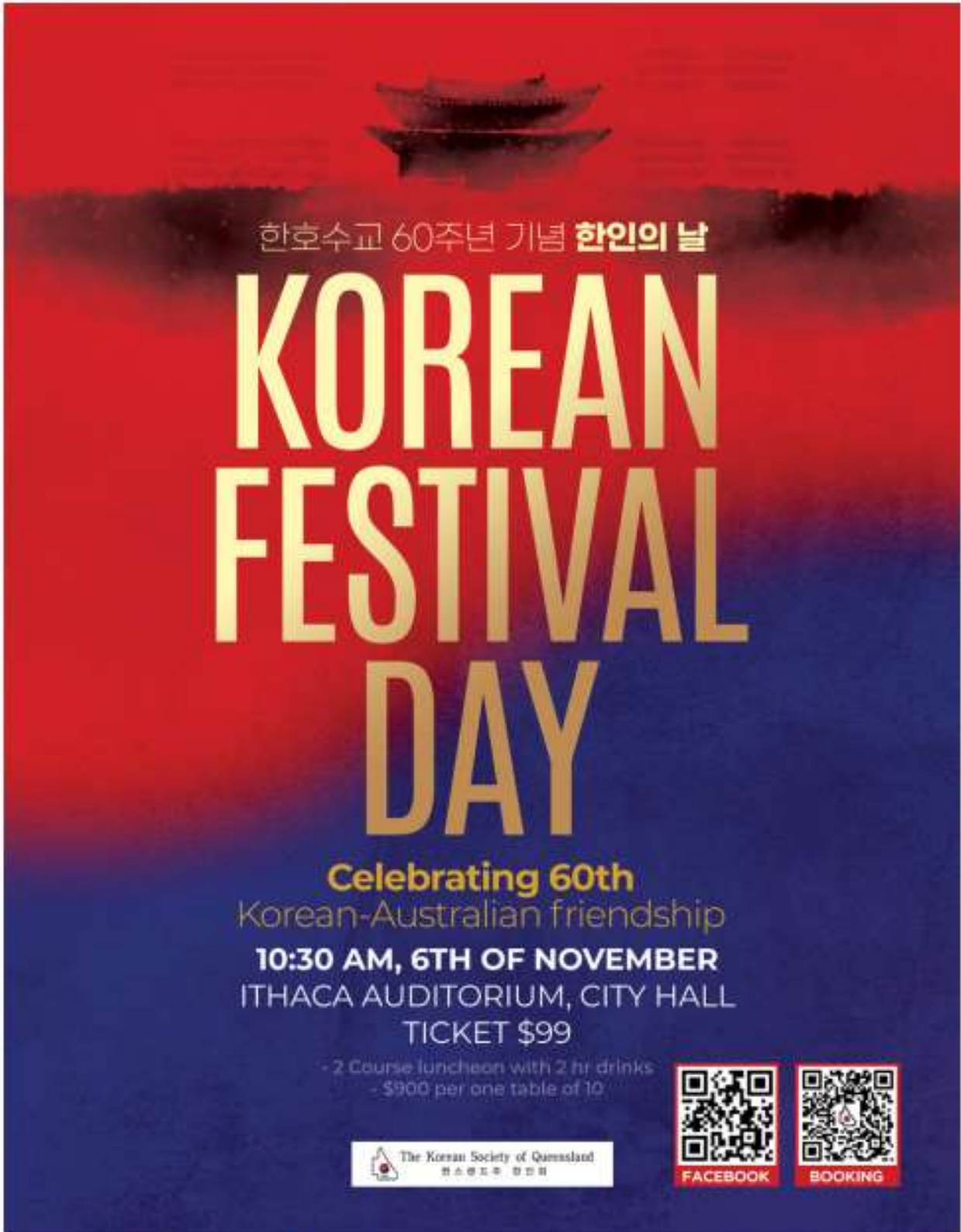
**PH: 0449 754 092**

**EMAIL: GRANT@KSQD.ORG**



**PAST EVENT**

➤ POSTER OF 2021 KOREANFESTIVAL




한호수교 60주년 기념 **한인의 날**


# KOREAN FESTIVAL DAY


**Celebrating 60th**  
Korean-Australian friendship

**10:30 AM, 6TH OF NOVEMBER**  
ITHACA AUDITORIUM, CITY HALL  
TICKET \$99

- 2 Course luncheon with 2 hr drinks  
- \$900 per one table of 10

 The Korean Society of Queensland  
한글회 QLD

 **FACEBOOK**

 **BOOKING**



 **THE KOREAN SOCIETY OF QUEENSLAND**





# 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





➤ POSTER OF 2018 KOREAN FESTIVAL

# 2018 KOREAN CULTURAL FESTIVAL

SAT 11 AUGUST 2018  
KING GEORGE SQUARE  
10am - 4pm

시청 앞 광장, 킹 조지 스퀘어에서 열리는  
퀸스랜드주 한국 교민의 대 축제 '한인의 날'과 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.

**SPONSORS**

**The Korean Society of Queensland**  
 퀸스랜드주한민회



## **MEDIA COVERAGE OF EVENTS**

EXPERIENCE KOREA 2022 (화개장터)

<https://www.facebook.com/watch/?v=542667697530595>

2021 OFFICIAL VIDEO

<https://www.facebook.com/watch/?v=189631570019098>

2019 OFFICIAL VIDEO

<https://youtu.be/dpMM48TthFO>

2018 OFFICIAL VIDEO

<https://youtu.be/OMs5Zp-hY>

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/>

The Weekend Edition

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

