

FY23/24



# Sponsorship Prospectus



퀸즐랜드 주 한인회  
THE KOREAN SOCIETY OF QUEENSLAND

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# Message from Our President



The Korean Society of Queensland (KSQ) is thrilled to announce the upcoming Korean Cultural Festival on August 19th, 2023, at King George Square in partnership with the Queensland Government, Brisbane City Council, and the Korean Government.

This highly anticipated event will showcase the beauty and diversity of Korean culture, music, and arts. The Queensland and Brisbane City Council's on-going commitment to the Korean Cultural Festival represents the strong diplomatic ties between Australia and South Korea.

The festival is open to the public, including invited guests from State and Local Government, and prominent organizations within Queensland. We invite you to join us and experience the magic of Korean culture firsthand. Thank you and we look forward to seeing you there.

Yours Sincerely,

Hyung Nam Kim

The 27th President for the Korean Society of Queensland

# About Us



The Korean Society of Queensland Inc. (KSQ) is a non-for-profit organization, proudly representing a diverse community of over 60,000 members. Since its establishment in 1982, KSQ has been committed to promoting friendship and fostering strong bilateral relationship between South Korea and Australia. Through its collaborative efforts with other multicultural communities, KSQ has consistently worked towards achieving its mission. With a focus on supporting the Korean residents in Queensland, KSQ has become a driving force in building a more connected and inclusive society by helping to improve the political, economical, and social relationship between the two countries.





# Our Events



## *Korean Cultural Festival*

On November 12th, 2022, we had the pleasure of hosting our highly anticipated signature event, the Korean Cultural Festival, at King George Square. This annual celebration provides a unique opportunity for the local community to experience and appreciate the beauty of Korean culture (K-Culture).

The event last year was an overwhelming success, with over 10,000 attendees eagerly immersing themselves in the rich traditions and vibrant colors of Korea. The turnout demonstrates the high level of interest and appreciation our community has for K-Culture. In addition to the tremendous community support, we are thrilled to report that our event attracted significant attention from sponsors, resulting in a highly sought-after and fruitful partnership.

While the festival is typically held in mid-August to coincide with Korean Independence Day and celebrate the nation's vibrant diversity, unforeseen circumstances forced us to postpone to November in 2022. This year, we remained committed to our mission and are delighted to announce that we will be hosting the festival on August 19th, 2023.







# Experience Korea Day

On April 15th, 2023, we hosted an unforgettable cultural extravaganza: Experience Korea Day. With the goal of introducing Korean cuisine and traditions to the wider community, our event centered around the tantalizing theme of K-food. Our aim was to entice newcomers to explore and experience the Korean culture and cuisine while giving Koreans a chance to revisit their heritage and savor the nostalgia of home. Our hard work paid off, as the event was a resounding success, featuring a diverse array of food stalls and captivating cultural performances right in front of our community hall. To our delight, prominent politicians and business executives graced us with their presence, with some even taking the stage to address the enthusiastic crowd.



# Cultural Exhibition: Honnye

The exhibition which centered around the theme of Honnye, a traditional Korean wedding attire, was hosted at the Sunnybank Multicultural Gallery in the bustling hub of Sunnybank Plaza. Our exhibition ran for an entire month, allowing the wider community to immerse themselves in Korean cultural traditions. At our opening ceremony, we had the pleasure of welcoming Lord Mayor of Brisbane, Adrian Schrinner, and his family, who showed great interest in our showcase and addressed the crowd with his heartfelt sentiments on multiculturalism. This collaborative event not only signified a celebration of diversity, but also demonstrated the potential of different societies working together for a greater cause.







# Golf Tournament

Our inaugural golf tournament was a resounding success, thanks to our early planning and collaboration with a diverse array of sponsors and partners. We spared no expense in providing coveted prizes, including cutting-edge TV screens, modern vacuums, and even a luxurious Hyundai electric car as a grand prize for a hole-in-one. In addition, our event featured an esteemed guest speaker: the former Prime Minister of South Korea himself, who graced us with his presence and delivered an inspiring speech. All in all, our first-ever tournament was a triumph that exceeded our expectations.



# Seminars: Visa, Education, Real Estate

At the KSQ Community Hall, we host a variety of informative seminars for our local community, covering topics such as visa applications, education opportunities, and expert advice on real estate. In addition, we have also conducted special seminars, such as crime awareness sessions for working holiday visa holders who may not be familiar with the potential dangers when arriving in Australia. These informative gatherings have proven invaluable to our community, and we have been grateful to receive glowing feedback from our attendees.



# Our Marketing Capabilities



Our marketing team at KSQ has exceptional capabilities, evidenced by our rapidly growing follower base of over 7,000 combined followers on Facebook, Instagram, YouTube, and LinkedIn. Our experienced marketing team designs engaging posts for our sponsors that have gained significant public attention and garnered positive feedback. This success is a testament to our team's expertise in customer-centric, full-funnel marketing, multichannel excellence, and customer data and marketing technology. By investing in capabilities such as branding, strategic marketing, and customer service, we are well-positioned for high growth and profitability. We've developed a top-notch marketing strategy for our sponsors to maximize outreach and benefits. Our team stays ahead of the curve with the latest trends and solutions, ensuring effective and innovative results.



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




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# Sponsorship Benefits



By sponsoring the Korean Society of Queensland, you not only gain access to our marketing platforms and network, but you also have the chance to make a significant impact on the cultural diversity that enriches the lives of current and future generations in Australia. Your generous support will allow us to host a variety of events, including our highly anticipated Korean Cultural Festival at the iconic Brisbane City Hall, and help us promote and celebrate the vibrant Korean culture.

In addition, your donation would also support the Korean Society Foundation, an organization dedicated to providing assistance to multicultural communities, aged care organizations, youth services, language education, and female welfare for Korean residents in Queensland. The Foundation's work promotes cultural experiences and fosters the exchange of ideas across communities. Your support would enable us to continue preserving the traditional heritage that has nurtured Korean culture in Australia and promoting its importance for generations to come.



## Platinum

Limited to 1 sponsor



## Gold

Limited to 5 sponsors



## Silver

Limited to 10 sponsors



## Bronze

Limited to 20 sponsors



## Standard

Available to all

# Sponsorship Packages

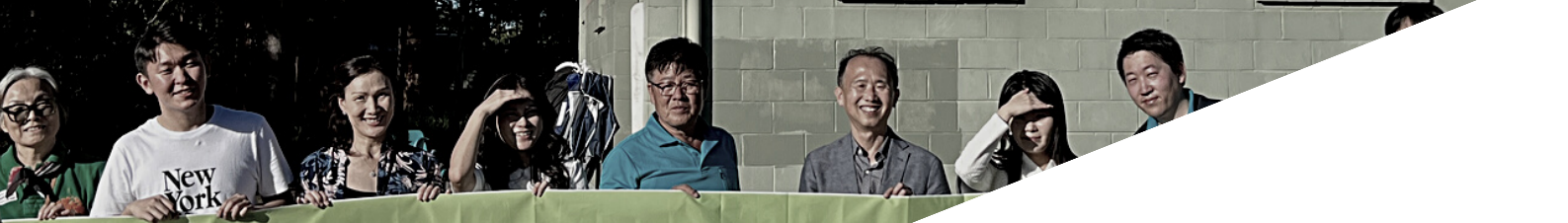


Features	Platinum \$10,000	Gold \$5,000	Silver \$3,000	Bronze \$1,000	Standard \$500
Advertisement on our Facebook or Instagram	10 times	5 times	3 times	2 times	1 time
Company description and logo on our event brochure	Full A4 size	Full A4 size	Half A4 size	Quarter A4 size	Logo only
Company name and logo on event marketing posts on social media	X-large size	Large size	Medium size	Small size	Extra small size
Company name and logo on the event photo wall	X-large size	Large size	Medium size	Small size	
Provision of the KSQ community hall to hold seminars/events	Unlimited	10 times	5 times	1 time	
Advertisement on KSQ website homepage banner	Top and Bottom	Top and Bottom	Bottom only		
Company name and logo on our committee vests	Large size	Medium size	Small size		
VIP seating at our event	✔	✔	✔		
Company banner to be displayed at our event stage	✔	✔			
Provide a booth at our event	Premium location	Good location			
Company logo to be displayed in our invitation letter to major stakeholders	Large size	Medium size			
Special company announcement from the event MC	✔				
Naming right for a collaboration event (career-focused event)	✔				

\* All amounts are GST exclusive



# Contact Us



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. 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.



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