



IRVINE KOREAN CULTURAL FESTIVAL

SATURDAY, MAY 12, 2018

IRVINE CIVIC CENTER • ONE CIVIC CENTER PLAZA • IRVINE, CA 92606

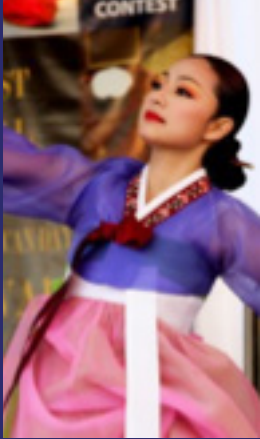


On January 13, 1903, 102 pioneer immigrants arrived in Hawaii from Korea to work in the sugar cane plantations. In 2003, the United States House of Representatives and the Senate declared that landmark day "Korean American Day" (H. Res. 487, S. Res 283). Following suit, the City of Irvine, California, permanently recognized January 13 as "Korean American Day" (Item 6.4 Jan 8th 2008).

Irvine Korean Cultural Festival (IKCF) was founded in 2010 to commemorate this day. Now, Korean-Americans number nearly two and one half million, making contributions to the country at all professional levels and in their communities. Our mission is to share the Korean culture with the entire community by showcasing its customs, heritage, arts and cuisine in order to promote peace and harmony among the people of diverse cultural and ethnic backgrounds.

The Festival is an enriching event that showcases the best of Korean culture in America. With a vision of improving cultural understanding and building a sense of global community, IKCF plants the seeds for cultural awareness locally and abroad through the exhibition of traditional and modern Korean art, food and culture.

IKCF is a community effort that moves forward with the support of volunteers and generous sponsors who provide the means for this exceptional event. It is with this goal in mind that IKCF would like to invite you to be part of something that makes a difference in our community.



Platinum Sponsorships

The platinum sponsorship package is the most exclusive and prestigious package available. Platinum sponsors will be featured throughout the day, including the opening and closing ceremonies with their logo prominently displayed on the main stage, and their company mentioned by the Master of Ceremonies frequently between performances. The platinum package is the best way to promote your company and support the community.

Donation level: \$15,000+

Benefits Include:

- Reserved tickets to the IKCF VIP Luncheon
- Premium booth location (20'X10')
- Participation in the ribbon cutting and opening ceremony as an honored guest
- Public announcement of the contribution
- Logo prominently displayed on the main stage
- Two-page, full color spread in the IKCF Souvenir booklet
- Sponsorship acknowledgement (your logo) on all Festival marketing
 - Major Korean newspaper ads
 - Direct link on IKCF website
 - Social media co-branding presence

BOOTH APPLICATIONS MUST BE SUBMITTED WITH CHECK BY **APRIL 13, 2018** TO SECURE BOOTH LOCATION. APPLICATIONS WILL BE ON A FIRST COME FIRST SERVE BASIS. LOGOS, ADVERTISEMENTS AND ARTWORK MUST BE SUBMITTED BY **APRIL 20, 2018**.

Gold Sponsorship

The gold sponsorship package is the second highest sponsorship opportunity, providing significant visibility and marketing opportunities.

Donation level: \$10,000+

Benefits Includes:

- Reserved tickets to the IKCF VIP Luncheon
- *Premium booth location
- Participation in the ribbon cutting and opening ceremony as an honored guest
- Public recognition during the opening ceremony
- Logo prominently displayed on the main stage
- One page, full color advertisement in the IKCF Souvenir booklet
- Sponsorship acknowledgement (your logo) on all Festival marketing
 - Major Korean newspaper ads
 - Direct link on IKCF website
 - Social media co-branding presence

Silver Sponsorship

The Silver Sponsorship package provides a great opportunity for visibility and marketing before and during the festival.

Donation level: \$5,000+

Benefits Includes:

- Reserved tickets to the IKCF VIP Luncheon
- *Prime booth location
- Public recognition during the opening ceremony
- Half page, full color advertisement in the IKCF Souvenir booklet
- Sponsorship acknowledgement (your logo) on all Festival marketing
 - Major Korean newspaper ads
 - Direct link on IKCF website
 - Social media co-branding presence

Bronze Sponsorship

The Bronze Sponsorship package combines marketing and branding association before the event and optimal exposure during the festival.

Donation level: \$2,500+

Benefits Includes:

- Reserved tickets to the IKCF VIP Luncheon
- *Preferred booth location
- Public recognition during the opening ceremony
- Quarter Page, full color advertisement in the IKCF Souvenir booklet
- Sponsorship acknowledgement (your logo) on all Festival marketing
 - Major Korean newspaper ads
 - Direct link on IKCF website
 - Social media co-branding presence

BOOTH APPLICATIONS MUST BE SUBMITTED WITH CHECK BY **APRIL 13, 2018** TO SECURE BOOTH LOCATION. APPLICATIONS WILL BE ON A FIRST COME FIRST SERVE BASIS.

LOGOS, ADVERTISEMENTS AND ARTWORK MUST BE SUBMITTED BY **APRIL 20, 2018**.



Irvine Korean Cultural Festival Sponsorship Form

Section A: Sponsor Information	
Contact Name:	Title:
Company Name:	
Address:	
Phone:	
Email:	
Section B: Sponsorship Levels (check box)	
<input type="checkbox"/> Platinum (\$15,000 or above)	
<input type="checkbox"/> Gold (\$10,000 or above) <input type="checkbox"/> Silver (\$5,000 or above) <input type="checkbox"/> Bronze (\$2,500 or above)	
Section C: Booth Information: A booth is defined as an area approximately 10' by 10' and will be provided with a table, a table cloth, two chairs, and a banner with your company name. Electricity and other services are not guaranteed and may require an additional fee.	
Does your organization want a Booth at the event? <input type="checkbox"/> Yes <input type="checkbox"/> No Electricity for booth? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Please give a brief description of your company and plans for the booth display/activity:

Terms of Agreement:

- The deadline for booth request is April 13, 2018. A booth reservation will not be confirmed until the completed form and funds have been received by the Irvine Korean Cultural Festival.
- Cancellation of the booth must be submitted to Irvine Korean Cultural Festival in writing or by email (info@IrvineKoreanfestival.com) no later than April 20, 2018 and is subject to \$150 cancellation fee. Any cancellation after April 20, 2018 is subject to the full booth fee.
- Irvine Korean Cultural Festival will assign booth locations at its sole discretion.
- Irvine Korean Cultural Festival reserves the right to accept or reject any booth request for appropriateness and compatibility to the nature of the Festival.
- I agree to be contacted by the Irvine Korean Cultural Festival to follow up for details of the sponsor benefits.
- I agree and understand that the Festival Committee may need to make minor benefits adjustment as required.
- I will advise Irvine Korean Cultural Festival, in writing, within 10 days of any change in information provided. I understand that no withdrawal of sponsorship is permitted.
- I agree and understand that Irvine Korean Cultural Festival committee reserves the right to accept or reject any sponsor for appropriateness and compatibility to the nature of the Festival.

I understand and agree to the terms above.

Signature: _____ Date: _____

Please make checks payable to “**Irvine Korean Cultural Festival**” and mail with **completed form** to:

Irvine Korean Cultural Festival

14271 Jeffrey Rd, #262 Irvine, CA 92620