



KOREAN
CENTER, INC

* Korean Center, Inc., in partnership with the Presidio Trust, presents *

1st ANNUAL BAY AREA KOREAN CHUSEOK (HARVEST) FESTIVAL

Saturday, Sept. 14, 2019 | 11:00am - 5:00pm

THE PRESIDIO Civil War Parade Ground, San Francisco

To celebrate, showcase and promote Korean culture, cuisine, arts and the Bay Area's Korean American community.

FESTIVAL HIGHLIGHTS

- Korean singers & dancers (traditional & pop), martial arts demonstrations and more
- Family-friendly activities including traditional Korean games, food demonstrations, etc.
- Food trucks and booths offering traditional and fusion Korean cuisine
- Nonprofit booths informing about community services
- Business/sponsorship booths highlighting local businesses
- Exciting raffle prizes

WHY SPONSOR?

The Bay Area is home to a vibrant community of roughly 100,000 Koreans and Korean Americans and more than 5,000 Korean-owned businesses and nonprofit organizations. Help promote unity and solidarity within and across the diverse Bay Area communities, and be recognized as an active, visible contributor to the strength of these communities.

Broad Reach

Our marketing and promotion strategies coupled with strong relations with key community and business partners ensure your brand and message enjoy the highest visibility for months before and after the event.

Growth Opportunity

Exposure to festival attendees as well as thousands more through the Festival's social media outlets can lead to positive growth in outreach and influence.

Community Building

We provide a platform for connections and communications across communities -- Korean American and beyond -- to improve cooperation and understanding

Net proceeds from the Festival will go towards supporting the work of nonprofit community-based organizations serving the Bay Area's Korean American population.



SPONSORSHIP OPPORTUNITIES

\$10,000 (Presenting Sponsor)

- One large sponsorship booth (10'x20') located in a prime area (includes tent, two 6'x2.5' tables & two chairs)
- Special sponsor recognition from the Festival stage
- Prominent company/organization logo on a banner on the Festival stage
- Opportunity for brief remarks from the main stage
- Recognition as Presenting Sponsor in all advertising and marketing media including newspapers, Festival website/app, & social media
- Recognition as Presenting Sponsor on event posters and flyers displayed around event venue and at neighborhood businesses

\$7,500 (Platinum Sponsor)

- One sponsor booth (10'x10') located in a prime area (includes tent, two 6'x2.5' tables and two chairs)
- Sponsor recognition from the Festival stage
- Company/organization logo on a banner on the Festival stage
- Recognition as Platinum Sponsor in all advertising and marketing media including newspapers, Festival website/app, & social media
- Recognition as Platinum Sponsor on event posters and flyers displayed around event venue and at neighborhood businesses

\$5,000 (Gold Sponsor)

- One sponsor booth (10'x10') located in a desirable area (includes tent, one 6'x2.5' table and two chairs)
- Company/organization logo on a banner on the Festival stage
- Recognition as Gold Sponsor in all advertising and marketing media including newspapers, Festival website/app, & social media
- Recognition as Gold Sponsor on event posters and flyers displayed around event venue and at neighborhood businesses

\$2,500 (Silver Sponsor)

- Company/organization logo on a banner on the Festival stage
- Recognition as Silver Sponsor in all advertising and marketing media including newspapers, Festival website/app, & social media
- Recognition as Silver Sponsor on event posters and flyers displayed around event venue and at neighborhood businesses

\$1,500 (Bronze Sponsor)

- Recognition as Bronze Sponsor in all advertising and marketing media including newspapers, Festival website/app, & social media
- Recognition as Bronze Sponsor on event posters and flyers displayed around event venue and at neighborhood businesses

Media, In-Kind and Non-Cash Sponsorship

We also welcome contributions in the form of materials, goods and services. In-kind donations with dollar values equivalent to Sponsorship Levels will receive the same sponsorship package of that level.

To become a sponsor, please complete the online form [HERE](#) or visit the [Festival website](#) for other donation options. If you have questions, please email us at: chuseok2019@koreancentersf.org.

The Korean Center, Inc. is a 501(c)(3) nonprofit organization. Tax ID#: 51-0173831

**Deadline for Sponsor Inclusion on Festival Stage Banner and in Printed Festival Program:
Friday, August 23, 2019**