

Sponsorship Packet

Northwestern University

March 2018

2.

What is KASCON?

The **Korean American Students Conference (KASCON)** is the largest and oldest student-run ethnic-specific conference in the United States.

KASCON aims to both inspire and empower students by showcasing successful Korean American leaders in a variety of industries and fields, including business, politics, and fashion. Since its inception at Princeton University in 1987, KASCON has touched the lives of thousands Korean Americans, bringing strength and cohesion to the greater

Korean American community. Through various workshops, speaker panels, and networking events, KASCON aims to facilitate conversations and discourse about the ways in which our bicultural values shape our personal and professional developments, making positive differences in our respective communities and beyond.

KASCON is supported by The Mirae Foundation.

Founded in 1991, the Mirae Foundation is an independent, 501(c)3 not-for-profit organization that devotes 100% of its resources to endeavors such as KASCON in order to foster leadership in

new generations of the Korean American community. The Foundation serves as a permanent advisory body to KASCON, linking past and current organizers, speakers, and supporters.

Our Vision:

KASCON 29 will be held at Northwestern University from March 16-18, 2018; it is the first time in two decades that KASCON will be held in the Midwest.

The theme of this year's conference will be DIMENSIONS, which aims to spotlight the multiple facets that make up our Korean American identities. DIMENSIONS describes our combined struggles to

find balance between our "Koreanness" and our "Americanness," showing how two seemingly irreconcilable extremes are actually more integrated than we realize.

By hosting students and panel speakers from various walks of life, **KASCON 29 will explore how our intersectional identities have influenced our career choices and overall community.** We want our attendees to leave KASCON feeling a deeper sense of unity as well as a sense of ownership over their identities and experiences.



Forecasted Expenses:

Student Lodging: \$15,000
Speaker Transportation: \$8,000
Venues: \$3,000
Catered Meals: \$10,000
Programming Costs: \$10,000
Miscellaneous: \$5,000
Total: \$51,000

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Why Sponsor?

KASCON is regarded as one of the most prominent student conferences within the Asian American community, often receiving significant news coverage and public attention yearly. **Sponsoring KASCON would allow for ample advertising and product placement before and during the conference.**

Furthermore, the event allows an opportunity for sponsors to initiate engagement with young Korean Americans, investing in relationships that will continue beyond the duration of the conference itself. KASCON 29's executive board, comprised of Northwestern students, is the sole fundraising body for the event. Thus, **the execution**

and success of the event depend heavily on the support of our generous donors and the Korean American community.

Your donations will go directly towards funding our committees to ensure successful execution of KASCON 29, including but not limited to lowering the cost registration for conference attendees as well as operational costs.

Because KASCON 29 is the first Korean American conference to be held in the Midwest since the 1990s, sponsors will not only amplify the voice of a group that is often neglected in conversations, but also gain positive exposure among students of Midwestern roots.

4.



Meet the Board:

5.



**Justine
Kim**

EXECUTIVE
DIRECTOR

Learning & Organi-
zational Change '19



**Paige
Shin**

ENTERTAINMENT
DIRECTOR

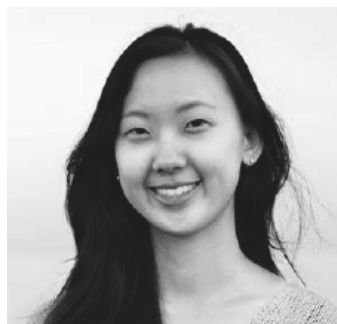
Journalism '19



**Kimberly
Kwon**

ASSISTANT
DIRECTOR

Computer
Science '19



**Cathering
Kang**

MEDIA
DIRECTOR

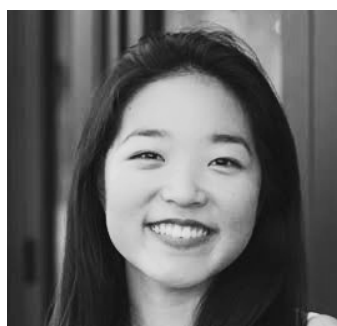
Communication
Studies '18



**Joon
Choe**

PROGRAMMING
DIRECTOR

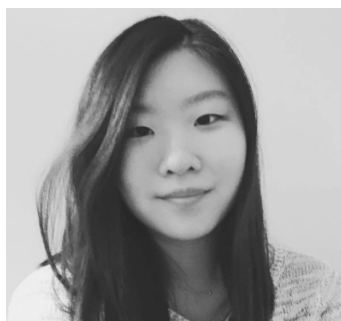
Political Science '19



**Jenny
Kang**

LOGISTICS
DIRECTOR

Comparative
Literature '21



**Christie
Sohn**

FINANCE
DIRECTOR

Political Science '19

6.

Sponsorship Benefits:

KASCON is proud to offer a variety of benefits for our sponsors. If your donation matches one of our sponsorship tiers, please contact us at **kascon29@gmail.com**. We would also be happy to accommodate requests for a custom designed sponsorship program, including but not limited to sponsoring the **KASCON** closing ceremony concert and after party.

	DIAMOND \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	EXECUTIVE \$1,000
Advertising in Program	First two (2) full pages	First one (1) full page	Full page	Half page	Half page
Advertising Booth & On-site Merchandise	2 advertising booths	2 advertising booths	1 advertising booth	1 advertising booth	1 advertising booth
Recognition at Opening/Closing Ceremonies	✓	✓	✓	✓	✓
Seats at Opening/Closing Ceremonies	6 VIP seats	4 VIP seats	3 VIP seats	2 VIP seats	2 VIP seats
Logo on Website	Largest logo on website	✓	✓	✓	✓
Logo on Banner	Largest logo on banner	✓	✓	✓	
Social Media Promotions	3 posts about your brand	2 posts about your brand	2 posts about your brand	1 post about your brand	
Newsletter Promotions	Large logo in every email; 1 newsletter about brand	Logo in every email; 1 newsletter about brand	Logo in every email; 1 small advertisement	Logo in every email	
Logo at Concert & After Party	✓	✓	✓		
Video at Opening/Closing Ceremonies	30 seconds	15 seconds			

Sponsor KASCON

With so much preparation necessary, KASCON expenses easily exceed **\$50,000.**

KASCON 29's executive board, comprising Northwestern students, is the sole fundraising body for this event; there is no external organization that handles fundraising operations. Every dollar of support goes towards making the conference more affordable and worthwhile for our attendees.

If you would like to sponsor KASCON29: DIMENSIONS at Northwestern University, please return this sheet either by email to ***kascon29@gmail.com*** or by mail to:

The Mirae Foundation

c/o Christie Sohn, KASCON 29

P.O Box 4000

Los Altos, CA 94024

Please send all tax-deductible donations to the above address in the form of a check made out to The Mirae Foundation.

Our tax donation code will be given on your donation receipt. Please feel free to attach a business card instead of filling out contact information.

Company Name: _____

Contact Person: _____

Address: _____

Phone Number, Email: _____

Gift \$: _____

Signature: _____

Your contribution will make KASCON's vision a reality, allowing us to nurture and inspire the future leaders of our generation.

On behalf of the KASCON 29 Board, **thank you.**

KASCON29

Northwestern University | March 2018