



# 2022 KOREAN FESTIVAL

The 21st Annual Korean Thanksgiving Festival

## Sponsorship Proposal





# KAANJ

## Mission Statement

The Korean American Association of New Jersey (KAANJ) is a non-profit, non-partisan, 501(c) 3 organization and is the largest and most active Korean American community development organization in the State of New Jersey. The focus and primary mission of the Association is the advancement and empowerment of the Korean American community in the state of New Jersey. We accomplish this by holding events and functions throughout the year that promote more interaction of the Korean-American community with the community at large. We also accomplish our mission by encouraging members of our community to take a more proactive role in local and state affairs. We also educate and inform our community members of different issues that are relevant to our community through programs and workshops that we conduct at our office.





# K-FEST.

We aim to build a more harmonious community by sharing and communicating cultural diversity through various cultural experiences.

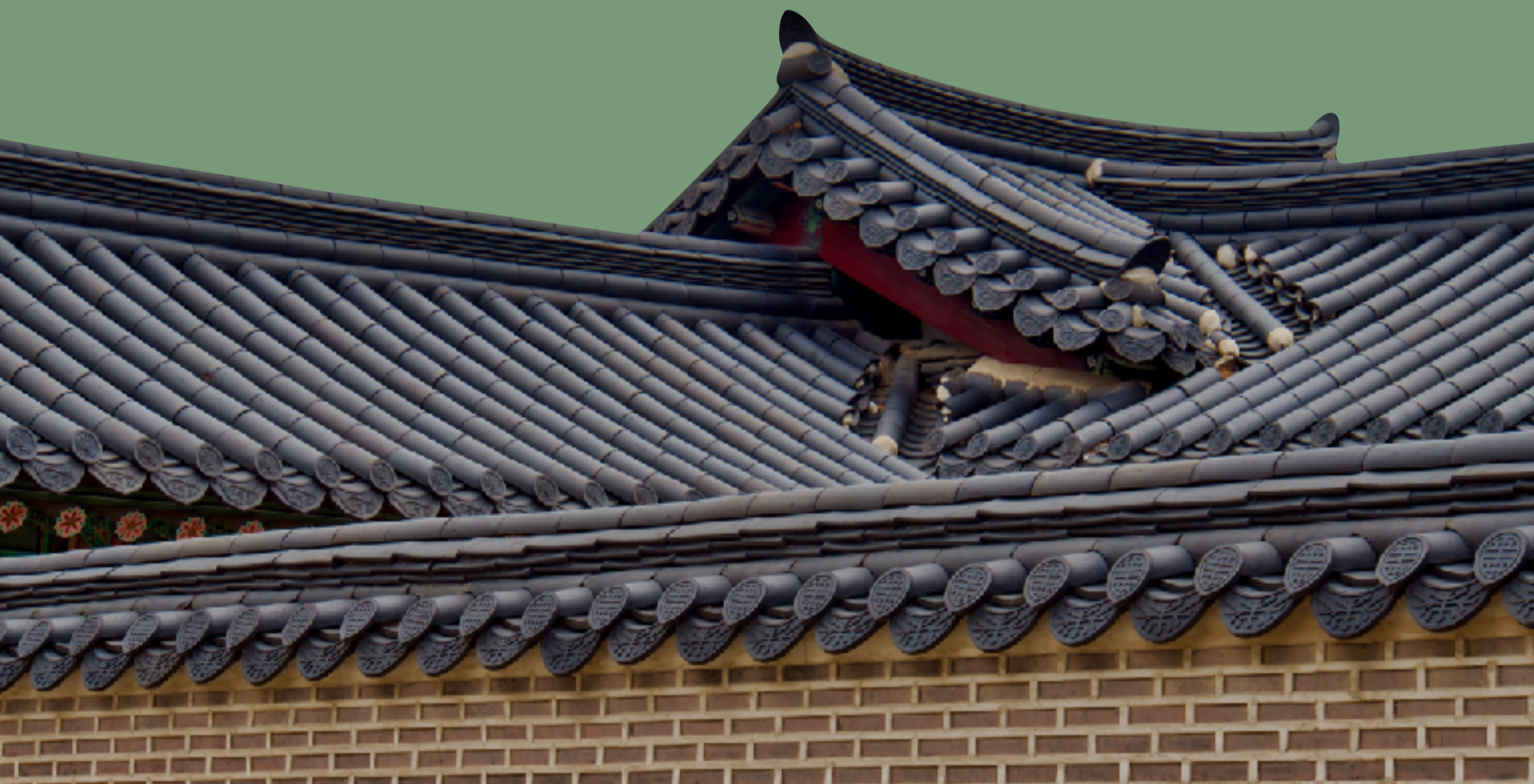
***An authentic Korean cultural experience with multiple activities, crafts, food vendors & trucks, and entertainment for the entire family!***



**SEPTEMBER 24, 2022, SAT**



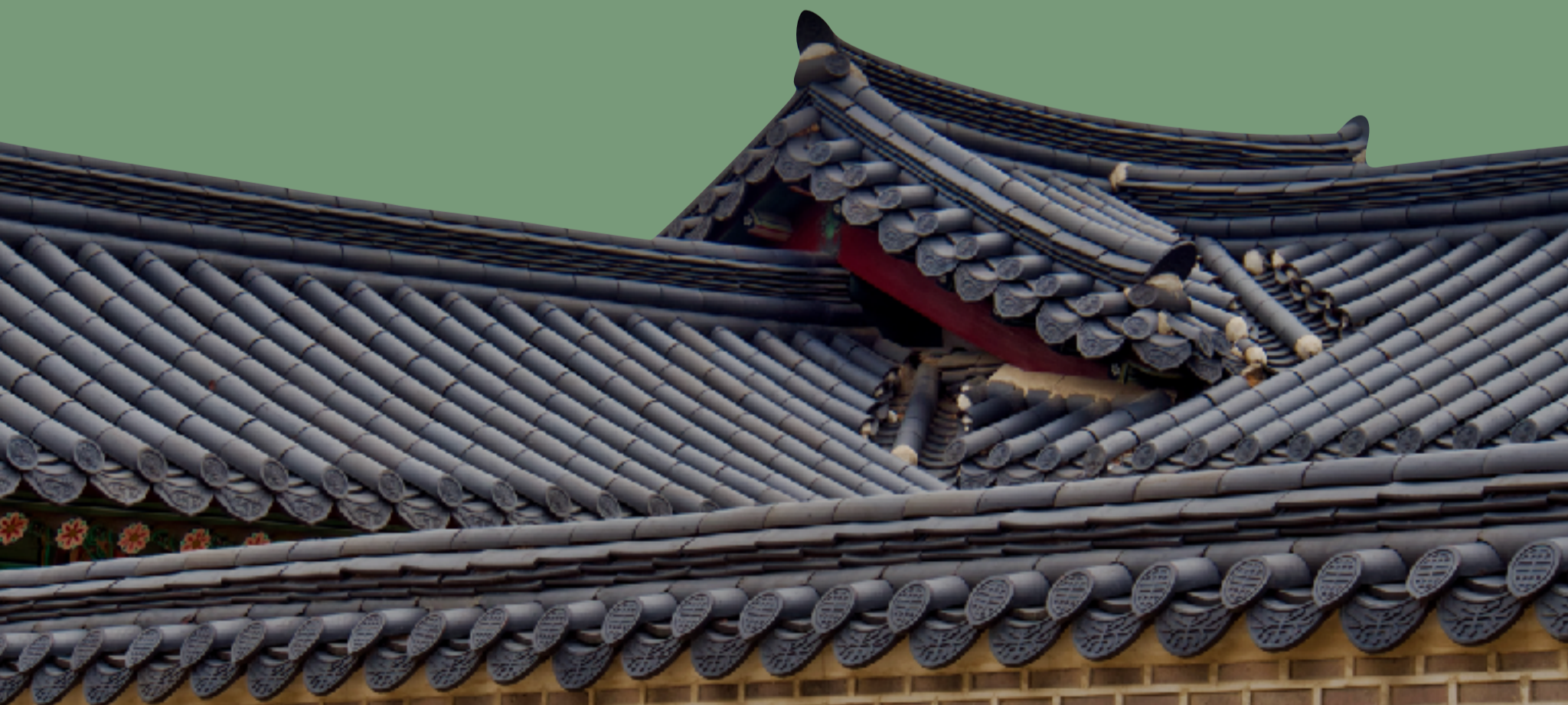
**OVERPECK COUNTY PARK, NJ**





# EVENT OVERVIEW

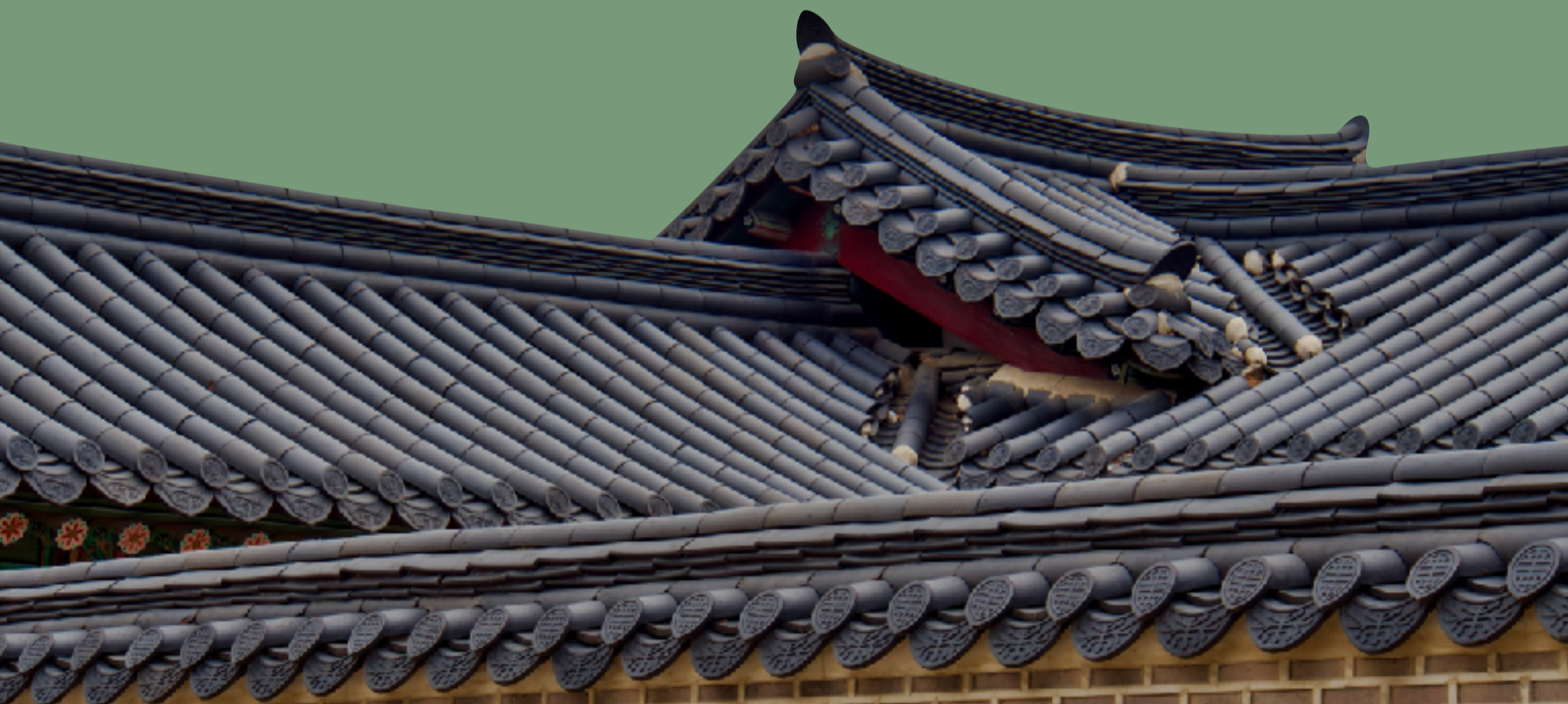
Opening Ceremony  
Welcome Address  
Recognition Of Dignitaries  
Congratulatory Speeches  
Presentation Of Proclamations  
Scheduled Programs





# PROGRAM OVERVIEW

Korean Traditional Performances  
K-Pop Contest  
Art Exhibition (TBD)  
Culture Experience  
Games & Activities  
Vendors  
Picnic Area





# PERFORMANCE



# ART AND CRAFT CLASSES





# #K-FEST PHOTO ZONE



# PLAY ZONE





# TRADITIONAL FOOD



# PREVIOUS SPONSORS





# PACKED

## Sponsorship Class and Benefits

	<b>DIAMOND \$30,000</b>	<b>PLATINUM \$20,000</b>	<b>GOLD \$10,000</b>	<b>SILVER \$5,000</b>
Company name / logo imprinted as a sponsor on all promotional materials including the event banner	✓	✓	✓	✓
Speech at the opening ceremony: Recognition as the major sponsor to give a congratulatory speech	✓			
Annual Journal AD	✓			
Color Ad in the Program Journal (see below, under media for details)	✓	✓		
Jumbo Tron Advertisements (LED Full Color)	✓	✓	✓	
Display of sponsor's products/POP's promotional materials on site and the use of one full size tent	✓	✓	✓	✓
Company banner display on the main stage	✓	✓		
TV/Radio: Extensive interviews to promote the event with mentioning of sponsors	✓	✓	✓	✓
Newspaper: Full page event ads with sponsors	✓	✓	✓	
Journal program: Full page, Black and white ad - inside				✓

# FORM

## Sponsorship Commitment

Thank you for considering sponsorship of the Korean-American Association of New Jersey.

The "KAANJ" is recognized by the IRS as tax exempt 501 ( c ) ( 3 ) organization.

Please indicate your desired level of participation.

- Diamond Sponsor / \$30,000
- Platinum Sponsor / \$20,000
- Gold Sponsor / \$10,000
- Silver Sponsor / \$5,000
- Special Sponsor
  - Display flags with Logo at the entrance QT: 50 \$10,000
  - Display Logo sticker on chairs QT: 2,000 \$10,000
- I am unable to sponsor at this time but, would like to contribute \$ \_\_\_\_\_ to support the Korean-American Association of New Jersey.

### Sponsor Contact Information:

Sponsor Name (Please write exactly as it should be printed and acknowledged)

-----  
Last Name:

First Name :

Title/Potion:

Type of Business:

Email Address:

Phone No.:

Mailing Address:

Please make checks payable to:

KAANJ

P.O. Box 029 Palisades Park, NJ 07650

*Thank you  
Very much*



***FOCUS ON UNITY AND  
SOLIDARITY, AND PREPARE  
FOR ANOTHER 100 YEARS  
FOR OUR FUTURE  
GENERATIONS.***



Chang H. Lee

President of the Korean American Association of New Jersey







**KAANJ**

SPONSORSHIP  
PROPOSAL



**KAANJ**

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