

KASCON25

YALE UNIVERSITY

March 18-20 2011

SPONSORSHIP **P**ACKET

WWW.KASCON.COM

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KASCON 25

To Our Supporters:

My name is Elizabeth Kim and I am the Executive Director of the Korean American Students Conference (KASCON) which will be hosted at Yale University in the Spring of 2011. KASCON is the oldest and largest undergraduate ethnic-specific college conference in America and attracts hundreds of students each year. Students from the finest universities in the country gather to be informed about and discuss issues relevant to the new generation of Korean America. As a result, KASCON draws speakers from many different fields including academia, entertainment, government, activism, business, art, and journalism. Notable past speakers include Michelle Rhee (former chancellor of the District of Columbia Public Schools system), Roy Lee (producer of The Ring), Alina Cho (CNN reporter) and Paull Shin (Washington state Senator).

Each year students leave KASCON inspired by the stories of Korean American leaders. KASCON 25's goal is for participants to leave the conference knowing that they are all relevant and active members of the community, and that any and all passions contribute to the Korean American community. However, it is important to distinguish that success of individuals is not what strengthens a community. What strengthens a community is the cooperation of innovative, interesting, and dedicated members that create the momentum to move forward.

This year is a particularly exciting year for KASCON as it marks the 25th anniversary of the conference's creation. In celebration of the 25th year of KASCON, we have been met with even more enthusiasm from students and speakers alike.

We are currently seeking financial sponsors to make monetary donations or to sponsor individual events during the conference (such as the dodgeball tournament, meals, or talent competition). Please feel free to contact me if you need more information. Any kind of support is welcome, and your generous contribution will play a direct role in creating an unforgettable conference for the hundreds of students who will travel from all across the country to take advantage of this opportunity. Thank you in advance for your consideration and support.

Sincerely,
Elizabeth Kim
Executive Director, KASCON 25

WHAT IS KASCON?

The Korean American Students Conference (KASCON) is the largest and oldest student-run ethnic-specific conference. Held annually across different schools and regions, KASCON aims to inspire Korean-American students to become leaders of their community by showcasing prominent Korean-American figures in a variety of different fields and encourage discussion and reflection on issues pertinent in our community. Since the first KASCON in 1987 at Princeton University, KASCON has touched the lives of thousands of Korean Americans. This year, KASCON 25 at Yale University is expected to bring in over 600 attendees.

OUR VISION:

KASCON XXV is a celebration of the past 25 years of the conference's history and all the Korean Americans who have led our community to what it is today. Since 1987, motivated students have been coming together in order to explore how they stand as a community joined by its Korean-American identity. Even after twenty-five years of KASCON, we continue to congregate in order to acknowledge the leaders of our time and discuss the future direction of our community. KASCON XXV will challenge students to evaluate the measure by which they can gauge the progress of Korean Americans. Only by developing our own perspectives regarding our community's goals, can we start making strides to reach it.

We want KASCON XXV participants to know that they are all relevant and active members of the community. Any and all interests, passions and dreams provide the Korean-American community with the drive and breadth that will allow for it to truly grow. Each year students leave KASCON inspired by the stories of Korean-American leaders; however, it is important to distinguish that successes of individuals is not what gives a community strength. It is the cooperation of innovative, interesting and dedicated members that create the momentum to move forward. As KASCON has shown year by year, only when earlier generations give back to those that follow can the Korean-American community obtain progress.

PREVIOUS KASCONS:

2010	Pepperdine University	1997	Johns Hopkins, Georgetown, University of Maryland, College Park
2009	University of Pennsylvania	1996	University of Texas, Austin, Rice
2008	Emory University	1995	Harvard, MIT, Wellesley College, BU
2007	University of California San Diego	1994	University of Pennsylvania
2006	Princeton University	1993	Stanford, UC Berkeley
2005	University of Washington	1992	University of Chicago, Northwestern, University of Illinois
2004	Yale University	1991	Columbia, NYU, West Point Acad.
2003	Cornell University	1990	Harvard, MIT, Wellesley College, Tufts, Boston University
2002	University of Colorado, Boulder	1989	Georgetown University
2001	UCLA	1988	Princeton University
2000	Rutgers University	1987	Princeton University
1999	Stanford, UC Berkeley		
1998	Yale, Wesleyan		

ABOUT KASCON & VISION HISTORY

S U P P O R T K A S C O N

Why Sponsor KASCON?

KASCON is regarded as one of the premiere student conferences in the Asian-American community, receiving a large amount of media coverage before and during the conference. Such buzz provides ample opportunity for advertising and product placement.

With so much preparation necessary, KASCON expenses easily penetrate six figures. KASCON 25's executive board, comprised of Yale students, is the only fundraising body for this event; there is no external organization that handles fundraising operations. As a result, KASCON is heavily dependent on funding from corporations and local businesses that lend support to the Korean-American community. Every dollar of support goes towards lowering the registration cost of students and towards the operation of the conference.

APIA (ASIAN & PACIFIC ISLANDER AMERICANS) FACTS AND FIGURES:

- APIA youth is one of the fastest growing population segments in the US. Asian Americans in the 10 to 14-year old age group are **expected to experience the highest percentage of growth: 31%** over ten years.

Marketing to the Emerging Majorities, 2001

- APIA **internet users expected to grow** from 11.6 million (74% of APIA) in 2007 to **13.7 million (82.3%)** in 2011.

eMarketer, 2008

- APIA **purchasing power is forecasted to grow** 45.9% from \$459 billion in 2007 to **\$670 billion by 2012.**

Selig Center for Economic Growth, 2007

- **APIA buying power is concentrated** in California (\$150 bill.), New York (\$44 bill.), New Jersey (\$29 bill.), Texas (\$29 bill.), and Hawaii (\$21 bill.), allowing for **easy-to-reach marketing opportunities.**

Selig Center for Economic Growth, 2007

- High education levels (50% of APIA have a bachelor's degree compared to 27% of the US), provides for a **growing group of young, affluent professionals with a large spending power.** *US Census Bureau, 2003*

KASCON: SUPPORTED BY THE MIRAE FOUNDATION

Founded in 1991, the Mirae Foundation is an independent, not-for-profit foundation that focuses on developing leaders in the Korean-American community. The Mirae Foundation not only cohesively links the annual conferences together, but also provides valuable guidance and oversight to the student organizers of the conference by acting as a permanent advisory body to the conference. Because KASCON is supported by the vast resources provided by the Mirae Foundation, such as contacts within the Korean-American community and logistical experience, you can be assured that your investment is safe and that it is going towards a good cause.

WHO ATTENDS?

Attendees are ambitious undergraduate students who are deeply involved in the communities of their respective universities. While the majority of KASCON attendees are Korean American undergraduates, Chinese, Japanese, Filipino, Caucasian, and African American students have also been represented at past conferences. Attendees hail from large state universities, small liberal arts colleges, Ivy League colleges, and even West Coast schools. Such a diversity of talent provides for plenty of recruiting and reach-out opportunities.

Expected Revenues

Registration Fees (650 Attendees)
~\$65 000

Donations
Yale University Funding
~\$2 000

Total Revenues
~\$67 000

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Forecasted Expenses

Lodging (650 Attendees + Speakers)
~\$75 000

Paid Meals (650 Attendees + Speakers)
~\$10 000

Transportation Costs (Speakers)
~\$7 000

Registration Expenses (T-Shirts, Program Packets)
~\$8 000

Advertisements
~\$5 000

Venue Rental Expenses
~\$8 000

Miscellaneous Expenses (Office supplies, banners, posters)
~\$2 000

Total Expenses
~\$115 000

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WORKSHOPS

At KASCON XXV, we hope to provide creative venues in which students can explore their own perspectives. Through speakers, students will be exposed to speakers in their respective skills. For the upcoming KASCON, we would like to challenge our conference participants further and encourage the students to share their own work. We hope that by sharing their work, they will develop their ideas further, as well as take advantage of the opportunity to interact with the speakers who will be present at the conference

Start Up Competition

Students will submit business proposals and briefly present them in front of a panel of established business professionals and entrepreneurs, drawn from our list of speaker guests. We hope that this will allow students to receive constructive feedback on their proposals from those who have experienced the business world. The student with the most promising business plan will also get the chance to earn a prize sum to help launch their start up ideas.

Writer's Workshop

Authors and aspiring students will be given the time and space to write together and exchange feedback. It will provide a safe and constructive environment where students write alongside published authors and take advantage of their assistance to improve their own writing and gain more insight into being a writer.

Film Screenings

For guests who have produced films, KASCON 25 will screen them and follow up with director Q&A sessions.

SPEAKERS

We have filled our roster with speakers from a great diversity of backgrounds in order to cater to the various interests of students and introduce them to new perspectives. The list of prospective speakers is composed of previous KASCON speakers, as well as new additions. Below, the speakers have been organized into four categories that are certainly not exclusive of each other, seeing as many of the speakers overlap between several. The speakers have been compartmentalized only for the sake of planning.

There is a growing generation of prominent Korean Americans who are gaining footing through innovative mediums that is characteristic of our high technological society. From cartoonists to bloggers, from fashion designers to filmmakers, we hope to make it a point to commend the creativity and innovation that allow our guests to carry out their passions.

Politics and Activism

Jim Yong Kim	President of Dartmouth
Eugene Kang	Special Projects Coordinator and Confidential Assistant
Senator Paull Shin	Former Senator of Washington
Lt. Dan Choi	Gay Rights Activist
Annabel Park	Documentary Filmmaker, Community Activist
Koonho Cho	Served as translator for Cheonan Ham incident
Phil Yu	Blogger, Founder of www.AngryAsianMan.com
Cristina Moon	Blogger, Human rights activist
Mike Kim	Author of "Escaping North Korea", Founder of Crossing Borders
Becky Lee	Founder of Becky's Fund
Charles Armstrong	Expert on Korean politics
Dr. Hesung Koh	Director of ERI
Harold Koh	Legal Adviser of Dept. of State
Howard Koh	Assist. Secretary for Health for the U.S. Dept of HHS
Chang-Jun Jay Kim	Former US Representative

Business and Entrepreneurship

Svetlana Kim,	Business
Don Chang	CEO, Co-Founder of Forever21
Linda Chang	Marketing, Forever21
Esther Song	Founder, CEO, Song Group Inc.
Esther Lee	Director, Office of Innovation and Entrepreneurship, US Dept. of Commerce
David Chang	Founder of Momofuku
Kyung H. Yoon	Chief Executive Officer of Talent Age Associates LLC
Doo-Ri Chung	Fashion designer
Richard Chai	Fashion designer
Shin Choi	Fashion designer
Christopher Park	Director of Lab, Sloan Kettering

Media and Communication

Michael Kim	ESPN Anchor
Eliot Chang	Comedian
Danny Cho	Comedian
Bobby Lee	Comedian
Margaret Cho	Comedian, Musician
James Kyson Lee	Actor
Justin Chon	Actor
Ken Jeong	Actor, Comedian
Paul Shin	Director of Family Guy
Jim Lee	Creator of X-Men
Yul Kwon	Chief of the Consumer and Governmental Affairs Bureau FCC, Winner of Survivor
Jeannie Park	Former executive editor People magazine
Jeanette Lee	Acclaimed Billiards Player
SuChin Pak	MTV Journalist
John Cho	Actor

Arts and Writing

Alexander Chee	Author of <i>Edinburgh: A Novel</i>
Heinz Insu Fenkl	Author of <i>My Ghost Brother</i>
Kim Sunee	Author of <i>The Trail of Crumbs</i>
Ed Park	Author of <i>Personal Days</i>
Suji Kwock Kim	Playwright
Grace Lee	Filmmaker, "The Grace Lee Project"
Michael Kang	Director, "West 32nd"
Cindy Hwang	Photographer, Kyopo Project
Dennis Kim	Spoken word artist
Ishle Yi Park	Poet Laureate, Spoken word artist
Jean Shin	Artist
Kyeong-Hee Choi	University of Chicago Professor, Korean Literature
Lillian Cho	Executive Director, Asian American Arts Alliance of Asian American Arts
Liz Chae	Documentary maker
Young Jean Lee	Playwright
Sora An	Musician, Indie rock
Natalie Kim	Writer, Actress

An important aspect of KASCON is that it also provides ample opportunity for Korean Americans to meet other students outside the realms of their respective academic institutions. There is a variety of evening entertainment and social events planned that will allow attendees to network while simultaneously having fun and experiencing Korean-American culture.

Kollaboration

“Kollaboration’s current mission and mantra is, “Empowerment through Entertainment.” In addition to encouraging the diverse talents of API youth, Kollaboration seeks to empower:

- (1) API youth by providing them with a creative outlet and leadership training that serves as an alternative to gang-activity and delinquency for those at-risk
- (2) API families by offering a platform for communication that bridges the gap between 1st generation parents and latter generation youth
- (3) the API community at large, by raising awareness for other critical community issues and NGOs.”

-Kollaboration.org



Karaoke

Karaoke has been a popular form of entertainment in Korean culture. For many Koreans, it is a means to bond with others through music and showcase their musical abilities without fear of criticism. KASCON’s Karaoke will provide an open venue for those who wish to gather, connect, sing, and simply have fun.

Dance-Off

As a unique form of self-expression, dancing has been and still is a big part of Korean culture, history, and media. Dancers who wish to showcase their talent in dance or wish to see performing arts talent from all over the nation can do so by joining in KASCON’s dance-off. The dance-off will include group battles for similar dance styles as well as small flexible dance circles, for free-style sessions.

Student Performances: Spoken Word and Open-Mic/Acoustics

Students who wish to showcase their talents in spoken word, singing, music, or performing arts will have the opportunity to do so in the relaxed setting of a local cafe. Participants may perform and share their passions, or sit back and enjoy the live shows. Ultimately, KASCON’s spoken word and open-mic session will provide an open venue for participants to experience the influential and transforming power of poetry and music.

Dodgeball

The biggest competition of the first night will be a dodge ball tournament in which all KASCON goers can participate. KASCON’s dodge ball tournament will be held in the Payne Whitney Gymnasium, the world’s largest gym, and teams based on geographical regions will go head to head in a fight for regional honor and pride.

Ice Cream Social

Not only does the ice cream social allow students from all over the nation to explore New Haven’s famous local ice cream scene (Ashley’s Ice Cream and local gelatorias), but it also will provide space and opportunity for students to hang out in a more relaxed environment to get to know one another. The ice cream social will not only include more good food but also ping pong, pool, foosball, air hockey, TV, and board games.

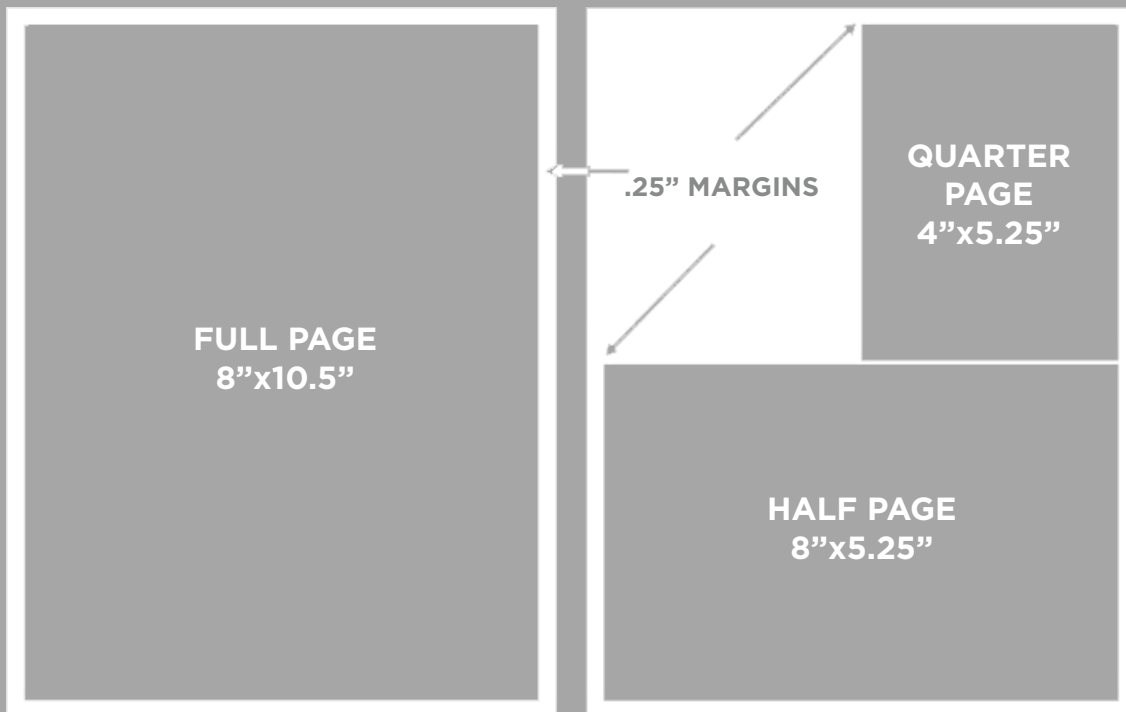
Talent Show

In a gathering of KASCON’s scale, there is bound to be hidden talent. KASCON’s talent show will provide an opportunity for students to showcase their skills to all of KASCON’s participants. Talent show auditions will be held the first day, and the winners earn a unique prize: the opportunity to perform on the same stage with the Kollaboration artists.

KASCON25 Sponsorship Benefit Overview

The chart below represents the corporate sponsorship structure and the various benefits you will receive. We would also be happy to accommodate requests for a custom designed sponsorship program. For more information, please contact one of our finance group managers.

	Diamond	Gold	Silver	Bronze	Executive
Benefits	10,000+	7500+	5000+	2500+	1000+
Official sponsor status	●				
Placement on program	Full Page	Half Page	Quarter Page	●	●
Logo placement on website	●	●	●	●	●
Mention in opening ceremony	●	●	●	●	
KASCON career exhibition	Preferred Placement	Preferred Placement	●	●	
Sponsorship logo on outgoing advertisements	●	●	●		
Corporate logo on banner on opening/closing ceremonies	●	●			
Career Workshop Panel Speaker	●	●			
Letter from sponsor in program	●				



C O N T A C T

Please direct all questions or comments to the Executive Board of KASCON:

Executive Director

Elizabeth Kim	Shin.Kim@yale.edu	(206) 777 5967
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Associate Directors

James Kim	James.Kim@yale.edu	(818) 497 2562
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Andrew Kang	Sungwoong.Kang@yale.edu	(904) 868 0347

Sponsor KASCON

With so much preparation necessary, KASCON expenses easily penetrate six figures. KASCON 25's executive board, comprised of Yale students, is the only fundraising body for this event; there is no external organization that handles fundraising operations. Every dollar of support goes towards lowering registration costs of students and towards the operation of the conference.

If you would like to sponsor KASCON 25 at Yale University, please return this sheet either by email to **KASCON25Finance@gmail.com** or by mail to:

Korean American Students Conference
c/o James Kim
P.O. Box 204323
New Haven, CT 06520

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: _____

First Name	Middle Initial	Last Name
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Street Address

City	State	Zip Code
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Phone Number: _____ **Email:** _____

Gift: \$ _____

Signature: _____ **Date:** _____

Your support will contribute immensely to KASCON and its vision of cultivating future leaders. Your generosity is proof that you care about the future of Korean America and your gift stakes your claim as a supporter of our community.

Thank you.

WWW.KASCON.COM