



SIWA and Diplomatic Community Festival Sponsorship Opportunities 2007

The SIWA Sponsorship Program is the official avenue for substantial, independent monetary contributions to Korean charities. It is the closest and most direct method for a corporation or individual to support the SIWA welfare programs. In return, SIWA will make official acknowledgement and thanks for the donation. Recognition, including printed media, with 85 Heads of Mission, top executives and their spouses in multi-national corporations in Korea, and top diplomatic and corporate Koreans. The Festival itself provides exposure, to all participants of the Festival, totaling over 4,000 individuals for the one day event.

There are four sponsorship levels, defined by donation and in-return benefits of sponsorship.

Premium Platinum

10 million Korean Won Cash Donation

In return for a donation of **10,000,000 KRW** and above in cash you will receive profile as a **Premium Platinum Sponsor**

- Your company logo will be printed on all English and Korean SIWA Festival posters/banners, which will be distributed throughout Seoul
- Your company will receive a link from the SIWA website to your website for one year (November 2007-November 2008)
- Your company name will be advertised and promoted as a Platinum Sponsor on the Festival 2007 Day
- Your company name will be listed as a Platinum Sponsor in the Festival 2007 brochure to be distributed on the day of the Festival
- Your company will be able to distribute promotional materials or have an information table along with a promotional video or LCD display of your company logo on the day of the Festival
- Your company will be listed in the SIWA Discovery Magazine as a Platinum Sponsor
- You will receive a free, one-time, **full-page**, colour ad or profile in an issue of the SIWA Discovery Magazine. This is valued at 700,000 KRW (you need to provide the artwork)

Gold Sponsor

6 million Korean Won in Cash or Company Product Donation

In return for a donation of **6,000,000 KRW** and above in cash or product donation, you will receive profile as a **Gold Sponsor**

- Your company logo will be printed on all English and Korean SIWA Festival posters/banners, which will be distributed throughout Seoul
- Your company name will be advertised and promoted as a Gold Sponsor on the Festival 2007 Day
- Your company name will be listed as a Gold Sponsor in the Festival 2007 brochure to be distributed on the day of the Festival
- Your company will be able to distribute promotional materials or have an information table along with a promotional video or LCD display of your company logo on the day of the Festival
- Your company will be listed in the SIWA Discovery Magazine as a Gold Sponsor
- You will receive a free, one-time, **half page**, colour ad or profile in an issue of SIWA's Discovery Magazine. This is valued at 380,000 KRW (you need to provide the artwork)

Silver Sponsor

4 million Korean Won in Cash or Company Product Donation

In return for a donation of **4,000,000 KRW** and above in cash or product donation, you will receive profile as a **Silver Sponsor**

- Your company name will be listed as a Silver Sponsor in the Festival 2007 brochure to be distributed on the day of the Festival.
- Your company will be listed in the SIWA Discovery Magazine as a Silver Sponsor
- You will receive a free, one-time, **¼ page**, colour ad or profile in an issue of SIWA's Discovery Magazine. This is valued at 270,000 KRW (you need to provide the artwork)

Bronze Sponsor

2 million Korean Won in Cash or Company Product Donation

In return for a donation of **2,000,000 KRW** and above in cash or product donation, you will receive profile as a **Bronze Sponsor**

- Your company name will be listed as a Bronze Sponsor in the Festival 2007 brochure to be distributed on the day of the Festival.
- Your company will be listed in the SIWA Discovery Magazine as a Bronze Sponsor