



메릴랜드 한인회

*We Build One Community*

**The Korean Society of Maryland, Inc**

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June 28, 2019

Re: 42<sup>nd</sup> Annual Korean Festival Sponsorship

## **Make the Connection!**

**Connect with local and regional Festival attendees. Show Festival attendees that you want to do business with them. Sponsorship builds upon and complements your booth and vendor exposure. The earlier the commitment, the greater the opportunity to get your name in front of thousands of local and regional consumers in the lead up to and on the day of the Festival.**

Our 42<sup>nd</sup> Annual Korean Festival will be held at Howard County Fairgrounds, on Saturday, September 21 from 10:00am to 7:00pm. We anticipate record-breaking crowds again this year with over 50,000 people expected to attend the Festival, making for a unique marketing opportunity for your business. The Festival shares the Korean culture with all and we allow for a real Korean experience with our cultural tents, authentic performances including dance, music, and artistic expressions from well known Korean performers and choice after choice of delicious Korean foods and drinks. The Festival represents traditional and modern Korean life and society in many facets.

Please find enclosed a brief booklet providing details for the Festival and outlining the different sponsorship packages. As the booklet shows, the sponsorship packages all provide an opportunity for your business to reach 20,000 local and regional consumers, as well as, a concentrated market of approximately 60,000 plus Korean-Americans living in Maryland before, during and after the Festival. We understand that sponsorships should provide value, and a positive social impact and the marketing opportunity with this Festival does so.

You, as a corporate citizen, would also be supporting a great cause by becoming a sponsor for this year's Festival. The Korean Society of Maryland has a long-storied history. It was over 40 years ago when Korean immigrants contributed what little money they had in a display of solidarity to start this organization. Since then, the Korean Society of Maryland has strived to provide services to, and serve as a voice for, people of Korean descent in the community.

Sincerely,

Seong Ok Baik  
President of The Korean Society of Maryland