



KCSF
KOREAN CANADIAN
SCHOLARSHIP FOUNDATION

Sponsorship Proposal

KCSF

Scholarship Night Gala

장학의 밤



Saturday May 4, 2019

The Carlu

444 Yonge Street

Toronto, ON M5B 2H4

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“The true value of KCSF scholarship extends far beyond the financial support we receive. It solidified and validated my identity as a Korean–Canadian, and further empowered me to transition from being the beneficiary of the initiatives in Korean–Canadian community to being the provider. Many of us who received the scholarship are now leaders in the Korean–Canadian community, and we are happy to pass on the legacy that we received from the previous generations.”

Huntae Kim, MD, Psychiatrist, KCSF Scholarship Recipient ‘12

“The Soiree networking event provided me an excellent platform to apply my networking skills and make meaningful connections that I continue to utilize today.”

Michael Ahn, Actuarial Analyst, Soiree '16 Attendee

“Attending Konnect in Grade 10 and 12 was a very rewarding experience. Surrounding myself with post-secondary students as well as young professionals helped me create connections and learn about different fields of study. Konnect is a place where opportunities are found, skills are developed, and lasting friendships are made. The leaders took the role as our mentors, and made the camp a very comfortable and fun environment.”

Angel Shon, Bachelor of Health Sciences Program,
McMaster University, Konnect '14 and '16 participant

Korean-Canadian Scholarship Foundation (KCSF)

Growing the dream trees of tomorrow... KCSF nurtures students to achieve their full potential and provides opportunities for students to create their unique paths to success.

The concept of “dream trees 꿈나무” is unique to the Korean heritage and symbolizes the relationship that Koreans have with education. Our youth represent promising “dream trees” that require nurturing to cultivate their talent, achieve success and fulfill their potential for growth. Generations before us have traditionally held dreams, hopes, and aspirations for the next generation. Once fulfilled, those “dream trees” blossom and plant seeds for future generations.

Founded in 1978, KCSF was one of the first Korean-Canadian charities in Canada to grant merit-based scholarships. Over the years, KCSF has grown into one of the most respected Korean-Canadian charities, and has expanded its mandate to provide bursaries and offer student leadership development programs.

To date, KCSF has awarded over 700 scholarships and bursaries with a total value of over \$1.5M to young promising post-secondary Canadian students across Canada and around the world, truly investing in Canada’s next generation of leaders.



We are building a generation of Canada’s next leaders in a wide variety of sectors through our Scholarship and Student Leadership Development Programs.



Scholarships are one of the many ways KCSF serves the community.

We also provide and support various youth development programs throughout the year focusing on leadership, networking, cultural identity, career advancement, and other soft skills that are not learned in school. These programs include a parliamentary internship program, Konnect Leadership Camp, Soiree networking event, and Career Conference. These youth development programs go hand in hand with and complement our scholarship and bursary programs to ensure the next generation of leaders is equipped to face the challenges of our time and make positive impacts in the community.



KCSF operates primarily on private philanthropic gifts and sponsorships from corporations and individuals. We are a 100% volunteer-run organization made up of high-skilled and dedicated young and seasoned professionals from diverse backgrounds. This means that all the proceeds raised are directed to our programs.

Every year our volunteers devote over 5,000 hours to develop, plan, and execute various programs and events of KCSF.

We provide young leaders of character with opportunities to develop their talents for their individual growth and also for the growth and improvement of our community.

By supporting KCSF you are investing in the future of Canada

Scholarship Program



To date, KCSF has awarded over 700 scholarships totalling over \$1.5M since 1978.

Founded in 1978, KCSF was the first Korean-Canadian community charity in Canada to grant merit-based scholarships and to provide bursaries and student leadership development programs. Every year, we assess hundreds of applicants and award 20 to 25 promising post-secondary students.

The vision of the program is to nurture young future leaders, by investing in candidates who demonstrate academic excellence, community involvement, and a commitment to intellectual, personal, and professional development.

To date, KCSF has awarded over 700 scholarships and bursaries in the total amount of \$1.5M to young promising post-secondary students across Canada and around the world, truly investing in Canada's next generation of leaders. Our scholarships are made possible by the generous donations of individuals and businesses.

As of September 30, 2018, scholarships values range from \$30,000 to \$2,500 and total over \$130,000 in annual scholarships & bursaries.



RAFFLE PRIZE LIST

1 STRIP = \$1K 2 STRIPS = \$2K 3 STRIPS = \$4K
 Buy more prizes to get several prizes or grand prize! Multiple prizes!

KOREAN AIR Return Flight to Korea (\$1,000 value)	APPLE IPAD Apple (\$500 value)	OSB GIFT CERTIFICATE Osborn McLaren (\$500 value)
ROUSSEAU GOLF 9000 Lakes Golf & Country Club (\$500 value)	2014 RYAN AIR (\$500 value)	RESORTS HEALTH SUBSCRIPTION Daily Health International (\$200 value = 2)
TORONTO RAPTORS TICKETS 2 Tickets to 2014 Season David Yale	NI RESTAURANT GIFT CERTIFICATE (\$200 value)	BLUE JAYS 2 Tickets (\$200 value)
NI RESTAURANT GIFT CERTIFICATE (\$200 value)	2014 RYAN AIR (\$500 value)	2014 RYAN AIR (\$500 value)

MENU

SALAD
Angula with Apple Slices

ENTREE
8 oz. Filet Mignon
Red Roasted Potatoes, Asparagus, Corn

DESSERT
Crème Brûlée & Fresh Fruit

WINE
White Wine
Red Wine

LATE NIGHT

Youth Development Programs

KCSF's youth development programs have become a vital part of the work KCSF provides to the community. As a culturally-specific community charity, KCSF provides crucial support to young Canadians of Korean heritage with their growth and participation in mainstream Canada.

The programs are designed to address the gap in mainstream development programs that do not address the specific issues that may be experienced by young people with a shared Korean heritage and a unique Korean-Canadian experience. These programs described below are made possible by funds raised at our Scholarship Night Gala.

Student Development Committee (SDC) / Sterling Committee (SC)



These two committees of KCSF were formed to serve the growing need for leadership development in our community. Comprised of young professionals with diverse backgrounds, SDC & SC work together under the common goal of proactively fostering the growth of younger generations in our community.

The following are some of the important programs offered to the community organized by SDC & SC.

Soirée Networking Event



The largest interdisciplinary networking event in the Korean-Canadian Community

- Annual networking event gives young professionals and postsecondary students an opportunity to network with others in the community and to develop their networking skills.
- Soirée is an excellent opportunity for anyone looking to reconnect with colleagues and friends, expand their professional network across generations and industry lines, meet with future mentors and mentees, or foster meaningful relationships with established professionals.
- Soirée consistently attracts over 200 attendees.

KONNECT Highschool Leadership Camp



“I received helpful information, but more importantly, I gained useful connections and relations.”



Started in 2009, Konnect is an annual overnight leadership/mentorship camp for grade 9-12 students

- To address the developmental needs of the Korean-Canadian high school students
- To provide opportunities for Konnect Leaders (post-secondary students) to explore outside of their boundaries
- To connect leaders of past, today, and future
- Konnect Leaders (post-secondary students) are selected to develop and execute the program for high school students, guided by mentorship from the SDC

Students are engaged through discussions and interactive activities, planned throughout the year by Konnect Leaders, regarding various topics such as: academics, Korean-Canadian identity, self-awareness, and leadership

Career Talks

- Series of talks planned by the SDC with recognition that young professionals are in need of mentorship from well-established leaders in their respective careers. Whether it be through discussions around transitioning from post-secondary education to starting out their careers, learning how to “climb the ladder” once they begin their careers, or sharing their perspectives on the “bamboo ceiling”. Esteemed speakers share their expertise and real-life advice with the participants.

- The Inaugural Career Talks was held in September 2017, with the theme on finding the right balance between staying culturally connected within the Korean-Canadian community vs. branching out, and leveraging both to kick-starting your career

- The event gave our student attendees the opportunity to network with our unique panelists by facilitating intimate discussions about our cultural and professional identities.



KCSF Scholarship Night Gala

Canada's Largest Professionals' Fundraiser
in the Korean-Canadian Community

KCSF Scholarship Night Gala

An unparalleled night of networking and entertainment for our audience, the KCSF Scholarship Night Gala has become a must-attend event for established community leaders and members, successful professionals, academics, entrepreneurs of Korean heritage, and Canadian organizations, and businesses that have a relationship with, or wish to support, the Korean-Canadian community.

The Gala includes a reception, an inspiring keynote address, scholarship presentations, dinner, presentation of the KCSF Dream Tree Award, entertainment, raffles, and more. A night of true celebration that brings together the former, current, and future leaders of our community - past, present and future generation of Korean-Canadians. Join us as we honour the legacy of our immigrant past, present in the success of every young scholar.





Thanks to our generous supporters, we were able to raise \$100,000 for KCSF's scholarship, bursary and student development programs last year

Event Overview and a History of Success

This formal evening highlights growth and achievements of the Korean-Canadian community. We take pride in our heritage and embrace our future in Canada. This signature fundraiser for KCSF brings the community together for a night of celebration, entertainment, delicious food, and friendship.

Over the years, the KCSF Scholarship Night Gala has consistently grown in scale and importance within the community, and has become the largest fundraiser to attract affluent and socially minded Korean-Canadian professionals, most of whom are situated in mainstream Canadian businesses and institutions. In addition, the KCSF Scholarship Night Gala continues to attract new corporate sponsors from outside of the Korean-Canadian community.

Past and present sponsors include TD Canada Trust, Royal Bank of Canada, CIBC, Bank of Montreal, HSBC Bank, KEB Hana Bank of Canada, Shinhan Bank of Canada, EY, Korean Air, Gowling WLG, Mackie Research Capital, Stikeman Elliott, Galleria Supermarkets, Pan Asia Food, Farber Financial and many more.



Year after year, we continue to feature dynamic and eminent individuals as our keynote speaker - those who have made exceptional contributions in Canada and around the world. Our past speakers include:

Anita Lee, award winning Executive Producer,
National Film Board of Canada, Founder of the Reel Asian Film Festival

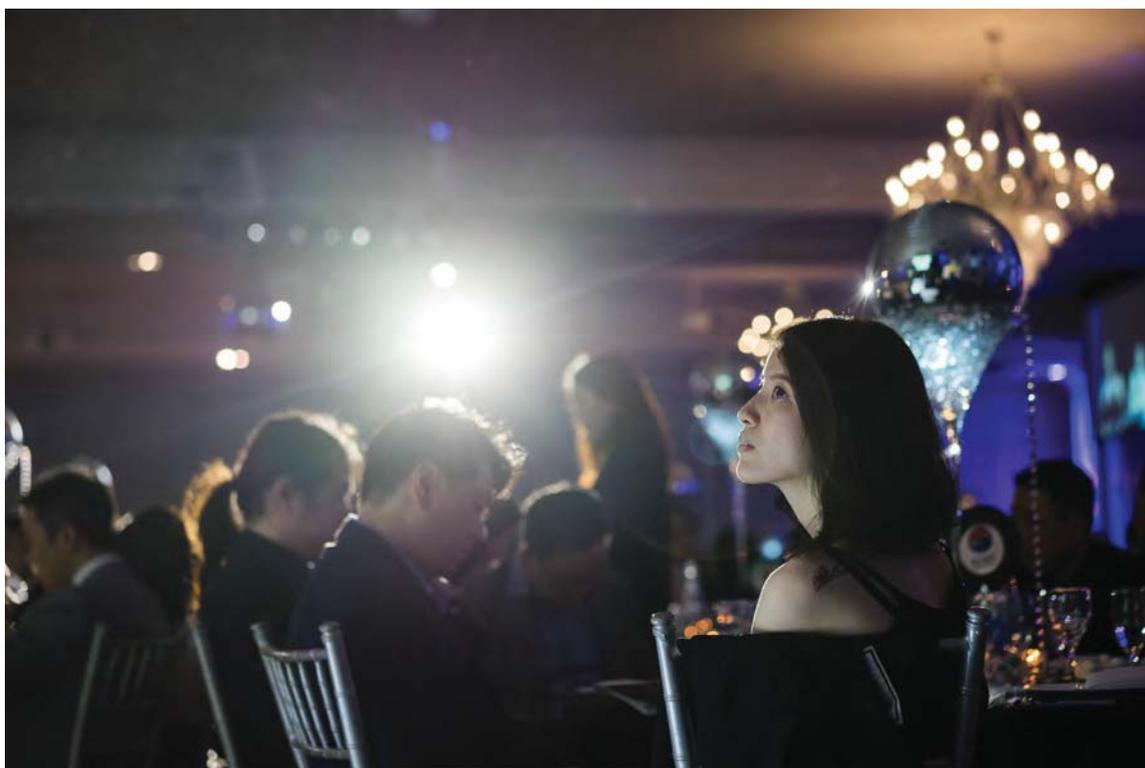
Helen Pak, Chief Executive Officer and Chief Creative Officer,
Havas Canada and former Creative Strategist, Facebook

Donald Chong, Principal, of award winning firm,
Williamson Chong Architects

Daniel Kim, a Vancouver-based artist, empath, and counsellor;
the producer of Pop Danthology (10+ million views on YouTube)

Jean Yoon, award winning Actress and Dora-nominated Playwright,
"Umma" in the CBC comedy series Kim's Convenience

Antonio Park, World Renowned Chef of Park Resto and more



KCSF takes pride in creating a long-term mutually beneficial partnerships with its stakeholders. This year, we hope to continue the success of the KCSF Scholarship Night Gala through our sponsor partnerships.



The Goals of the KCSF Scholarship Night Gala

In order to fulfill our mandate, KCSF needs resources and financial support. The KCSF Scholarship Night Gala will help raise vital funds to support our efforts in providing scholarships, bursaries, and leadership development programs to high-school students, post-secondary students, and young professionals. Our goal is to raise \$125,000 this year.



Build Partnerships and Awareness

The Gala presents an opportunity to foster existing partnerships and to build new partnerships with various stakeholders. It also provides an opportunity to showcase our programs, our scholars and alumni, and most importantly the impact that the beneficiaries are making in the community. It is also a platform to formally recognize our generous supporters and volunteers. Overall, the Gala is an opportunity to strengthen our community.

Celebrate Achievements

Gala celebrates the achievements of the Korean-Canadian community as we present scholarships to the next generation of leaders. KCSF has also embarked an important program to honour and recognize significant individuals and achievements through its Dream Tree Award program. The Dream Tree Award has been given to:



- Donald Choi, of Donald Choi Canada Ltd., who has donated over \$800,000 to the KCSF scholarship program, and has established the new Donald Choi Canada Scholarship valued at \$30,000 over 4 years
- Raymond Chun, Senior Vice-President of TD Canada Trust, who has been instrumental in the growth and elevation of many Korean-Canadian charities for the purposes of corporate giving and sponsorships
- The Late Very Reverend Sung Chul Lee, former moderator of the United Church of Canada and former Chancellor of Victoria College, University of Toronto
- The Founding Directors of KCSF

How Will the Funds Raised be Used?

The Gala is the primary source of funding for the KCSF's operators and youth development programs

As stated above, KCSF receives no funding from the government and operates solely on philanthropic gifts and sponsorships from corporations and individuals.

The awards provided by KCSF's distinguished scholarship program are supported by specific endowed funds and gifts. However, to provide and implement the scholarship program, KCSF establishes a streamlined application process, performs a rigorous selection process, communicates with the recipients, and arranges for the awards and presentation at the annual Scholarship Night Gala. In addition, KCSF oversees and administers the endowment fund, valued at nearly \$2 million.

The bursary program is entirely funded by KCSF's general funds and donations. KCSF has implemented a new Bursary Partnership Program that is designed to increase the amount of funding available for bursaries and, again, the implementation of this program is also dependent on general funds and donations.

Finally, KCSF's much-praised and well attended student development programs are fully dependent on KCSF's general funds and donations. In fact, this annual signature fundraiser is the primary source of funding KCSF's youth development programs.

These youth development programs enable us to nurture a wide range of young Canadians to reach their full potential as future leaders in the community.





Reasons to Become a Sponsor

- **Help build the next generation of leaders in our community:** KCSF continues to succeed in nurturing future leaders in our community through its scholarship and student development programs. Your help will ensure that we continue to provide these distinguished programs and build the next generation of leaders in the community.
- **Build prominent presence in the Korean-Canadian community and gain access to elite professionals:** Through this largest fundraiser of its kind in the community, you would be able to build a prominent presence in the Korean-Canadian community, a hard-working community of over 200,000 in Canada and 65,000 in Toronto. You would gain access to network of elite professionals in the community comprised of community builders, business leaders, and future market participants and employment candidates.
- **Demonstrate social responsibility:** Supporting KCSF will have a strong impact on your public image. As a sponsor you will receive exposure at the event and – depending on your level of sponsorship – through media, advertising, and marketing which will demonstrate your commitment to supporting diversity, education, and leadership development activities for young Canadians.



Canada
KCSF

KCSF

Menu

Menu

Menu

Sponsorship Opportunities

Title Sponsorship: \$20,000 (Exclusive – only 1 available)

- Category exclusivity
- Two \$2,500 scholarships recognized and awarded by Title Sponsor
- Two complimentary tables of 10 in the VIP section at Gala Dinner (20 tickets)
- Opportunity to play a video message or make a live presentation during the event.
- Recognition as Title Sponsor on all marketing material associated with the Gala including print, media and web presence
- Corporate brand recognition and URL on KCSF website and Facebook page for one year
- Corporate brand recognition on sponsor slideshow during the Gala
- Opportunity to draw for one of raffle or door prizes
- Corporate logo placement on your table

Special Brand Recognition:

- Opportunity to display full page company profile and/or advertisement in Gala program
- Opportunity to provide promotional giveaway to each event attendee
- Opportunity to provide a branded photo-booth with Title Sponsor's logo with the KCSF logo



Platinum Sponsorship: \$10,000 (Only 2 available)

- One \$2,500 scholarship recognized and awarded by Platinum Sponsor
- One complimentary table of 10 in the VIP section at Gala Dinner (10 tickets)
- Recognition as Platinum Sponsor on all marketing material associated with the Gala including print, media and web presence
- Corporate brand recognition and URL on KCSF website and Facebook page for one year
- Corporate brand recognition on sponsor slideshow during the Gala
- One page advertisement in Gala program
- Prominent corporate brand recognition in Gala program
- Corporate logo placement on your table

Gold Sponsorship: \$5,000

- One complimentary table of 10 at Gala Dinner (10 tickets)
- Corporate brand recognition on event tickets and promotional materials
- Corporate brand recognition on KCSF website and Facebook page
- One page advertisement in Gala program
- Prominent corporate brand recognition in Gala program
- Corporate logo placement on your table

Silver Sponsorship: \$2,500

- 4 Tickets to Scholarship Gala Dinner
- Corporate brand recognition on KCSF website and Facebook page
- Half-page advertisement in Gala program
- Corporate brand recognition in Gala program

Bronze Sponsorship: \$1,500

- 2 Tickets to Scholarship Gala Dinner
- Corporate brand recognition on KCSF website and Facebook page
- Half-page advertisement in Gala program
- Corporate brand recognition in Gala program

Ticket and Table Purchases

- Gala tickets are \$185; a table for attendees may be purchased for \$1,850 (10 tickets) and a sign on your table will clearly indicate your organization's support of KCSF.

Community Sponsorships: \$500

- 1 Ticket to Scholarship Night Gala Dinner
- Recognition on KCSF website and Facebook page
- Recognition in Gala program



Please contact Philip Cho, Chair of KCSF at philip.cho@kcsf.ca for additional information or to discuss other sponsorship opportunities.



Opportunity to Lead

- **Express passion to nurture future generations of Korean-Canadian youth:** SDC & SC provide young professionals an opportunity to lead and to give back to the community. Through this journey, friendships are formed and members become connected to the Korean-Canadian community, and make an impact on the youth.
- **Become involved in unique opportunities:** SDC & SC help pilot new projects that respond to the changing needs of our community.

Contact Us!

If you are a young professional or a graduate/professional student and want to devote your time and expertise to a great cause, email sdc@kcsf.ca and/or sterling@kcsf.ca

Board of Directors

Chair, Board of Directors

Philip Cho, Partner | WeirFoulds LLP

Directors

Dae Kang, Principal | An, Kang & Associates
Daniel Im, Chief Financial Officer | RIWI Corp.
Davis Yoo, Strategic Transformation Executive | WSIB
Irene Choe, Partner | Gowling WLG (Canada) LLP
John Chung, Vice-President, Portfolio Technology, Enterprise Innovation | Quadreal Property Group
Micah Adler, Campaign Director | Funding Matters Inc.
Soo Kim, Sales Representative | Re/Max Aboutowne Realty Corp.
Hanhee Kim, Senior Associate | RGA International Corporation
Peter Min, Teacher | Toronto District School Board
Peter Chang, Branch Manager | Scotiabank

Executive Committee

Co-Chair: Philip Cho
Vice-Chair: Davis Yoo
Treasurer: Daniel Im
Secretary: Irene Chang

We appreciate your time and interest in KCSF and look forward to discussing sponsorship opportunities with you.

For more information, please contact:

Philip Cho, Chair, KCSF - philip.cho@kcsf.ca

Davis Yoo, Gala Leadership Committee Co-Chair - davis.yoo@kcsf.ca

Soo Kim, Gala Leadership Committee Co-Chair - soo.kim@kcsf.ca

