



**THE KOREAN AMERICAN
SCHOLARSHIP FOUNDATION**
Eastern Regional Chapter

한미장학재단

*the 43rd
Annual*

SCHOLARSHIP BANQUET

**& 2012 EDUCATION &
CAREER CONFERENCE**

9.23.2012

SPONSORSHIP

September 23, 2012
Hilton McLean Tysons Corner

43rd
the Annual
SCHOLARSHIP BANQUET
KASF

& 2012 EDUCATION & CAREER CONFERENCE

Dear KASF Board of Directors / Donors,

For over 42 years, the Korean America Scholarship Foundation (KASF) has been helping Korean American students meet the financial challenges of obtaining higher education and the need is ever increasing as we continue to experience economic downturn. Created in 1969 by the first-generation Korean American immigrants, KASF now has seven regional chapters throughout the United States with a total of \$3.5 million endowment fund and has awarded over \$5 million to over 4,000 students. Although the standard of living for many Korean Americans has improved dramatically since the early days of the community's immigration history, there are still many families facing financial hardships and their children could truly use KASF's help.

Embracing this spirit of helping our students to realize their potential, we are thrilled to offer our *1st Annual KASF Education and Career Conference* on September 23, 2012. While many Korean Americans have been successful in reaching the top echelons of academia, KASF wants to ensure that these students are also prepared for the world beyond college. To this end, "Aligning Educational and Professional Goals for the Real World" will encourage both students and parents to communicate about the importance of establishing long term career goals...and will provide the tools to get there.

Leaders from all walks of life – academia, corporations, politics, businesses, arts and community organizations - will guide these informative and collaborative discussions. Following this half-day conference, KASF will hold its *43rd Annual Scholarship Banquet* in to honor of this year's recipients and their accomplishments. This popular event brings together students, donors, and community leaders in celebration. Both events will take place at the Hilton Hotel in Tysons Corner, McLean, VA.

KASF is seeking your help! With the addition of the *Education and Career Conference*, recognition of your generous support goes even further this year. Please see the attached form for sponsorship details as KASF offers many levels of commitment ranging from \$1000 to \$5000. Each level provides you with advertisement space in both the gala and conference materials, plus tickets to the celebratory dinner. Both events reach an audience of 500 people along with countless visits to our website and Facebook from our online visitors.

Thank you very much for your consideration. Your support of students today impacts the leaders of tomorrow.



Leonard Kim
KASF – ERC President



Mihae Kim
2012 Conference and Gala Chair



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SPONSORSHIP OPPORTUNITIES

Ambassador (\$5,000)
\$2,000 Designated scholarship
Full-page conference program listing
Full-page dinner program listing
KASF website banner listing (1 year)
Banquet table (10 tickets)

Platinum (\$4,000)
Full-page conference program listing
Full-page dinner program listing
KASF website banner listing (1 year)
Banquet table (10 tickets)

Gold (\$3,000)
Full-page conference program listing
Full-page dinner program listing
KASF website banner listing (1 year)
Banquet table (6 tickets)

Silver (\$2,000)
Half-page conference program listing
Half-page dinner program listing
KASF website listing (1 year)
Banquet table (4 tickets)

Bronze (\$1,000)
One-quarter-page conference program listing
One-quarter-page dinner program listing
KASF website listing (1 year)
Banquet table (2 tickets)

independent
vendor table
4x8*

shared
vendor table
for placing
marketing
materials only

ADVERTISEMENT OPPORTUNITIES

Full Page (\$1,200)
Full-page dinner program listing
Conference program listing
KASF website banner listing (1 year)

Half Page (\$800)
Half-page dinner program listing
Conference program listing
KASF website banner listing (1 year)

One-Third Page (\$600)
Third-page dinner program listing
Conference program listing
KASF website listing (1 year)

One-Quarter Page (\$400)
Quarter-page dinner program listing
Conference program listing
KASF website listing (1 year)

*Korean American Scholarship Foundation is a non-profit
501(c)(3) organization (TAX ID 23-7151484).*

*Sponsorship related questions please contact Leonard Kim at
LKIM@NAS.EDU or (202) 365-0810.*

*Please mail this form along with a check (payable to KASF) to:
KASF (c/o Gimga Group) by September 3, 2012
204 Mill Street, NE, Suite B1, Vienna, VA 22180*

**please reserve space with Mihae Kim*

Full name _____ Company or Affiliation _____

Address _____

Phone _____ Fax _____

Email _____ Sponsorship Level/Ad size and Amount \$ _____

Signature _____ Date _____ Paid by _____





For four decades, KASF has been helping Korean American students meet the financial challenges of obtaining higher education. We have seen many Korean American students attend top schools and excel in academics, often backed by the strong support of their parents. While our community has been successful in meeting this goal, there are many reports that suggest that we need to do more – perhaps with a different focus – to help this next generation prepare for the world beyond college and leadership roles. One critical component is for our students to better prepare for a long and enriching career, and not merely to attain the best paying job. Our students must critically assess their future goals and align their education and diverse skill sets to reach them. Graduation cannot, and should not, be the end result. Education should be used as a means to pursue and attain future goals, which often do not receive the critical thought and planning they deserve.

KASF will facilitate an informative and thought-provoking event to encourage both students and parents to communicate about this important subject. We will also invite a number of community experts and speakers to provide facts and tools to help guide these discussions. We encourage an open exchange of ideas amongst students, parents, and professionals.

Aligning Educational and Professional Goals for the Real World

A conference designed for both students and parents to provide the building blocks for a successful transition to college and a career beyond.

September 23, 2012 • Hilton McLean, Tysons Corner, Virginia

1:00 to 4:00 pm • Refreshments will be served

1:00 – 1:15 PM

Welcome and Introduction – Jennifer Yoo

- Welcome – Leonard Kim
- Why we are doing this? / Goals of the day (The Vision) – Mihae Kim
- Overview of program agenda – Jennifer Yoo & Jino Ahn, moderators

1:15 – 2:15 PM

Career Building Blocks: Turn Expectations into Achievements

Format: 2 moderators / 6 professional panelists from different backgrounds

Moderator will lead a discussion with the panelists, followed by Q&A.

Examples of issues to address:

- How to better leverage your college degree to prepare for a lifetime career.
- Why are internships and experience so critical?
- The importance of passion.
- Non-traditional careers that your mother never told you about.
- Social media and your future. Beware!
- Achieving success with your core values intact





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2:15 – 2:30 PM

Break

2:30 – 3:30 PM

Breakout sessions/workshops (Small group round table)

1. High School Student Workshop: College Prep

- Application Prep, Essay writing
- Choosing Colleges
- How to fill out FAFSA

2. College Student Workshop: Career Prep

- Resume building
- Interviews
- How to dress
- Networking

3. Parents' Workshop – Ameriprise

- Finances
- Parent vs. Children Expectations

4. Fields of interest for students

- Arts / Entertainment / Sports
- Business / Entrepreneurship
- Communications / PR / Media
- Education
- Finance / Economics
- Government / Public Policy
- International Affairs
- IT / Engineering
- Medicine
- Legal
- Lobbying / Advocacy
- Nonprofit Organization
- Politics ... and more

3:35 – 4:00 PM

General Session --- What to take away

5:00 PM

Awards Banquet

OPTIONAL ~ A special price for the conference attendees - \$75 per person
(regular price \$125)





2012 EDUCATION & CAREER CONFERENCE

KASF

September 23, 2012
Hilton McLean Tysons Corner

SPEAKER / MENTOR / MENTEE SIGN - UP

Name: _____ Affiliation: _____

Address: _____

Mobile: _____ E-mail: _____

Speaker _____ Mentor _____ Mentee _____

Fields of interest: _____

Bio: _____

