

한글  
HANUL  
FESTIVAL  
HIIYO

HANUL FAMILY ALLIANCE'S  
20TH KOREAN SENIOR'S DAY  
SPONSORSHIP PACKAGE



**When:** Saturday, October 21, 2023

**Time:** 10:30am - 1:30pm

**Where:** Willow Creek Community Church  
2200 Shermer Rd Glenview, IL 60026





한울 종합 복지관  
Hanul Family Alliance

CHICAGO  
5008 N. Kedzie Ave  
Chicago, IL 60625  
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F: (773) 478-8552

NORTH SUBURBS  
1166 S. Elmhurst Rd  
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LAKE COUNTY  
300 Knightsbridge Pkwy Ste 125  
Lincolnshire, IL 60069  
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## Hanul “Hyo” Festival The 20<sup>th</sup> Korean Senior’s Day Celebration

### Dear Friends and Supporters:

Hanul Family Alliance (HFA) is thrilled to announce the return of the **Annual Korean Senior's Day Celebration**. This year will mark the event's 20th year, and will be held **on Saturday, October 21, 2023 at Willow Creek Community Church North Shore (2200 Shermer Rd, Glenview, IL 60026)**. We are proud to share that our event has been renamed the Hanul Hyo Festival. Hyo is a traditional Korean concept that relates to the deep sense of honor children, families, and members of the community hold for our elders and older people. We cordially invite you to sponsor this timeless and special occasion.

Hanul Family Alliance (HFA) was founded as the Korean American Senior Center in 1987. Today, Hanul provides a comprehensive range of supportive services to promote healthy aging, family wellness, and community engagement. Our organization served over 5,000 clients this past fiscal year.

The Annual Korean Senior’s Day Celebration has been one of the most anticipated cultural arts events this year. In celebration of our 20<sup>th</sup> anniversary, we are pleased to feature a live performance by the Korean Performing Arts Institute of Chicago (KPAC). We anticipate having over **600 people in attendance** to recognize and honor our older adults’ dedication to their families, communities, and the preservation of Korean culture and heritage throughout generations. All are welcome to come and enjoy food, music, and dance performances at this year’s Hyo Festival, featuring artists both local and internationally known. We look forward to honoring our elders in the community while sharing the spirit of traditional Korean arts and ways of life with everyone.

There are various ways you may support this signature event for the Korean older adult communities, whether monetary, in-kind, ad sponsorship, tabling as a community partner, or volunteering. The title sponsor’s logo will be inserted in all event PR materials. Sponsors at all levels will be acknowledged in our program booklet, which will be distributed to everyone in attendance. **Your organization will not go unnoticed.**

For more information regarding volunteer or sponsorship opportunities or the event, please contact Bree Yoo-Sun McLuen, Director of Community Engagement at 773-478-8851 ext. 105 or [bmcluen@hanulusa.org](mailto:bmcluen@hanulusa.org). If you would like to donate directly on our website or learn more about our mission, please visit: [www.hanulusa.org](http://www.hanulusa.org).

Thank you for supporting Hanul and helping us honor our older adults through this meaningful event. We look forward to celebrating with you!

Sincerely,

Irene Jisun Sohn, MSW  
Executive Director

Sunghee Sohn  
President of the Board





## 20th Korean Senior's Day Celebration



I would like to become a sponsor for the 20<sup>th</sup> Hanul "Hyo" Festival.

Contact Information/연락처		
Company/Organization Name	Contact Person	Email
Address	Telephone	Fax
<b>i</b>	Please indicate how you wish to be acknowledged in our program booklet and other PR materials if different from the above.	

## Sponsorship Level

Sponsorship Levels	Description	Amount
<input type="checkbox"/> Title Sponsorship	<ul style="list-style-type: none"> <li>Full-Page Ad – 8.5”(w) x 11”(h)</li> <li>All Day Booth (72” x 30”) (10:30–1:30)</li> <li>Social Media Recognition and Logo Insertion on All PR Materials</li> </ul>	\$3,000
<input type="checkbox"/> Booth & Ad Package	<ul style="list-style-type: none"> <li>Full-page ad - 8.5”(w) x 11” (h)</li> <li>All Day Booth (72” x 30”) (10:30–1:30)</li> </ul>	\$1,000
<input type="checkbox"/> Booth Display Only	All Day Booth (72” x 30”) (10:30–1:30)	\$500
<input type="checkbox"/> Ad Sponsorship	<input type="checkbox"/> Full-Page Ad - 8.5”(w) x 11” (h)	\$800
	<input type="checkbox"/> Half-Page Ad – 8.5”(w) x 5.5” (h)	\$500
	<input type="checkbox"/> Quarter-Page Ad - 4.25” (w) x 5.5” (h)	\$250
<b>i</b>	<p>Booth tables will be set up in the hallway in front of the auditorium. You will be provided with one booth table (72"x 30") and four chairs.</p> <p>Deadline for the sponsorship application is <b>October 9, 2023</b>. All Ads will be printed in color. Please email PDF version of your ad to <a href="mailto:noahkim@hanulusa.org">noahkim@hanulusa.org</a> before October 13.</p>	

## In-Kind Donation

Item Name	Quantity	Retail Value	Note

**i** Please check appropriate box

- I will mail or deliver the item(s) before 10/13.
- I will bring the item(s) to the event.
- Contact me to set a date and time for pick-up.

## Payment Method

**Total Amount**                      \$ \_\_\_\_\_

**Payment Type**

- Pay on the day of the event
- Check enclosed                      Check # \_\_\_\_\_
- Credit Card

Credit Card Type/: \_\_\_\_\_      Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_ (mo) / \_\_\_\_ (yr)      CVC Code: \_\_\_\_\_      Zip Code on Card \_\_\_\_\_

Signature: \_\_\_\_\_                      Date: \_\_\_\_\_

**i** Make your check payable to Hanul Family Alliance.

Complete this form and mail/email/fax this form to

Hanul Family Alliance  
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 bmcluen@hanulusa.org | T: 773-478-8851 ext.105 | F: 773-478-8552

Visit us at [hanulusa.org](http://hanulusa.org) to make payment online.