JOIN THE LEADERS

GET INSPIRED TODAY. IMPACT TOMORROW.

Sponsorship Package

2011 - 2012

JoinTheLeaders is a registered non-profit, non-partisan organization that promotes the national network of young Korean professionals in North America.
The organization strives to become the hub between other fellow Korean organizations in North America and further in South Korea. Currently, we are officially supported by Overseas Koreans Foundation (OKF), an affiliation of Ministry of Foreign Affairs and Trade (MOFAT) of the Republic of Korea.

VISION

To develop the next generation of inspirational leaders to create synergetic Korean communities abroad.

MISSIONS

1. We will encourage aspiring individuals to develop leadership skills by providing roadmaps, mentorships, and opportunities to network.
2. We will seek for opportunities to foster partnership with fellow organizations by working in conjunction and supporting them.

VALUES

1. ***Learn***: We will constantly learn and research on leadership skills and people who possess those traits to acquire and distribute the lessons and knowledge.
2. ***Network***: We understand that continuous expansion of individuals' network is important.
3. ***Respect***: We respect fellow organizations' contributions to Korean communities.
4. ***Collaborate***: We value the importance of working with other organizations by sharing resources and ideas for the growth of Korean communities abroad.
5. ***Synergy***: We believe that individual leadership development contributes in achieving synergetic Korean communities.

AUDIENCE

We seek for young professionals and students who wish to develop their leadership skills with a commitment to serve the community.

PROJECTS

FOLLOW THE LEADERS

In **"Follow the Leaders"** project, we strive to identify the leaders of our community in all fields of discipline and delve into their past to share with the public their success stories as well as their plans for the future. By form of interviews, we share ambitions, dedication, innovation, and leadership skills of these exceptional leaders hopefully to inspire aspiring young professionals and students.

To current date, we have interviewed Senator Paull Shin, Senator Yonah Martin, Dr. Dennis Hong, and many other leaders. You can find the complete list of our interviews here. (http://www.jointheleaders.com/page/Follow-The-Leaders.aspx)

LEAD BY EXAMPLE

"Lead by Example" project provides Korean American/Canadian young professionals and students with opportunities to give back to our community and become future leaders of our society. The project embraces two main branches.

1. **Philanthropy**
   We promote philanthropy by advertising and actively participating in various community events, as well as creating donation campaigns. By helping the young professionals and students to get more involved in our community, we hope to raise awareness about various issues and promote the importance of giving back to our community

2. **Self-Development**
   We promote self-development of each individual by embracing the importance of participating in workshops and conferences offered in our community and learning various skills from them. We hope that we can utilize these skills in developing our own leadership and passing them onto the next generation of leaders in the future.

You can find the complete list of our Lead by Example activities here.
(http://www.jointheleaders.com/page/Lead-By-Example.aspx)

M&M (MIX & MINGLE)

M&M is an annual social event that provides an opportunity for young professionals and students to promote the local network and foster mentorship among them. We have organized 4 successful events with various community partners.

BENEFITS FOR SPONSORS

The goal of JoinTheLeaders is to discover young professionals and students with potential and help them to become difference makers in the global society. With your valued contribution, our executives initiate various community projects to achieve our goal.

1. ***Diversification of your organization profile***
   Extend and diversify your network by working with one of the biggest visible minority groups that is active the North American society.

2. ***Positive brand image within Korean communities in North America***
   Develop a strong brand image of your company through our enhanced network in Korean communities. We will recognize and acknowledge your positive contribution as we promote our community project.

3. ***Direct relationship with young professionals and students***
   All of our projects welcome volunteers to help us carry the effort. By engaging and supporting our projects by any mean, there is a great opportunities to build direct relationships with participants and audience of our projects.

SPONSORSHIP LEVELS

1. ***Organizational Sponsor ($3,000)***
   Sponsorship recognition for all projects
   Logo on all promotional materials and published products
   Dedicated section about the sponsor's information on our "Sponsors" page
   (http://www.jointheleaders.com/page/Sponsors.aspx)

2. ***Project Sponsor ($1,000 per project)***
   Sponsorship recognition for a specific project
   Logo on all promotional materials and published products of the sponsored projects
   You can select more than one projects to sponsor

*** Each sponsorship term is 1 year, and subject for renewal.**
*** We do not issue any tax receipt for donation, as we are not a charitable organization.**

ORGANIZATION CONTACT

Thank you for supporting JoinTheLeaders!

Name:_____ Title:_____

Phone:_____ Fax:_____

E-mail:_____

Sponsorship Opportunity

Please select your preferred sponsorship opportunity:

☐ **Organizational Sponsor ($3,000)**

☐ **Project Sponsor ($1,000)** – Project Name(s): _____

Please make your sponsorship cheque payable to:

Korean Canadian Leadership Development Committee

<u>Mailing Address:</u>

C/O: Yongsub Eric Shin

Suite 3602 4978 Yonge st.

Toronto, ON Canada M2N 7G8

☐ Please invoice my company and mark to the attention of: _____

By signing this form, I, _____, acting as the _____ ,

agree that the company _____ will sponsor the JoinTheLeaders in

the amount of $ _____ in cash.

_____ _____

Signature *Date*