



Korean Cultural Show

Advertisement Sponsorship in Concert Program Book



워싱턴



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OCTOBER 2018

Dear sponsors,

My name is Eunsu Kim, founder and director of Washington Sorichung Enterprise LLC.

I am thankful for your generous support and unceasing encouragement over the years. Your previously made donations as sponsors helped Sorichung Enterprise LLC become what it is today. 2018 is a prosperous year for us. We would like to proudly announce our upcoming event the 1st Annual Korean Culture Show to celebrate the creation of SoriN Corp Korean Cultural Performing Arts Foundation, the newly 501(c) registered non-profit organization and affiliate to Sorichung Enterprise LLC.

The 1st Annual Korean Culture Show will be held at the John F. Kennedy Center for the Performing Art's Terrace Theater in Washington D.C. on October 30th, 2018 at 7:30pm.

The 1st Annual Korean Culture Show will present a variety of traditional sights and sounds of Korea: pansori, namdo minyo, Korean traditional dance, performances on the gayageum and geomhungo, samul nori, etc. Special guests from nationwide and all the way from Korea have been invited to join with a combination of dance, sound, instrument, and percussion. Critically acclaimed soriggun Sam-Il Nam will add engaging wit and depth to the sounds while actively dedicated Korean traditional musicians gathering from New York, Los Angeles, Chicago, Boston, and Washington D.C. will show that authentic Korean tradition is present in America. In addition, featured acts by 1.5 and 2nd generation Korean youth grand prize winners of Korean traditional music & arts competitions across the U.S. will stage their talents. Through this opportunity and many more, we hope for emerging prospective traditional artists to be proud of their heritage and inspired to continually share their gifts.

Despite the variety of difficult conditions encountered along the way, we are able to achieve our mission to continue spreading appreciation and awareness of Korean culture and tradition with this event. Prepared with much thought and heart, this unique experience will not be possible without the individuals who wholeheartedly give their support for which I want to express my deepest gratitude. I would like to personally reach out to you for your participation in financially contributing to the 1st Annual Korean Culture Show once again as sponsors. We would truly appreciate your interest and contribution!

Hoping to hear from you soon,

워싱턴



EUNSU KIM

Director of Washington Sorichung Enterprise LLC & President of SoriN Corp,
Korean Cultural Performing Arts Foundation



SoriN Corp 1st Annual Korean Culture Show

Performance Sponsorship Notice

Hello, my name is Eunsu Kim, director and founder of Sorichung Enterprise.

Washington Sorichung will be inviting Korean traditional artists to join them in the 1st annual Korean Culture Show marking the debut of SoriN Corp. We plan to create an exciting performance held at the Terrace theater at The John F. Kennedy Performing Arts Center this October of 2018, as well as dedicate a celebration of the reopening of the Old Korean Legation.

SoriN Corp is a branch of Sorichung Enterprise LLC and is a registered 501(c) non-profit organization. It aims to serve as a cultural bridge for American and Korean communities to gather together to cultivate and spread interest in the beauty of Korean culture. Inaugurated this year, SoriN Corp will start with creating an annual Korean arts performance at the Kennedy Center as well as host other promising collaborative events in the future to further its mission.

For the 1st Annual Korean Culture Show, SoriN is looking for sponsors to seek financial support in order to achieve this aspiration. We invite and encourage you to become a part of this!

We are reaching out to both businesses and individuals. SoriN will be creating its own separate sponsor book acknowledging businesses and individuals to show appreciations for donations made*. All donations are eligible for tax deductible. Sponsorship levels are divided to business Gold, Silver and Bronze, and are \$1000, \$500, and \$300 respectively. Personal donations of any amount is also appreciated and names can be included in the sponsor book or be anonymous.

*Due to hard set rules by the Kennedy Center, sponsor names and logos will not be allowed in the Kennedy Center's playbill.

Thank you,

Eunsu Kim

Director of Sorichung Enterprise LLC & President of SoriN Corp,
Korean Performing Arts Association

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Dear Friends,

1st Annual Korean Culture Show

Advertisement Sponsorship in Event Program Book

SoriN Corp, partnered with Sorichung Enterprise LLC, is pleased to announce its 1st Annual Korean Culture Show held on October 30, 2018 at the John F. Kennedy Center.

The 1st Annual Korean Culture Show will mark the debut of SoriN Corp, the newly founded 501(c) non-profit organization under Sorichung Enterprise LLC. It aims to serve as a cultural bridge for American and Korean communities to gather together to cultivate and spread interest in the beauty of Korean culture.

To celebrate its beginning, Washington Sorichung Korean Traditional Music Institute, together with professional guest performers coming all the way from South Korea, will create a vibrant one-of-a-kind show with extraordinary storytelling through traditional sounds and dances of Korea.

Our marketing and outreach campaign includes a very strong, interpersonal movement. We use local blogs and social media sites (i.e. Facebook, Youtube), as well as mass emailing lists. As a truly collaborative event, the 1st Annual Korean Culture Show is financed with sponsorships from area businesses, contributions from the community, donations, and ticket sales from the performance. Please Join this mutually beneficial effort by becoming a sponsor today!

WHY BECOME A SPONSOR?

Inaugurated this year SoriN Corp, will host other promising collaborative events in the future to further its mission. We are reaching out to both businesses and individuals to help with financial support. By becoming a sponsor, you support in achieving this aspiration with the 1st Annual Korean Culture Show to get the gears started.

In return, you will receive unlimited exposure to hundreds of residents throughout the Northern Virginia area and the local Korean American community. All donations are eligible for tax deductible. Our sponsorship levels, benefits, and details are presented in the download link.

We invite and encourage you to become a sponsor of the 1st Annual Korean Culture Show. In order to ensure that your business receives the appropriate recognition within our publicity and promotion deadline, we kindly ask that you respond no later than October 22nd, 2018.

Contact us at washingtonsorichung@gmail.com for any further inquiries. We look forward to receiving your valuable support, highlighting your business, and enhancing our community through your contribution!

Sincerely,

Eunsu Kim

Director, Sorichung Enterprise LLC



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1st Annual Korean Cultural Show

Presented by SoriN Corp, Non-profit Korean Cultural Arts Foundation

Advertisement Sponsorship in Concert Program Book

Sponsorship levels are divided to Gold, Silver, and Bronze, and are \$1000, \$500, and \$300 respectively. Sponsorship benefits are listed below.

*Ad submission deadline is OCT 22ND, 2018

*Ads must be submitted as a high-resolution PDF file.

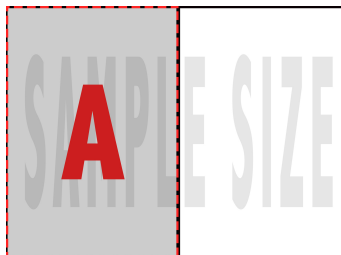
Please email washingtonsorichung@gmail.com for any questions or inquiries.

Make check payable to 'SoriN Corp' and mail it to the address below

7112 Columbia Pike., Annandale VA 22003 / T: 703-642-0026

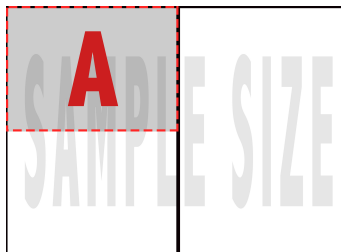
Gold Level (\$1000):

- Full page advertisement on concert pamphlet (8in x 5.5in)
- 10 Available



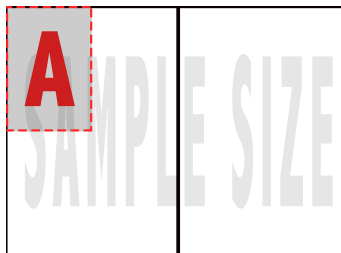
Silver Level (\$500):

- Half page advertisement on concert pamphlet (4in x 5.5in)
- 10 Available



Bronze Level (\$300):

- Business card advertisement on concert pamphlet (4in x 2.5in)
- 10 Available



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2018 SoriN Corp's 1st Annual Korean Culture Show

Marking their debut, the 501(c) non-profit SoriN Corp, in partnership with Sorichung Enterprise, host their 1st Annual Korean Culture Show showcasing the traditional sounds and dances of Korea at the John F. Kennedy Center. With extraordinary storytelling through pansori (Korean folksong), instruments, and dance, Washington Sorichung Korean Traditional Music Institute along with professional guest performers coming all the way from South Korea create a vibrant one of a kind performance.

Washington Sorichung will be inviting Korean traditional artists to join them in the 1st annual Korean Culture Show marking the debut of SoriN Corp. We plan to create an exciting performance held at the Terrace theater at The John F. Kennedy Performing Arts Center in Washington D.C. this October of 2018, as well as dedicate a celebration of the reopening of the Old Korean Legation.



Location:

Terrace Theater at The John F. Kennedy Center
for the Performing Arts
/ 2700 F St NW, Washington, DC 20566

Date/Time:

October 30, Tuesday 2018
7:30 PM — 09:00 PM

Ticket Price (by seating): \$40, \$60, \$100

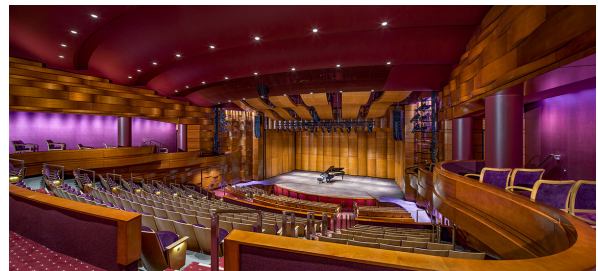
*All ticket sales are direct donations to SoriN Corp and are eligible for tax deductible

Organizer:

- Sorichung Enterprise LLC *
- SoriN Corp, non-profit organization
- Washington Sorichung Korean Traditional Music Institute

Sorichung Enterprise LLC

Sorichung Enterprise LLC is a Korean cultural agency in the Washington DC area that operates the Washington Sorichung Korean Traditional Music Institute and Soricha Tea & Theater, a Korean traditional tea house and cultural performance theater. It is also the sibling company to the newly founded 501(c) non-profit organization, SoriN Corp. With a mission to cultivate interest and spread the beauty of Korean culture in the United States, the organization educates through creative programs and workshops centered on the heritage and history of Korea, holds cultural performances with top guest artists (both local and international), and provides a Korean traditional tea experience for a vibrant traditional arts community.



SoriN Corp, Korean Cultural Arts Foundation is another branch of the Sorichung Enterprise and is a registered 501(c)(3) non-profit organization. It aims to serve as a bridge for the Korean and American communities. With the donations received in the first year, SoriN plans on creating a grand annual Korean cultural event for the American society where people of all ages can come and enjoy. It plans on creating scholarships, getting involved in Korean Cultural Exchange programs, and working with other groups and individuals in order to expand its agenda.

WASHINGTON SORICHUNG

is an organization dedicated to the cultivation of Korean classical music and other Korean traditional arts. It was found in 2007 by Director Eunsu Kim and has branches in Fairfax Virginia.

Our mission is to promote Korean traditional music in Washington DC metro area through education, performances, and cultural enrichment programs. This mission extends to Americans with an interest in Korea, Koreans living in the United States, and the children of Korean immigrants who wish to rediscover their heritage.

Through events in schools, Sorichung provides American students with exposure to Korean culture. As part of U.S School Tour Project, Sorichung has toured schools to bring primary, secondary, and university students the experience of Korean traditional singing, instruments, and dancing. As an extension of its educational mission, Sorichung provides these educational programs to adult audiences sponsored by the Korean Cultural Center in Washington DC, the Korean Embassy, Korean Heritage Foundation, and the Korea Foundation.

Sorichung serves the community by providing the highest quality education in Korean traditional arts possible and giving its students access to professional-level performance opportunities. Sorichung features instruction in Pansori (Korean traditional singing) and other Korean traditional arts such as Samul-Nori (percussion), Gayageum (a string instrument), and Korean traditional dancing. Sorichung also facilitates exchanges with teachers from Korea to give students the opportunity take lessons from other outstanding musicians. Also, as of 2014, Washington Sorichung is a Certifying Organization for the President's Volunteer Service Award (PVSA) in the U.S.

Sorichung's members give regular performances at venues such as the Kennedy Center, the Smithsonian, the Library of Congress, and colleges around the country, such as Williams College and the University of Maryland. Sorichung students also compete in international competitions, such as the annual World Korean Traditional Performing Art Competition. Through these activities, the over eighty members who make up Sorichung spread the enchantment and joy of Korean traditional music in America.

| Performances |

2008 New York Town Hall, NY 'Korean Traditional Opera, Bhang Jah Jhun'
2008 Kennedy Center, DC 'The 5th Korean Cultural Gala' in Celebration of 8.15
2009 George Mason University 'The 1st Washington Sorichung Pansori Recital'
2011 Williams College, MA 'Pansori Workshop for Roomful of Teeth'
2011 Library of Congress, DC 'Asian Pacific American Heritage Month'
2012 Korean Ambassador's Residence, DC 'Woman Society for Seoul'
2013 Union Station, DC 'The Biggest Painting in the World 2013 Exhibition'
2013 Kennedy Center, DC 'Asian Americans and Pacific Islanders Heritage Month'
2014 George Mason University 'Second Concert with Korean Human Cultural Asset'
2014 Dominican Republic 'The Foundation Day of Korea's Cerebration performance for Korean Embassy of Dominican Republic'
2014 Dominican Republic 'Dominican Republic's CER-TV Channel 4, a live broadcast for Korean Traditional Performance'
2015 Williamsburg, VA The National Unification Advisory Council Washington Chapter 'Human Rights in North Korea and Peaceful Unification'
2015 Soricha Tea and Theater, VA 'Soricha Tea and Theater Grand Opening'
2016 Washington, DC – Special performance at The White House Chapter 'Human Rights in North Korea and Peaceful Unification'
2015 Soricha Tea and Theater, VA 'Soricha Tea and Theater Grand Opening'
2016 Washington, DC – Lunar New Year Performance at The White House

| Awards |

2007~Present Student participation and awards in performances in NY, IL, LA, NJ, etc
2009-2015 NY 'World Korean Traditional Performing Art Competition' 1st Place Student Award
2013 IL '2013 Christian Music Festival at Chicago' 2nd Place Student Award
2014 The Korean American Association of Virginia Appreciation Plaque
2014 'President's Volunteer Award- Gold'
2014-2015 LA 'Korean Traditional Music and Performing Art Competition' 1st Student Award
2015~Present Monthly Performance at Sorichung & Soricha Theater
2016 'The KoaLife Magazine January Edition Interview' and WKTV Broadcasting Station



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