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| 2020 Hallyu Community Support Program <Hallyu Com-on>  Application Form |

- Support for Individual Community

/ Community Union –

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| --- | --- | --- |
| **Country** |  | |
| **Name of community** | *Name a representative community*  *in case of Community Union* | |
| **Name of event** |  | |
| **Category** | □ Individual | □ Community Union |

**Notes**

* Ensure that applicants should apply the same font – **Calibri / 11 pt / Black / Non-Italic**

\* Use of different color is possible only in case of an emphasis

* **Keep adhered to the standardized form**. If willing to add more information, applicants can apply changes such as inserting new tables.
* Please clear all the notes written in red before submission.



**Application Outline**

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| --- | --- | --- | --- |
| **Name of Community** | *Name a representative community in case of Community Union* | | |
| **Name of Event** | *Applicants can mention ‘2020 Hallyu Com-on’ in the name or create new own names for events*  *Ex) "2020 Hallyu Com-on: K-Wave Festival"* | | |
| **A Place of Event / Field** | *Name of a country (Area) /*  *K-Pop Cover dance, Traditional culture, K-Drama and etc.* | | |
| **A Period of Event** | *The estimated date of an event to take place* | | |
| **Outline for Events** | *·*  *·*  *·*  *·*  *·*  *Please explain briefly about your event plans* | | |
| **Total Costs for Event** | KRW  Local Currency | **Requested**  **Support Budget** | KRW ( %)  Local Currency |
| **Other Types of Payment (Sponsorship, Self -payment, etc.)** | KRW ( %)  Local Currency |
| **I have read and agree to the terms presented in the outline for the program**  **and submit this application as follows.**  **DD / MM / 2020** | | | |

**[1] Basic Information: Community**

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| --- | --- | --- | --- | --- |
| **Country** |  | **Place of**  **Activity** |  | |
| **Name of Community** |  | | | |
| **Field of Activity** |  | **Year of Establishment** |  | |
| **Total number of members** **(active)** |  | **Number of regular meetings** | *Select Week/Month/Quarter and write the number of times for selected unit* | |
| **Name of Representative** |  | **Representative**  **contact** | **Mobile** |  |
| **E-mail** |  |
| **Community Introduction** | *Describe strengths and specialties of your community relating to this program* | | | |
| **Official website / SNS channel** |  | | | |
| **A list of prior performance (Last 5 years)** | *· Name of events, places, number of participants and etc.*  ·  ·  ·  · | | | |

*※ For registration for the Community Union category, please insert the same table above additionally and write the information of all participating communities.*

*※ For a list of prior performance, applicants can add it to the proof of performance section. (photo, press,*

*publication and etc.)*

**[2] Event Overview**

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| --- | --- | --- |
| **Name of Event** | *You can also explain the meaning of the event name, if it has any special meaning* | |
| **Background / Motive** | · *Please give your original reasons or thoughts why your community is planning to hold this event, relating to your goals*  · | |
| **Goal/**  **Objectives** | *· Please give specific description about goals with regards to the purpose and specialties of your community*  *·* | |
| **Local Condition** | *·Describe local condition about Hallyu overall*  *(to appeal specific reasons for why the event must be held in your region)*  *·* | |
| **Event Overview** | **Theme** |  |
| **Audience/Participants** | *Estimated number of participants in the event* |
| **Time/Place** | *For more than one event, please write them all* |
| **Host** | *KOFICE, □□□ Korean Cultural center, ○○○ Community* |
| **Supervisor** | *○○ Community* |
| **Sponsorship/Cooperation** | *If any* |
| **Program** | | **Details and plan** |
|  | | · *Please be specific about plans and details for each program*  *· Please introduce specialties and originalities of the event to*  *help differentiate from the other events*  *·* |
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|  | | ·  ·  · |

**[3] Monthly Event Plan(Detailed)**

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| --- | --- | --- |
| **Month** | **Contents** | **In Charge** |
| 3 | · Registration for 2020 Hallyu Community Support Program | KCC |
| 4 | · Organize main staff members preparing the event  · Search for a proper venue for the event | Community |
| 5 | · Make a contract for venue reservation  · Make a detailed plan for programs to experience K-culture |  |
| 6 | · Cast a performance team (make a contract if needed)  · Produce event posters and PR materials |  |
| 7 | · Purchase of goods for cultural experience programs and performances, acquisition of sponsored goods  · Recruit volunteers for the event  · Event promotion starts through local media and the internet |  |
| 8 | · Send out an invitation to main guests |  |
| 9 | · Media cover distribution  · Prepare a scenario for the event & a cue sheet with task division at the event  place |  |
| 10 | · Hold the events |  |
| 11 | · End of the events / Write and submit a final report |  |

*※ Please specify each arrangement for monthly basis in reference to the examples mentioned above.*

*※ Identify either communities or KCC with their tasks respectively and write them in ‘In Charge’ box above.*

**[4] Event PR Plan(Detailed)**

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| --- | --- | --- | --- |
| **Subject** | **PR means** | **PR methods** | **Notes** |
| **Media** | · Publication and advertisement on local newspapers | The name of local media available |  |
| **Internet** | · Website & SNS channels of KCC, Community, and other cooperating institutes/organizations  · Preliminary Events (Ex. gift giveaway, survey  participation, etc.) | Website, Facebook, Instagram, etc. |  |
| **PR materials** | · Posters, stage banners, leaflets, souvenirs and etc. |  |  |
| **Etc.** | · |  |  |

*※ Please specify your PR schedules in reference to the examples mentioned above.*

**[5] Budget Plan for Support Fund**

(\*NOTE: Community Union: KRW 13,000,000 / Individual: KRW 7,000,000 MAX)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Budget Plan** | Local currency  KRW | | | |
| **Budget details** | | | | |
| **Item** | **Details** | **Calculation basis** | **Amount**  **(Local currency)** | **Amount(KRW)** |
| Venue rental fee | Venue rental payment | An estimate x number of days used |  |  |
| Purchase of goods | Promotional giveaway items for audiences | Unit price x quantity |  |  |
| Production Fee | For PR materials produced |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Total** | | |  |  |

*※ Specify each budget plan in reference to the examples mentioned above.*

**[6] Additional Funding Plan**

*※ If there is any additional fund to be obtained such as sponsorship or self-payment, write the estimated amount. (If not applicable, please type “N/A”)*

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| --- | --- | --- | --- | --- |
| **Additional Fund** | Local currency  KRW | | | |
| **Budget details** | | | | |
| **Item** | **Details** | **Amount**  **(Local currency)** | **Amount(KRW)** | **Source** |
| Personnel Expenses | Expenses for staff gathering, etc. |  |  | Self |
| PR Expenses | Brochure print-out |  |  | KCC |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Total** | |  |  |  |

**[7] Expected Goals & Achievements**

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| --- | --- | --- |
| **Criteria** | **Details** | **Goal (Expressed in numbers)** |
| **PR & Output** | · Local media newspaper cover  · Production of PR videos and materials | Media cover 10 times  Production of PR videos 2 times |
| **Number of Participants** | · Increase of audience/participants through the means of PR | More than 200 participants in the events |
| **Expansion of Interest in Korean Culture** | · Survey on the participants to see if there are any changes to the awareness and interest towards Korean culture before/after the event | More than 150 respondents Survey outcome to achieve 4.0 / 5.0 |
| **Satisfaction Level of the Event** | · Survey on the participants’ satisfaction level throughout the event | More than 150 respondents Survey outcome to achieve 4.0 / 5.0 |
|  |  |  |

*※ Please specify expected performance goal (expressed in number) in reference to the examples mentioned above.*

**[8] Expected Impact and Future Plans**

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| --- | --- |
| **Criteria** | **Details** |
| **Expected Impact** | ·  ·  ·  ·  *Please freely describe possible effects and impacts on the K-network infrastructure and its expansion as an outcome of this event* |
| **Future Plan** | ·  ·  ·  ·  *Please freely describe future plans regarding community activities in local areas with reference to the overall performance and achievements of this event* |

**(Optional) Proof of performance**

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| *※ Any proof of previous performances to show the capability of community to proceed and hold events: photos, videos, media cover, or URL attachment, etc.*  *※ Additional PDF file or video file is also possible for submission (E-mail attachment)* |