



# Ygnite

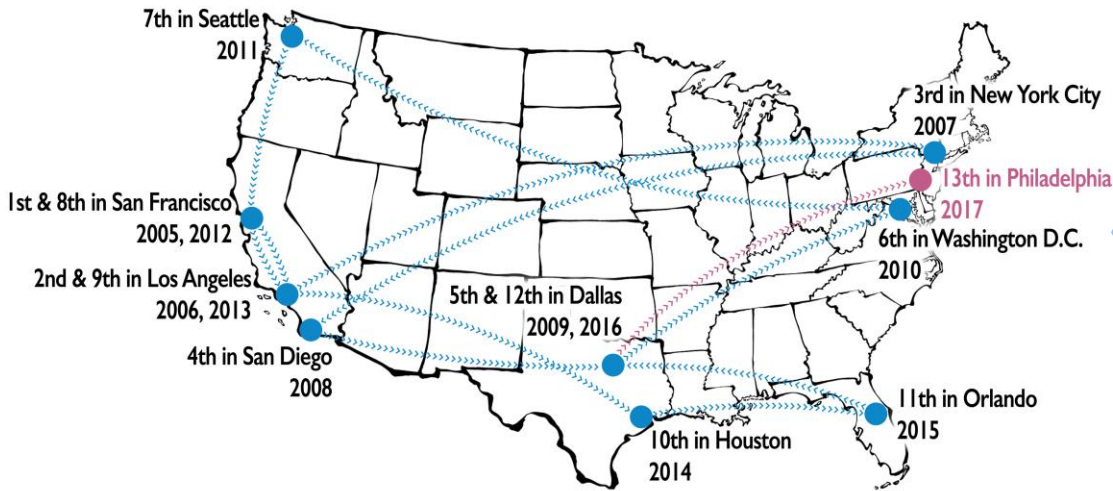
*Sponsorship Prospectus*

January 13-15, 2017 Philadelphia, PA

The 13th Annual Young Generation Technical and Leadership Conference  
Hosted by Korean-American Scientists and Engineers Association



# WELCOME 2017 SPONSORS



13<sup>th</sup> Annual  
**Ygnite 2017**  
January 13 -15, 2017  
Philadelphia, PA

Dear Prospective Sponsor,

Thank you for your interest in sponsoring Ygnite 2017. We hope you find this sponsorship prospectus helpful in your decision to support our event.

Ygnite brings together over 200 of the brightest and most promising early-career scientists and engineers from all over the United States. Participants have the opportunity to showcase their research, attend science and leadership panels, participate in problem solving exercises, and network with others in their field.

It is generously hosted by the Korean-American Scientists and Engineers Association (KSEA), the Korea-U.S. Science Cooperation Center (KUSCO), and the Korean Federation of Science and Technology Societies (KOFST).

It is our sincere hope that with your help, we can help secure a prosperous future for the young generation.

Best,

Ygnite 2017 Organizers



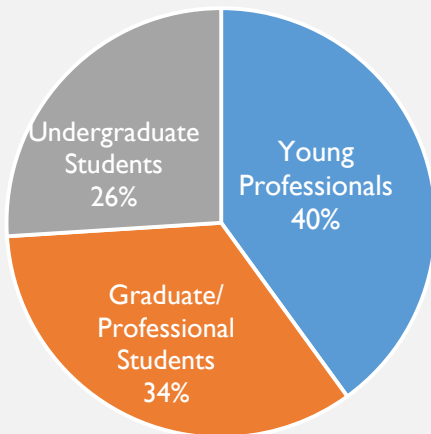
## Why Consider Sponsoring Ygnite 2017?

By sponsoring Ygnite, you can **increase your brand value** amongst the future leaders of science, technology, academia, and business. Sponsors are also invited to set up **company recruiting and information booths** to further engage with participants.

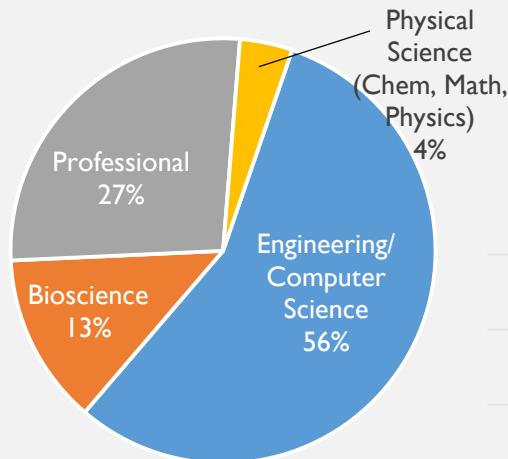
Please see below for Ygnite 2016's participant information.

### Ygnite 2016 Participant Demographics

Career Status:



Career Fields:

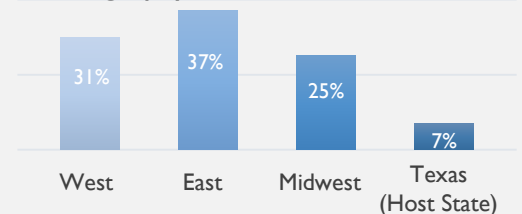


Participants: **200+**

Gender:



Geography:



#### Professionals from:

- Accenture
- Adobe
- Amazon
- Apple
- Becton Dickinson
- Boeing
- Chevron
- E-bay
- Facebook
- Ford
- Genentech
- Google
- Hyundai
- IBM
- Intel
- LG Electronics
- LinkedIn
- Microsoft
- NIH
- NASA JPL
- Oracle
- Proctor & Gamble
- Samsung
- Siemens
- Tesla
- Twitter

#### Students (Ph.D., M.S., B.S. Candidates) from:

- Caltech
- Columbia University
- Cornell University
- Georgia Tech
- Harvard University
- Johns Hopkins University
- MIT
- UCLA
- UC Berkeley
- Stanford University
- University of Michigan
- University of Pennsylvania
- USC
- Yale University

#### Participants' Areas of Expertise include:

- Biotechnology
- Chemical Engineering
- Civil Engineering
- Computer Science
- Consulting
- Electrical Engineering
- Industrial Engineering
- Mathematics
- Materials Science
- Mechanical Engineering
- Neuroscience
- Physics
- Public Health
- Web Design/Development

and more...



# SPONSORSHIP BENEFITS

## ➤ VISIBILITY

Company featured in participant booklet, which is distributed to every participant

Company featured on website, where all confirmed and prospective participants access

Company featured on the conference mobile app

Company featured on KSEA Young Generation Facebook page with reach of over 2,000 students and young professionals

Conference sessions named after your company

## ➤ RECRUITING

Recruiting and info booth depending on sponsorship level

Participant contact book

Invitation to VIP Happy Hour, giving you access to network with all VIP attendees and conference speakers

## ➤ PHILANTHROPY

Commit and invest in future leaders of the science and technology community

Create opportunities for innovation by supporting programs to share research, skills, and ideas

## PAST SPONSORS HAVE INCLUDED







# SPONSORSHIP

## OPTION I: Become a Supporter. We Will Do the Rest.



### DIAMOND SPONSOR

**\$10,000**

- ✓ **Presenting Sponsor:** 15 minute plenary presentation during dinner banquet
- ✓ **Brand Sponsorship:** Sponsor-named breakout sessions (2 available)
- ✓ **Access to Participants:**
  - ✓ Recruiting & info booth for up to 4 representatives during Ygnite 2017
  - ✓ 2 minute plenary announcement
  - ✓ Electronic participant contact-book
  - ✓ Invitation to VIP Happy Hour
- ✓ **Company Logo Exposure:**
  - ✓ Logo on conference website
  - ✓ Logo projected on conference projection screens
  - ✓ Logo projected on conference screens during breaks
  - ✓ Logo on Facebook page
- ✓ **Booklet Advertisement:** 2 page advertisement in program booklet



### PLATINUM SPONSOR

**\$5,000**

- ✓ **Brand Sponsorship:** Sponsor-named breakout sessions (2 available)
- ✓ **Access to Participants:**
  - ✓ Recruiting & info booth for up to 4 representatives during Ygnite 2017
  - ✓ 2 minute plenary announcement
  - ✓ Electronic participant contact-book
  - ✓ Invitation to VIP Happy Hour
- ✓ **Company Logo Exposure:**
  - ✓ Logo on conference website
  - ✓ Logo projected on conference projection screen
  - ✓ Logo on Facebook page
- ✓ **Booklet Advertisement:** 1 page advertisement in program booklet



### GOLD SPONSOR

**\$2,500**

- ✓ **Recruiting & Info Booth** (up to 2 reps)
- ✓ **Company Logo Exposure**
- ✓ **1/2 Page Booklet Advertisement**



### SILVER SPONSOR

**\$1,000**

- ✓ **Company Logo Exposure**
- ✓ **1/4 Page Booklet Advertisement**



### BRONZE SPONSOR

**\$500**

- ✓ **Company Logo Exposure**



## **OPTION II: Sponsor a Ygnite Program (Each program will be named after the sponsor).**

### **PLENARY ADDRESS (TECHNICAL) & FRIDAY DINNER - \$10,000**

Ygnite invites distinguished speakers in the technical fields such as engineering, biosciences, and robotics. Past speakers have included James Sun of Pirq (and “The Apprentice”), and Dr. Dennis Hong of RoMeLa.

### **KEYNOTE ADDRESS (LEADERSHIP) & SATURDAY DINNER - \$10,000**

Ygnite invites distinguished speakers in the leadership field to inspire our participants to broaden their vision and achieve success beyond technical arenas. Past speakers have included Senator Paul Shin and Jane Hyun.

### **PHILADELPHIA CITY TOUR & AWARDS - 2 slots at \$2,500 per slot, or \$4,000 exclusive buy-out**

We are taking the conference to downtown Philadelphia! Participants will be placed in teams to explore the historical and culture sites of our host city, Philadelphia, with engaging games and activities. The team with the most collaborative teamwork will be given awards under your name.

### **CONFERENCE CLOSING CEREMONY - 2 slots at \$1,500 per slot, or \$3,000 exclusive buy-out**

As Ygnite 2017 wraps up, your brand will have the last exposure to participants as they return to their respective cities. Participants will have long-lasting memories of the conference, and are most likely to remember your brand!

### **RED CARPET PHOTOSHOOT (FRIDAY) - 5 slots at \$500 per slot, or \$2,000 exclusive buy-out**

Participants engage in a formal night with red carpet photoshoots. Your logo will be placed on every photo that participants receive (and post) after the conference.

### **SATURDAY BREAKFAST - \$1,500**

Saturday is an important day as it's compacted with leadership, soft skills, and networking workshops and activities. Keep our participants energized for the entire day by kicking it off with a healthy breakfast! They will thank you!

### **TECHNICAL LECTURES & AWARDS (FRIDAY AFTERNOON) - \$1,000**

Participants from the Biomedical Sciences, Engineering, Medical, and Leadership areas share their expertise. There are a total of 6 different sessions with varying topics.

### **POSTER SESSION & AWARDS (FRIDAY AFTERNOON) - \$1,000**

Posters on the participants' research are displayed, accompanied with their respective presenter, to show off their research and answer any questions. This is a collaborative event, where participants peer judge posters and learn about innovative research areas and methods



## **OPTION II: Sponsor a Ygnite Program (Each program will be named after the sponsor).**

### **BREAKOUT SESSIONS - \$1,000**

These sessions are important for participants in order to work on their soft skills and advance in their careers. In a competitive job market, excelling only in technical skills is not good enough. Sponsor these sessions and you will be part of assisting our participants in climbing the corporate ladder.

### **ICE BREAKER (FRIDAY MORNING) - \$500**

This will be the first of many opportunities for participants to meet and learn a little more about each other. Organized icebreaker games will lead to more engagement amongst participants. They'll also remember how much fun they had, thanks to you!

### **PARTICIPANT-LED DISCUSSIONS - \$500**

Participants lead workshops with their peers to cross disciplinary fields and collaborate on new skillsets and ideas. When they use their new skills at work or in research, they'll thank you for the opportunity!

### **RECRUITING TABLE - \$2,500**

Interested in recruiting our participants to your company? Set up a recruiting table and send two representatives from your company to meet our participants first-hand! If you are looking for participants in specific fields, we will send out messages to them so you can specifically meet participants of your interest.

### **CONFERENCE WIFI - \$1,000**

Provide participants with wifi and your company name will be the password. What's the password? You!

### **COFFEE & SNACKS - \$500**

During a busy day of networking and sessions, participants would definitely appreciate your company's generous sponsorship of caffeine and sweets. Your company logo will be displayed at the coffee station during our coffee breaks.

### **CONFERENCE MOBILE APP - \$500**

The conference mobile app is used for the most up-to-date schedule and announcements. Your company logo will be featured prominently on the mobile application.

### **ADVERTISING - \$250**

Place a 1/4 –page advertisement on our program booklet, which is distributed to all participants



# SPONSORSHIP INSTRUCTIONS

## ➤ **CONTACT US**

We are more than happy to discuss your sponsorship options by email at [yg.pr@ksea.org](mailto:yg.pr@ksea.org).

## ➤ **SPONSORSHIP PACKAGE AND BENEFITS**

Please inform of us any specific benefit requests in addition to the desired sponsorship package. We will review your requests and discuss with you the ways in which we are able to meet them.

## ➤ **METHOD OF DONATION**

Provide your company name, contact name, email, phone number, address, and sponsorship amount.

Then, to make a payment either:

- Mail a **check** to KSEA, 1952 Gallows Road Suite 300, Vienna, VA 22181, USA made out to KSEA with memo YGTLC Sponsorship.
- Pay with **credit card** by calling KSEA HQ at (703) 748 - 1221 during Office Hours of M-F, 9am-5:30pm EST, ask to speak to Finance Manager Kelly Han.

## ➤ **ACKNOWLEDGEMENT OF DONATION**

If you need an invoice, IRS 501(c)(3), payment receipt, or other forms, please let us know.

## THANK YOU

On behalf of the Ygnite 2017 public relations team, we thank you for your consideration.

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## ABOUT KSEA



### KOREAN-AMERICAN SCIENTISTS AND ENGINEERS ASSOCIATION

1952 Gallows Road, Suite 300, Vienna, VA 22182

Phone: 703.748.1221 Fax: 703.748.1331

Office Hours (Monday - Friday) 9:00AM - 5:30PM EST

email: [sejong@ksea.org](mailto:sejong@ksea.org)

<http://www.ksea.org>

KSEA was established in 1971 as a non-profit national professional organization. It welcomes all who have college degrees in science and engineering fields and who value or have interest in Korean heritage

KSEA started with three purposes in mind. First, to promote the application of science and technology for the general welfare of society. Second, to foster the cooperation of international science communities, especially between the United States and Korea. And third, to help Korean-American scientists and engineers develop their full career potential.

Currently, KSEA has more than 70 chapters and 13 technical groups covering all major branches of science and engineering. Since its founding, it has been recognized as the main representative organization promoting the common interests of Korean-American scientists and engineers.

KSEA welcomes participation from 1st-generation, 2nd-generation, and 3rd-generation Korean-American scientists and engineers, including those from mixed-race and adopted communities, as well as those non-ethnically Korean.