



11th Annual U.S. Open Taekwondo Hanmadang Friday, July 26 - Saturday, July 27, 2019

The Broadmoor World Arena
Colorado Springs, Colorado USA

Dear Business Owner or Manager,

The 11th Annual U.S. Open Taekwondo Hanmadang will be held in Colorado Springs, Colorado from **July 26-27, 2019** at the Broadmoor World Arena. The word “**Hanmadang**” means “**festival**” in Korean and this event is focused on providing families the opportunity to showcase their Taekwondo skills together. Athletes from age 4 to 80 will be travelling from all over the world to enjoy this event. During the Opening Ceremonies, there will be former Olympians, state representatives, and other influential community members in attendance.

We invite you to be a contributing supporter of this prestigious event by becoming a valued sponsor and/or vendor. Your business will gain **incredible exposure** throughout the local community and internationally. This will be an extraordinary opportunity to **promote your business**. Many families will be vacationing in the area and spending time at local restaurants, shops, and tourist attractions throughout the weeks before and after the event.

We have several opportunities available for any business size, including full page color ads in our high-quality commemorative program book, Athlete Swag Bags, website and social media promotion, vendor tables, and more. **Trade-In-Kind opportunities** exist for all support levels shown in our Sponsorship Packet. Opportunities and vendor spaces are limited. For these events, we are expecting approximately **2,500 + athletes** and an **additional 3,000 + spectators**.

Thank you for your support!

Marketing Committee Chair

U.S. Open Taekwondo Hanmadang

sponsor@usopentkd.com

(719) 488-4321



2019 U.S. Open Taekwondo Hanmadang Summary

What Type of Event:

11th Annual U.S. Open Taekwondo Hanmadang – International Taekwondo Competition and Festival. The word “Hanmadang” means festival in Korean.

Taekwondo Competition:

Where: Broadmoor World Arena, Colorado Springs, CO
When: Friday, July 26th – 9:00AM to 5:00PM
Saturday, July 27th – 9:00AM to 8:00PM
Why: Participate in world-renowned family-focused event
Attendees: 2,500 + martial arts athletes from around the world
3,000 + spectators

Opening Ceremonies Celebration:

When: Friday, July 26th, 2019
Time: 6:00PM to 7:30PM
Where: Broadmoor World Arena
Why: Olympic-style Parade of Athletes, **exclusive performance by Taekwondo Demonstration Teams** and special guest speakers.
Attendees: 5,000+ spectators

Ways to participate:

Sponsor – Support with a sponsorship package, including promoting your business with a vendor table. Tables are available at the Broadmoor World Arena.
Program Book Ad – Advertise in the full color, high-quality program book given to every athlete and VIP (Distribution – 2,500)

Deadline Dates:

June 28th, 2019 – Program Book ad space reservation forms and custom ad design requests are due.
June 28th, 2019 – Program Book print-ready artwork is due.
June 28th, 2019 – All registration forms are due and Athlete Swag Bag items must be approved by this date.
June 28th, 2019 – All supplied Athlete Swag Bag items must be delivered by this date.

Contact info: Marketing Committee - sponsor@usopentkd.com

Website: www.usopentkd.com Facebook: www.facebook/USOpenTaekwondoHanmadang



11th Annual U.S. Open Taekwondo Hanmadang

Friday, July 26 - Saturday, July 27, 2019

Broadmoor World Arena
Colorado Springs, Colorado USA

SPONSORSHIP OPPORTUNITIES

- EVENT:** International Taekwondo Tournament
DATE: Friday, July 26 and Saturday, July 27, 2019
****Opening Ceremonies on Friday, July 26th from 6:00p-7:30p**
TIME: 9am -5pm Friday & 9am - 8pm Saturday
LOCATION: Broadmoor World Arena, Colorado Springs, CO USA
EXPECTED ATTENDEES: 6,000+ including hundreds of Martial Arts school owners & athletes
CONTACT: sponsor@usopentkd.com or call (719) 488-4321, ask for the U.S. Open Taekwondo Hanmadang Marketing Committee

The U.S. Open International Taekwondo Hanmadang is one of the largest Taekwondo events in the country. This is a TWO DAY fun-filled Taekwondo Festival. This event is open to the public and will be one you won't want to miss. Friday's Opening Ceremonies will sell out due to the highly anticipated performance by out of state, local and Korean Demonstration Teams.

	SPONSORSHIP LEVEL	PRESENTING	GOLD	SILVER	BRONZE
	Amount	\$10,000	\$5,000	\$2,500	\$1,000
1	30 ft x 30 ft Logo Banner	✓	--	--	--
2	2 Minute Presentation at Opening Ceremonies	✓	--	--	--
3	Tournament Ring Named After Your Business	✓	✓	--	--
4	Premier Vendor Table in the Arena concourse area	✓	✓	✓	--
5	Merchandise Exclusivity	✓	✓	--	--
6	Vendor Table WiFi	✓	✓	✓	--
7	Business logo on the U.S. Open website	✓	✓	✓	✓
8	Social Media Advertisement and Posting	7 posts + 1 video post	5 posts	3 posts	1 post
9	Announcements both days during tournament	✓	✓	✓	✓
10	Business Offer/Logo/Ad in Event Program Book	Full Color, Full Page Outside Back Cover	Full Color, Full Page Premier	Full Color, Full Page	Full Color, Full Page
11	Businesses Promotional item in all Athlete Swag Bags	✓	✓	✓	✓
12	VIP ACCESS	✓	✓	--	--
13	Tickets to the Event	30	15	10	8
	TOTAL SPONSORSHIPS AVAILABLE	ONLY 1!	ONLY 7!	ONLY 10!	ONLY 15!

Deadline for sponsorship form & payment: Friday, June 28, 2019



2019 U.S. Open International Taekwondo Hanmadang Sponsorship Benefits Breakdown

30 FT X 30 FT BANNER- Presenting Sponsor ONLY. Your company logo printed and displayed on a large banner. This banner will serve as the backdrop to the Opening Ceremonies and is displayed for the entire event. Sample photos of sponsorship benefits can be found at www.usopentkd.com under the “Sponsor” tab.

TAEKWONDO TOURNAMENT RING: Presenting and Gold Sponsors ONLY. During the event, there will be eight large competition rings. By becoming a Presenting or Gold Sponsor, one ring will be named after your business. During the entire two-day event in the arena, your business name will be announced. There are only eight ring sponsorships available for this event and it is a golden opportunity to promote your business to thousands of attendees. Ring choice is assigned on a first come, first served basis with full payment. Sample photos of sponsorship benefits can be found at www.usopentkd.com under the “Sponsor” tab.

Deadline for sponsorship form, payment, and company logo: Friday, June 28, 2019

VENDOR TABLE: Included for Presenting, Gold, and Silver Sponsors. Come show what your business has to offer up close and personal with our guests and participants. Table, two chairs and electricity are included. Vendor tables are available only at the Broadmoor World Arena. Spaces are limited and location is assigned on a first come, first served basis with full payment. WiFi included for Presenting, Gold and Silver Sponsors. **The U.S. Open Taekwondo Hanmadang Marketing Chair must authorize the selling of any product prior to the event.**

PROGRAM BOOK: Our full color, high quality program book will professionally display your business’ ad! This program book will be handed out to approximately 2,500 people throughout the entire weekend. Program Books are keepsakes and a resource. Because of this participants and guests will continue to reference well after the event. Full payment is required to secure your ad space choice. Presenting Sponsor will receive the exclusive Outside Back Cover and Gold Sponsors will receive premier ad placement.

4-Color Process (CMYK) – **300 dpi minimum**

File Formats Accepted: JPG (preferred), AI, PSD, PDF

******Please convert all fonts to outlines. Ads not meeting these requirements will be returned for update.**

Deadline for ad space reservation: Friday, June 28, 2019 (or sell out, whichever comes first)

Deadline for artwork: Friday, June 28, 2019

FREE TICKETS: Select sponsorship levels include free tickets to the events for Friday (including Opening Ceremonies) and Saturday! Invite your family and friends to join you for these fun-filled days.

VIP ROOM ACCESS: Presenting and Gold sponsors. The VIP Room at the Broadmoor World Arena is adorned with lavish seating, private restrooms, cigar area, fireplace, food and beverage, direct access to cushioned VIP premier seating. This area is limited to special VIP guests such as the 1st U.S. Olympic Taekwondo Team, Corporate Presidents, select Martial Art School owners, and Taekwondo dignitaries.



2019 U.S. Open International Taekwondo Hanmadang Promotional Opportunities

- Athlete Swag Bag Supporter
- Trade-In-Kind

TRADE-IN-KIND OPPORTUNITIES: Many businesses can provide products or services that can contribute to the success of our event. If your business offers a product or service that can help cover event needs, please feel free to offer a trade request for sponsorship benefits, vendor tables, program book ads, or Athlete Swag Bag items. **Value of your trade should equal the benefit value. All trade opportunities must be approved by the Marketing Committee Chair.**

ATHLETE SWAG BAG: **Included for All Sponsors.** All athletes (up to 1,500) will receive a Swag Bag full of sponsored promotional items that are useful to our athletes. All items should be things that the athletes can use during competition and to elevate crowd spirit during our Opening Ceremonies. We will allow flyers or coupons. Businesses should supply their own promotional item with your company logo on it. This is a great way to advertise and get your items directly into the hands of potential customers with things they can use and will keep! **Promotional items must be approved by the Marketing Committee Chair.**

Below is a sample list to help you get started. Remember promotional items help you to stand out among the rest. They contribute to the athlete's experience as well as promote your business to athletes and their families from around the world

Deadline for registration form and approval of Athlete Swag Bag items: Friday, June 28, 2019
Deadline for delivery of supplied Athlete Swag Bag items: Friday, June 28, 2019

Sponsorship Forms, Ads, logos and payments can be made
online at www.usopentkd.com
Click the "sponsor" tab

We accept payment by credit card or checking account online only. All sponsors are required to complete this online form to finalize your sponsorship. Ads, logos and pictures of the vendors attending the event are needed to complete the registration process. Please have these items ready when you complete the online form.



2019 U.S. Open International Taekwondo Hanmadang Program Book AD Only Opportunities JULY 26-27, 2019

Program Book Advertising Rates

Presenting, Gold, Silver, & Bronze Sponsors receive a full page ad with their purchased sponsorship package

Full Page Advertisement \$400

- 7" x 10"

1/2 Page Advertisement \$200

- 7" x 5"

1/4 Page Advertisement \$100

- 3.5" x 5"

The U.S. Open Taekwondo Hanmadang program book will be produced in high quality on full color, perfect bound, gloss pages.

- Print Qty: 2,500
- Dimensions: 8.5"x11"
- Total number of pages: 116
- Interior Paper: 50# gloss text
- Cover Finish: 100# gloss cover

Important note:

Payment is required at time of space reservation. Ad space will not be reserved without payment in full. Ad space is assigned on a first come, first served basis. You may make a space request with your submission, but space assignment cannot be guaranteed.

Ad Material Requirements

Program Pages Are Full Color

All Ads must be print ready, digital artwork and submitted electronically.

**We can professionally design your ad!
Design Fee: \$100** (additional fee to ad cost)

4-Color Process (CMYK) – **300 dpi minimum**
File Formats Accepted: JPG (preferred), AI, PSD, PDF
******Please convert all fonts to outlines. Ads not meeting these requirements will be returned for update.**

Ads must be submitted via online at
<https://fs26.formsite.com/usopen/sponsor/index.html>.

**Online form, ad and payment Deadline:
Friday, June 28, 2019**

*We accept payment by credit card or check online only
at*
<https://fs26.formsite.com/usopen/sponsor/index.html>.

**Contact: Marketing Committee Chairs at
sponsor@usopentkd.com**