



12th Annual U.S. Open Taekwondo Hanmadang Friday, July 28 - Saturday, July 29, 2023

Ed Robson Arena
Downtown Colorado Springs, Colorado USA

Dear Business Owner or Manager,

The 12th Annual U.S. Open Taekwondo Hanmadang will be held in Colorado Springs, Colorado **July 28-29, 2023** at Ed Robson 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 3 to 80 will be travelling from all over the world to enjoy this event. During the Opening Ceremonies, there will be a performance by a Korean National Demonstration team, 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. 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 **1,500 + athletes** and an **additional 2,000 + spectators**.

Thank you for your support!
Marketing Committee Chair
U.S. Open Taekwondo Hanmadang
sponsor@usopentkd.com
(719) 488-4321

16328 Jackson Creek Pkwy, Monument, Colorado - USA
sponsor@usopentkd.com - www.usopentkd.com



12th Annual U.S. Open Taekwondo Hanmadang

Friday, July 28 - Saturday, July 29, 2023

Ed Robson Arena
Colorado Springs, Colorado USA

SPONSORSHIP OPPORTUNITIES

EVENT: International Taekwondo Tournament

DATES: Friday, July 28 and Saturday, July 29, 2023

****Opening Ceremonies on Friday, July 28th from 6:00p-7:30p**

TIME: 8:30 am -6:00 pm Friday & 8:30 am – 8:00 pm Saturday

LOCATION: Ed Robson Arena, Colorado Springs, CO USA

EXPECTED ATTENDEES: 3,500+ 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 a Korean National Demonstration Team.

	SPONSORSHIP LEVEL	PRESENTING	GOLD	SILVER	BRONZE
	Amount	\$5,000	\$2,500	\$1,000	\$750
2	2 Minute Presentation at Opening Ceremonies	✓	--	--	--
3	Logo on all badges (2,000 dist.)	✓	--	--	--
4	Logo on award banner	✓	--	--	--
6	Logo on Poster	✓	✓	--	--
7	Tournament Ring Named After Your Business	✓	✓	--	--
	VIP Club level seating	✓	✓	--	--
8	Premier Vendor Table in the Arena concourse area	✓	✓	✓	--
9	Business logo on the U.S. Open website	✓	✓	✓	✓
10	Announcements both days during tournament	✓	✓	✓	✓
11	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
12	Businesses Promotional item in all Athlete Swag Bags	✓	✓	✓	✓
14	Tickets to the Event	30	15	10	8
	TOTAL SPONSORSHIPS AVAILABLE	ONLY 1!	ONLY 7!	ONLY 10!	ONLY 10!

Deadline for sponsorship form & payment: Friday July 7, 2023



2023 U.S. Open International Taekwondo Hanmadang Sponsorship Benefits Breakdown

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 July 7, 2023

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 Ed Robson 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 an information 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.

All Ads are Full Color: Required Formats: 300 dpi – PDF, PNG, AI or PSD file, minimum 0.25 bleed, 4 color process- CMYK

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

Deadline for artwork and ad space reservation: Friday, July 7, 2023 (or sell out, whichever comes first)

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 Ed Robson Arena is the club level, private restrooms, and food and beverage. 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.



2023 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. 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 delivery of supplied Athlete Swag Bag items: Monday, July 24, 2023

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 by check in the mail. 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.

For additional information, please contact the Marketing Chairs at sponsor@usopentkd.com
or (719) 488-4321



2023 U.S. Open International Taekwondo Hanmadang Program Book AD Only Opportunities JULY 28 - 29, 2023

Program Book Advertising Rates

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

Full Page Advertisement \$300

- 7" x 10"

1/2 Page Advertisement \$150

- 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"
- 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)

**All Ads are Full Color: Required Formats: 300 dpi
– PDF, PNG, AI or PSD file, minimum 0.25 bleed, 4
color process- CMYK**

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

Ads and payment can be submitted online at
www.usopentkd.com under the "sponsor" tab

**Online form, ad and payment Deadline:
Friday, July 7, 2023**

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