

# SPONSORSHIP PROPOSAL

**FKCCI GALA 2024**

NOVEMBER 29<sup>TH</sup> 2024, 5:30 PM - GRAND HYATT SEOUL

Electro  
POP  
gala  
Dinner

With French  
Legendary Singer  
**Julien Clerc**



# About FKCCI GALA 2024

## **French-Korean Chamber of Commerce and Industry (FKCCI)**

Since 1986, the FKCCI has been a pivotal force in strengthening the dynamic business ties between France, Korea, and the global market. As a non-profit organization and a member of the French International CCI network, the FKCCI connects nearly 5,000 business leaders and offers an array of tailored services, including market research, business development, networking, business center facilities, HR solutions, communication strategies, and advocacy.

The renowned **FKCCI Annual Gala** stands as the premier event within the French-Korean business community.

More than 800 distinguished guests, invited by leading French and Korean companies in Korea, will gather to enjoy an evening of elegant décor and captivating ambiance while mingling with celebrities and esteemed VIPs. The 33rd edition will take place on **Friday, November 29th, 2024**, at the **Grand Hyatt Seoul**.



# FKCCI GALA 2024

## Event Program

**Champagne Cocktail Reception**

샴페인 칵테일 리셉션

**Opening Ceremony**

개회사

**Opening Speech :**

환영사:

**Mr. David-Pierre Jalicon, FKCCI Chairman**

다비드 피에르 잘리콩, 한불상공회의소 회장

**H.E. Philippe Bertoux, Ambassador of France to Korea**

필립 베르투, 주한 프랑스 대사

**Special Guests of Honor**

명예 스페셜 게스트

**Gourmet Dinner**

만찬

**Artistic, Musical Performances**

예술, 음악 퍼포먼스

**Lucky Draw**

행운권 추첨

**Dance Party & Premium Cocktail Bar**

댄스 파티 및 프리미엄 칵테일 바



# Why partner with FKCCI GALA 2024



## INCREASE YOUR BRAND AWARENESS

Take advantage of this exclusive opportunity to showcase and elevate your brand at the premier event for the leading Korean and international business community. Leverage our sponsorship benefits to promote your products and services to a highly engaged audience.



## BROADEN YOUR NETWORK

This exclusive event offers you the chance to network with top professionals from a wide range of industries, including advertising, automotive, banking and finance, communications, consulting, luxury goods, fashion and cosmetics, food and beverage, hospitality, law firms, airlines, travel, and more.



## REWARD YOUR VIP CUSTOMERS

Inviting your most valued customers to this prestigious event will strengthen their loyalty to your brand.



# PARTNERSHIP BENEFITS

## Services

## PLATINUM

## GOLD

## SILVER

Total Fee / Minimum in cash  
(KRW, VAT Excluded)

6M / 4,5M

4,5M / 3M

3M / 2M

### OFFLINE Promotion: GALA Brochure

Company recognition  
on sponsor page

Large size

Medium size

Small size

Company name and product description  
on Lucky Draw Prize page

Top 10 prizes will have photos of their products  
on the Lucky Draw Prize page and will be presented on stage.

Advertisement page on the brochure  
for company's brand or product

1 page

1/2 page

For additional advertising please refer to page 7.

### OFFLINE Promotion: On site Promotion

Promotional video or logo displayed  
on the screen of event hall

30 sec. video  
or logo

15 sec. video  
or logo

5 sec. logo

Logo display on Photo wall

Large size

Medium size

Small size

Logo on every displaying banner

Large size

Medium size

Small size

Logo on the table

Large size

Medium size

Small size

Special VIP Lounge  
Right to reserve (paid service):

KRW 850,000

KRW 1,200,000

### OFFLINE Promotion: Magazine Corée Affaires (Add-On)

Discounted pricing for Corée Affaires  
Advertising (10% off, on page 8)

✓

✓

✓



# PARTNERSHIP BENEFITS

## Services

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4,5M / 3M

3M / 2M

## ONLINE Promotion

Company recognition on FKCCI's  
Website + Gala Website + Gala  
Newsletter

Large size

Medium size

Small size

Company recognition on FKCCI's  
SNS (Facebook, LinkedIn, Twitter,  
Instagram) & Blog

Large size

Medium size

Small size

Appearance in YouTube video  
published after the event

Large size

Medium size

Small size

## And more..

Feedback document after the  
event

✓

✓

✓

Special mention  
on the event's Press Release

✓

Special introduction during event

✓



# Partnership Benefits Online & Offline Promotion

Online

## Recognition on FKCCI Website, Social Media, Emailing

- Company recognition on FKCCI Website and Blogs (over 180,000 visitors per year) as well as on Social media (over 37,000 followers on all platforms)
- Company logo on the event promotion e-mailing (over 5,400 email subscribers)



Offline

## Recognition on Event Banners, Gala Brochure





# Partnership Benefits Online & Offline Promotion

## Gala Brochure

### Advertising on Gala Brochure

- AD Contents (Main cover, program, partners' logo pages, introduction page, etc.)
- Distribution to all participants
- Editorial Advertising: Advertisement page on the brochure for company's brand or product



Front Hard Cover



Page included in  
Platinum Sponsor



AD on the Front  
Hard Cover



Page included in  
Gold Sponsor

Sample of FKCCI GALA 2023 Brochure

### Price for Additional Advertising

Optional Advertising	PLATINUM	GOLD	SILVER	ADVERTISING ONLY
Inside front hard cover	KRW 600,000	KRW 700,000	KRW 1,000,000	KRW 2,000,000
Inside back hard cover	KRW 500,000	KRW 600,000	KRW 900,000	KRW 1,900,000
Standard page		1page: KRW 500,000	1page: KRW 800,000	KRW 1,800,000
			1/2page: KRW 500,000	1/2page: KRW 1,200,000

Kindly be aware that a 10% VAT will be added to all prices.



# Partnership Benefits Online & Offline Promotion

## Corée Affaires



**Corée Affaires 114:**  
L'Ère de la Deep Tech



**Corée Affaires 113:**  
Perspectives sur la  
Transition Énergétique

## Special rates for new edition of Corée Affaires

AD POSITION	REGULAR RATES	GALA SPONSORS RATES
Inside front cover	KRW 1,500,000 /page	KRW 1,350,000
Page before/after contents	KRW 1,300,000 /page	KRW 1,170,000
Double page advertorial*	KRW 2,000,000 /page	KRW 1,800,000
1 page advertorial	KRW 1,000,000 /page	KRW 990,000
1 full regular page	KRW 1,300,000 /page	KRW 1,170,000
Inside back cover	KRW 1,500,000 /page	KRW 1,350,000
Back cover	KRW 1,950,000 /page	KRW 1,755,000

10% discount on  
regular rates

<b>FORMAT</b>	Please submit <b>bleed sized file as 3mm margin</b> of every border will be cut out .eps, .ai, .pdf HR Resolution of 300 dpi or higher is required
<b>LANGUAGE</b>	English, French or Korean
<b>SIZE</b>	Full page / 210mm x 280mm (+3mm margin)
<b>CONTACT</b>	(FR, EN) Communication Project Manager Camille Lorgeoux (c.lorgeoux@fkcci.com) (FR, EN) Communication Project Manager Klara Lee (k.lee@fkcci.com)

\*Please note that all prices are subject to 10% VAT.

\*Additional charge of translation service: KRW 250,000 (FR: 700 words, KR: 500 words).

\*Discounts are provided for several AD bookings.



# Partnership Benefits

## LUCKY DRAW PRIZES

In addition to the sponsorship options mentioned above, we offer an exclusive opportunity for sponsors to contribute to the excitement of the event by also sponsoring Lucky Draw Prizes.

- **Promote your products:**

By offering prizes for the Lucky Draw, you can showcase your products and gain exposure to the event participants.

- **Brand promotion through FKCCI Website, Social Media:**

Your brand and products will be featured on the FKCCI Social Media, reaching a wider audience and enhancing your event promotion.



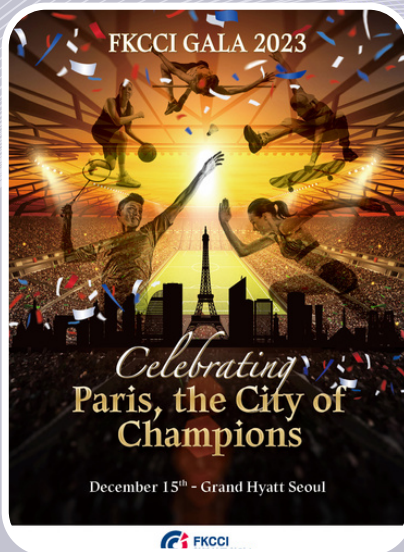


# Previous partners for FKCCI GALA





# Previous editions for FKCCI GALA



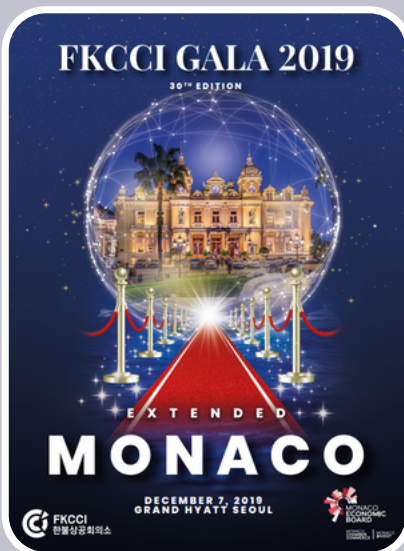
## FKCCI GALA 2023

Under the theme "**Paris, the City of Champions**", that night, the venue transformed into a grandiose stadium, welcoming over 700 guests from the Franco-Korean business community for a magical celebration honoring the French capital and the values of excellence, respect, and friendship that unite our two nations.



## FKCCI GALA 2022

Under the theme "**Auvergne Rhône-Alpes: Land of Serenity**", our guests were taken on a journey in the rich heritage of the French South-Eastern region: a true sensorial experience between its rich gastronomy, breath-taking mountainous landscapes, and its talented music artists.



## FKCCI GALA 2019

Under the theme "**Extended Monaco**", Monaco has been a dream destination, known for the royalty, his beaches and cars. Located in the South of France, it benefits for an open access to the sea and the rest of the world. This night, Monaco showed a new side of his identity, looking forward to the future through innovation.

# Previous editions for FKCCI GALA



## FKCCI GALA 2018

Under the theme "**Paris fait son cinema**", our guests were able to enjoy a beautiful evening in a wonderful atmosphere drawn from films presenting the French capital. We thank our 800 guests for sharing this warm and welcoming moment with us, which represents a year of intense work for the FKCCI.



## FKCCI GALA 2017

Under the theme "**The Legend of Winter Sports: From Chamonix to Pyeongchang**", at the occasion of the worldwide sports competition which took place in 2018 in Korea, and in cooperation with PyeongChang's committee, the FKCCI created a Gala atmosphere focusing on winter sports and the beauty of mountain winter nights.



## FKCCI GALA 2016

Under the theme "**Impressive Normandy**", A pleasant stroll through charming Normandy, historic French region renowned for its rich culture and for being a throbbing heart of today's French economy and innovation. Passing through the beautiful sceneries and flourishing nature that inspired the greatest artists and gave birth to impressionism, we discovered Normandy's cultural wonders and gastronomy.



## FKCCI GALA 2015

Under the theme "**France 2100**", a fantastic and unique voyage through time and magnificent landscapes reminding the importance of protecting nature and how leading environmentally friendly and sustainable technologies can make a difference for a better tomorrow.



# Become a sponsor for FKCCI GALA 2024

We sincerely appreciate your time and consideration in reviewing our sponsorship proposal. We believe that our partnership will not only benefit our event but also provide exceptional opportunities for promoting your brand and reaching a wide audience. We are excited about the prospect of working together to create a successful and memorable event.

If you are interested in our sponsorship opportunities, please complete the Sponsorship Registration Form via the link provided, or print the next page, fill it out, and email it to [event@fkcci.com](mailto:event@fkcci.com) by **November 1st**.

- Link: [Sponsorship Registration Form](#)

Thank you.

# Registration form

Kindly print and complete this registration form, and send it to [event@fkcci.com](mailto:event@fkcci.com) by **November 1st**.

☐

**PLATINUM**  
**(+ 6M)**

Cash (4,5M KRW min.):

In-kind:  
-Detail:  
-Amount:

☐

**GOLD**  
**(+ 4,5M)**

Cash (3M KRW min.):

In-kind:  
-Detail:  
-Amount:

☐

**SILVER**  
**(+ 3M)**

Cash (2M KRW min.):

In-kind:  
-Detail:  
-Amount:

**Total amount (VAT Excluded):**

## Contact Information

Name:

Email:

Company:

Phone no.:

Position:

Signature:



# Contact Information

**Mr. Seunghun LEE | 이 승 훈**

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Event Department Project Manager | 행사총괄부 프로젝트 매니저

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**Ms. Yoonhee CHANG | 장 윤 희**

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