



The Comprehensive, Strategic U.S.-Korea Alliance

The Korea Society National Outreach Program

The Commerce Club Atlanta
Thursday, July 14, 2022

Preface description of the event:

The Korea Society is proud to host the national outreach program: **The Comprehensive, Strategic U.S.-Korea Alliance**, in partnership with the Southeast U.S. Korean Chamber of Commerce, on July 14, 2022, at the Commerce Club Atlanta. This event has a central purpose to educate, bridge, network, and create opportunities to foster a future-oriented U.S.-Korea relationship that will enhance the new comprehensive economic partnership. We anticipate 150+ key business, economic, political, and diplomatic leaders, including high ranking officials as our panelists. We also expect to have the Republic of Korea's Ambassador to the United States, as well as representatives from the U.S. Department of State and Office of Korean Affairs.

For corporate sponsors and panelists, this is an opportunity for you to be seen and heard, for your support to be recognized, and to be mentioned during our panel discussions and throughout the event. Your engagement will contribute to a new chapter in the U.S.-Korea alliance and a more comprehensive economic partnership – both investment and trade - between the countries.

Sponsorship Recognition Opportunities & Privileges

Diamond Sponsor at \$20,000

- Recognition as a Diamond Sponsor during the program for the in-person audience as well as the YouTube video recording and podcast disseminated through Apple, Google Play, and Spotify
- Opportunity for welcome remarks by a company representative
- Invitation to participate in the panel
- A reserved seat at the Head Table for a representative at lunch program
- Two (2) tables of 10 seats with premium placement
- Full page ad on event program book
- Acknowledgement by level on the website, event program book, social media, and promotional emails
- Acknowledgement in our Annual Report
- Company logo prominently highlighted on the large screen aside the stage in the event room

Platinum Sponsor at \$10,000

- Recognition as a Platinum Sponsor during the program for the in-person audience as well as the YouTube video recording and podcast disseminated through Apple, Google Play, and Spotify
- Invitation to participate in the panel
- One table of 10 seats with prominent placement
- Full page ad on event program book
- Acknowledgement by level on the website, event program book, social media, and promotional emails
- Acknowledgement in our Annual Report
- Company logo prominently highlighted on the large screen aside the stage in the event room

Gold Sponsor at \$5,000

- Recognition as a Gold Sponsor during the program for the in-person audience
- Half page ad on event program
- A half table of 5 seats with preferred placement
- Acknowledgement by level on the website, event program book, social media, and promotional emails
- Acknowledgement in our Annual Report
- Company logo highlighted on the large screen aside the stage in the event room

Silver Sponsor at \$2,500

- Acknowledgement by level on the website, event program book, social media, and promotional emails
- Acknowledgement in our Annual Report
- 3 complementary seats
- Company logo highlighted on the large screen aside the stage in the event room

Bronze Sponsor at \$1,000

- Acknowledgement by level on the website, event program book.
- 2 complimentary seats
- Acknowledgement in our Annual Report
- Company logo highlighted on the large screen aside the stage in the event room

Additional Sponsorship Opportunities:

Available based on discussion – such as coffee or drinks at reception packages or promotional items arrangement made in advanced of planning and coordination for the event.

Additional Notes: Image and ad specifications for the program booklet for sponsors are below: • For Ad sizes: 3.75 x 5 inches for Half and 7.75 x 5 for Full size. • Images should be at least 300 dpi for JPG images. PDF, EPS and AI files • Logos should be high resolution. The deadlines are as follows for sponsors: • June 17 - Deadline for speaker confirmation • June 27 - Deadline for sponsorship confirmation (printing schedule)

COMPANY INFORMATION:

Company Name : _____

Contact : _____

Address : _____

City/State/Zip : _____

Email : _____

Phone : _____

"I agree to adhere to the Sponsorship Terms." (See details in appendix)

Signature : _____

AGENDA FOR THE EVENT (TENATIVE):

09:00 AM **REGISTRATION**
Breakfast served

PANEL ONE - A FUTURE-ORIENTED U.S.-KOREA RELATIONSHIP

09:30 AM **INTRODUCTION**
Atlanta Consul General Ambassador PARK Yoonjoo

09:40 AM **KEYNOTE ADDRESS**
Ambassador CHO Tae-yong (TBC)

10:00 AM **PANEL ONE OPENING REMARKS**
Scott Walker, *Director, Office of Korean Affairs, U.S. Department of State*

PANEL ONE - SECURITY AND DIPLOMACY

Moderator
Ambassador (Ret.) Charles Shapiro

Panelists
General (Ret.) Vincent K Brooks, *Former United Nations Command/Combined Forces Command/US Forces Korea Commander*

Major General Lee KyungKoo, *Republic of Korea Defense Attaché*

General (Ret.) Curtis M. Scaparrotti, *Former Supreme Allied Commander, Europe and Former United Nations Command/Combined Forces Command/US Forces Korea Commander*

PANEL TWO - NEW COMPREHENSIVE ECONOMIC PARTNERSHIP

Coordination and Partnership by The Southeast U.S. Korean Chamber of Commerce

PANEL TWO DISCUSSION

Moderator
Professor William I. Sauser, Jr. PhD, *Auburn University Harbert College of Business*

A Discussion with Representatives of Korean Corporations with Investments in the Southeast U.S.

Panelists
(Korean Companies Doing Business in the U.S.) (TBC)

12:15 PM **LUNCH** (provided at seated table)

KEYNOTE ADDRESS
Address by Georgia Governor Brian P. Kemp (TBC)
Pat Wilson, Commissioner for Georgia Department of Economic Development

1:00 PM **REMARKS**
The Korea Society and Southeast U.S. Korean Chamber of Commerce

1:15 PM **AFTER EVENT NETWORKING**
Open for Networking until 3:00 PM



**APPENDIX: SPONSORSHIP TERMS AND CONDITIONS FOR
The Comprehensive, Strategic U.S.-Korea Alliance (“EVENT”)**

This Sponsorship Terms and Agreement (“Agreement”) is by and between the Southeast U.S. Korean Chamber of Commerce (“Host”). This Agreement is effective as of the date it is fully executed. By agreeing to sponsor the Event,

Sponsor hereby agrees to the following terms and conditions. Foundation and Sponsor are collectively, the “Parties”.

Sponsorship. Sponsor will receive the sponsorship benefits associated with the requisite level of sponsorship as indicated on the Sponsorship Form.

Sponsorship Consideration. To be a sponsor of the Event, the Sponsor will pay the fee identified in conjunction with the requisite Sponsorship Level identified on the Sponsorship Form (the “Sponsorship Fee”) within the identified time period. If Sponsor fails to pay the Sponsorship Fee within the designated time period(s) on the Sponsorship Form, then Host will have the reasonable right to withhold credentials and/or all benefits from Sponsor.

Term. This Agreement shall be in effect from the Effective Date and shall terminate once the Event has concluded.

Sponsor Termination or Cancellation. All cancellations must be made in writing to Host. In the event of a termination or cancellation on the part of the Sponsor, Host shall assess the following cancellation fees:

- Cancellation before 20 days prior to Event date will incur a 75% fee of total Sponsorship Fee;
- Cancellation up to 30 days prior Event date will incur a 50% fee of total Sponsorship Fee;

Sponsor Activities. (a) Except as stated in this Agreement, Sponsor is solely responsible, at its own expense, for (1) any Sponsor conducted activities (including any permitted on-site activations at the event) and/or materials utilized in connection with the event, including compliance with all applicable laws and regulations; and (2) any necessary authorizations or permissions in connection with Sponsor’s use of any media content captured by Sponsor on-site at the event (as such media content capture is authorized by Foundation). (b) Sponsor agrees to comply with any reasonable instructions, rules, and regulations of Event and Host By-laws and covenants in connection with the event.

Force Majeure. Any delay or failure of either party to perform its obligations under this Agreement is excused to the extent that it is caused by a Force Majeure Event, provided the party claiming a Force Majeure Event promptly notifies the other party of the Force Majeure Event, the anticipated duration of the Force Majeure Event, and the steps being taken to remedy the failure. In this Agreement, a “Force Majeure Event” is an event or occurrence beyond a party’s reasonable control, including acts of God, actions by governmental authority (whether valid or invalid), fires, floods, windstorms, explosions, riots, natural disasters, wars, sabotage or third-party labor problems. If the event or a portion of the event cannot be held due to a Force Majeure Event, Foundation will refund the Sponsor the entire Sponsorship Fee paid by the Sponsor under this Agreement. Other than the refund of the Fee as provided in this Section 6, Host has no responsibility to Sponsor for cancellation of all or part of the Event due to a Force Majeure Event.

Injuries. Sponsor waives any rights to recover from Host for any injuries that Sponsor (and/or Sponsor’s employees and subcontractors) may sustain while performing under this Agreement unless and to the extent the injuries are due to Host’s negligence or misconduct.

INDEMNITY. SPONSOR WILL INDEMNIFY, HOLD HARMLESS, AND DEFEND FOUNDATION AND GDECED AND THEIR RESPECTIVE OFFICERS, DIRECTORS, MEMBERS, MANAGERS, AGENTS, AND EMPLOYEES (COLLECTIVELY THE “INDEMNIFIED PERSONS”) FROM AND AGAINST ANY AND ALL LOSSES ACTUALLY AND REASONABLY INCURRED BY AN INDEMNIFIED PERSON, TO THE EXTENT SUCH CLAIM FOR LOSSES ARISES OUT OF OR IS RELATED TO: (A) SPONSOR’S PERFORMANCE OF ITS OBLIGATIONS UNDER THIS AGREEMENT; AND/OR (B) ANY MATERIAL BREACH OF THIS AGREEMENT BY SPONSOR. NOTWITHSTANDING THE PRECEDING, SPONSOR HAS NO INDEMNIFICATION OBLIGATIONS TO THE EXTENT THAT SUCH LOSSES ARE CAUSED BY THE NEGLIGENCE OR MISCONDUCT OF THE INDEMNIFIED PERSONS.

Representations and Warranties. Each Party represents and warrants to the other Party that: (i) such Party has the right and authority to enter into and perform its obligations under this Agreement; (ii) such Party will perform its obligations under this Agreement in a commercially reasonable manner in compliance with applicable laws and regulations, including laws and regulations related to safety and health, disability access, and antidiscrimination; (iii) such Party will execute any necessary amendments to this Agreement and/or comply with any applicable guidelines or instructions from lawful governing authorities to the extent required to comply with applicable laws; and (iv) such Party’s marks and/or materials provided to the other Party do not and will not violate any applicable law or regulation or infringe any proprietary, intellectual property, contract or tort right of any person.

Notices. All notices and payment given in accordance with this Agreement will be effective if hand delivered or sent by overnight courier or by certified mail, return receipt requested to the addresses listed on Exhibit A. Addresses for notice may be changed from time to time by written notice to the other Party. Any communication or payment given by mail will be effective upon the earlier of (a) five business days following deposit in a post office or other official depository under the care and custody of the United States Postal Service with correct postage prepaid; or (b) actual receipt, as indicated by the return receipt. If notice or payment is given by personal delivery or by overnight air courier, the notice or payment will be effective when delivered to the appropriate address set forth above.

LIMITATION OF DAMAGES. EXCEPT FOR INDEMNIFICATION OBLIGATIONS DUE TO LIABILITIES TO THIRD PARTIES AND NOTWITHSTANDING ANY PROVISION CONTAINED IN THIS AGREEMENT TO THE CONTRARY, NO PARTY TO THIS AGREEMENT WILL BE LIABLE TO ANY OTHER PARTY TO THIS AGREEMENT FOR ANY INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES (INCLUDING DAMAGES FOR LOSS OF USE, POWER, BUSINESS GOOD WILL, REVENUE OR PROFIT, NOR FOR INCREASED EXPENSES, OR BUSINESS INTERRUPTION) ARISING OUT OF OR RELATED TO THE PERFORMANCE OR NON PERFORMANCE OF THIS AGREEMENT UNLESS THE DAMAGES AROSE DUE TO A PARTY’S GROSS NEGLIGENCE OR WILLFUL BREACH OF THIS AGREEMENT. Foundation’s LIABILITY UNDER THIS AGREEMENT WILL NOT EXCEED THE FEES PAID BY SPONSOR TO Host.

Independent Contractors. The Parties and their respective personnel are and will be independent contractors and neither Party by virtue of this Agreement will have any right, power or authority to act or create any obligation on behalf of the other Party, unless expressly provided in this Agreement.

Survival. Those provisions of this Agreement that by their nature extend beyond termination or expiration of this Agreement will survive such termination or expiration.

Assignment. This Agreement binding upon and inures to the benefit of the Parties and their respective successors and assigns. Notwithstanding the preceding sentence, neither Party may assign, by operation of law or otherwise, this Agreement or any of the rights, benefits or obligations under this Agreement, without the other Party’s prior written consent. Any attempt to assign this Agreement without the other Party’s written consent will be null and void and will give the non-assigning Party the right to cancel and terminate this Agreement.

Entire Agreement. This Agreement and the attached Exhibits A and the Sponsorship Form contain the entire agreement between the Parties relative to the subject matter and supersedes any other prior understandings, written or oral, between the Parties with respect to this subject matter. THE PARTIES ACKNOWLEDGE AND AGREE THAT, IN ENTERING INTO THIS AGREEMENT, THEY HAVE NOT IN ANY WAY RELIED UPON ANY ORAL OR WRITTEN AGREEMENTS, UNDERSTANDINGS, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, NOT SPECIFICALLY SET FORTH IN THIS AGREEMENT. No variations, modifications, or changes in the Agreement are binding on any Party to the Agreement unless set forth in a document duly executed by or on behalf of such Parties.

Waiver. If a party at any time fails to demand strict performance by the other of any of the terms, covenants, or conditions set forth in this Agreement, that party does not waive or relinquish the right at any time to demand strict and complete performance by the other of the same or other terms, covenants, and conditions.

Section References. When this Agreement makes reference to an article, section, paragraph, clause, schedule or exhibit, that reference is to an article, section, paragraph, clause, schedule or exhibit of this Agreement unless the context clearly indicates otherwise. Whenever the words “include,” “includes,” or “including” are used in this Agreement, they are deemed to be followed by the words “without limitation.”

Severability. If a mediator, arbitrator, or court holds, for any reason, that one or more provisions of this Agreement is invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability will not affect any other provision of this Agreement, but such provision will be deemed deleted, and the deletion will not affect the validity of other provisions of this Agreement.

Counterparts. The Parties may execute this Agreement in any number of counterparts, each of which is deemed an original, but all of which together constitute one and the same instrument. This Agreement may be executed by facsimile, PDF, or other electronic signature.

Construction. All Parties have been advised to seek their own independent counsel concerning the interpretation and legal effect of this Agreement and have either obtained such counsel or have intentionally refrained from doing so and have knowingly and voluntarily waived such right. Consequently, the normal rule of construction to the effect that any drafting ambiguities are to be resolved against the drafting Party will not be employed in the interpretation of this Agreement or any amendment or exhibits.