**2023 Overseas Hallyu Community Support Program**

**< Hallyu Com-on >**

**Application Form**

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| --- | --- |
| **Supporting Division** | **Community Union Support** |
| **Name of Relevant**  **Korean Cultural Center / Korean Embassy** |  |
| **Name of Community** | **(Representative)** |
|  |
|  |
| **Name of Event** |  |

### \* Notes

* **Email and File Name: [Name of Korean Cultural Center/Korean Embassy] 2023 Hallyu   
  Com-On\_Union\_Application**
* Make sure to use the same ‘**Times New Roman’ in 10~11 points and in black** forsubmission. Use of different colors is permitted only in the case of emphasis.

※ Please delete all the notes in red before submission.

* Please adhere to the standardized form, but if you need to add extra information, you can make adjustments such as inserting tables and items. You cannot, however, delete or omit the basic form (table).

### \* Inquiries: [k-com@kofice.or.kr](mailto:k-com@kofice.or.kr) / +82-(0)2-3153-1754

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**Application Form**

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| * **Applicant Information** | | | | | | | | | | | | | |
| **Person**  **in charge at Korean Cultural Center / Korean Embassy** | | **Affiliation** | | | **(Korean)** | | | | | **(English)** | | | |
| **Name** | | |  | | | | | | | | |
| **Address** | | | **(Postal Code: )** | | | | | | | | |
| **Contact Info.** | | | **Telephone** | **(Country Code: )** | | | | **Mobile** | | | ※ Emergency contact  number |
| **Email** |  | | | | | | | |
| * **Community and Event Information** | | | | | | | | | | | | | |
| **Name of Community** | **1**  **(Representative)** | | | **(English)**  **(Korean)** | | | | | **(Local language)** ※ If applicable | | | | |
| **2** | | | **(English)**  **(Korean)** | | | | | **(Local language)** | | | | |
| **3** | | | **(English)**  **(Korean)** | | | | | **(Local language)** | | | | |
| **Name of Event** | | | |  | | | | **Hosting Country** | | | |  | |
| * **Request for Support Budget Information**   ※ For Increase Amount, Self-payment and Sponsorship, only fill in the blanks if they are applicable | | | | | | | | | | | | | |
| **Total Budget** | | **Local Currency KRW** | | | | | **Requested Support**  **Budget(required)**  ※ Up to KRW 15 million max. | | | | **Local Currency**  **KRW** | | |
| **Requested Increase**  **Amount**  ※ Up to KRW 5 million max. | | | | **Local Currency**  **KRW** | | |
| **Other Self-payment and**  **Sponsorship**  ※ Fill in if applicable | | | | Local Currency  KRW | | |
| **Additional  Points, etc.**  ※ If applicable | | □ | The Best community in the ‘Community Union Support’ division in 2022 | | | | | | | | | | |
| □ | The Excellent community in the ‘Community Union Support’ division in 2022 | | | | | | | | | | |
| □ | Community that participated in the previous program of ‘Individual Community Support division (Participating Year: ) | | | | | | | | | | |
| **Submitted Documents** | | **Required** | □ Community Activity Operation Plan  □ Agreement on the collection, use, and provision of personal information  (Community Representative) | | | | | | | | | | |
| **Optional** | □ Proof of community activity performance | | | | | | | | | | |
| **I have read the announcement of community recruitment for this support program and  submitted the operation plan as follows to ensure the smooth promotion of the aforementioned  application community activities.**  **DD / MM / 2023** | | | | | | | | | | | | | |

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| --- | --- | --- |
| **1** |  | **Activity Operation Plan (Required)** |

# **Participating Community Information**

※ Create the table below based on the number of participating communities

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of**  **Community** | **(English)**  **(Korean)** | | | | | | | **(Local language)** ※ If applicable | | | |
| **Name of Country** |  | | | **Place of Activity** | | | |  | | | |
| **Year of Establishment** |  | | | **Number of members**  **(as of present)** | | | | ※ Write the number of actual participating members | | | |
| **Field of Activity** | ※ K-Pop Cover Dance, Traditional Culture, K-Drama, K-Movies, etc. | | | | | | | | | | |
| **Number of**  **Regular Meetings** | ※ Please provide the number of scheduled annual meetings, broken down into units such as week/month/quarter. | | | | | | | | | | |
| **Community Operating Channel** | **Channel Name (Website, SNS, etc.)** | | | | | | **URL** | | | | |
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| **A List of Prior Performances (Last 3 Years)**  ※ Evidence can be submitted in ‘proof of community activity performance’ section below. | **Event Name** | | **Date** | | **Venue** | | | | **Contents** | | **Number of participants** |
|  | | . | |  | | | |  | |  |
|  | | . | |  | | | |  | |  |
|  | | . | |  | | | |  | |  |
| * **Member Information** ※ Please enter information about community management personnel | | | | | | | | | | | |
| **Name of Representative** |  | | | **Nationality** | | | |  | | | |
| **Contact Info.** | | | | **(Country Code: )** | | | |
| **Email** | | | |  | | | |
| **List of Main Members** | **No.** | **Name** | | | | **Nationality** | | | | **Email** | |
| 1 |  | | | |  | | | |  | |
| 2 |  | | | |  | | | |  | |
| 3 |  | | | |  | | | |  | |
| 4 |  | | | |  | | | |  | |
| 5 |  | | | |  | | | |  | |
| **Community Introduction and Activity Goals** | ※ The story behind the creation of your community, its distinctive characteristics and benefits, and so on.  ※ Please freely state your motivation for applying to “Hallyu Com-on” as well as your future plans, goals, and vision. | | | | | | | | | | |

# **Detailed Event Plan**

### ※ If you are organizing multiple events, please copy and fill out the form below for each one.

※ The information below is provided as an example and should be as detailed as possible depending on your community’s characteristics, activity goals, program content, and so on.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name of Event** | *You can write '2023 Hallyu Com-on' in the event name or create your own event name.*  *Ex. “2023 Hallyu Com-on: Traditional Korean Paper Craft Experience”* | | | | | |
| **Event  Overview** | **Theme** |  | | | | |
| **Target Audience** |  | | | | |
| **Target**  **Number of**  **Audience** | *※ Number of participants/audience, etc.* | | | | |
| **Date/Time** | *YYYY. MM. DD. 00:00 ~ MM. DD. 00:00* | | | | |
| **Operating Method**  **(Venue/Channel name)** | □ Offline  ( ) | | □ Online  ( ) | | □ Concurrently  Online and Offline  ( / ) |
| **Background /**  **Purpose of**  **Planning Event** | ● ※ Describe the background, purpose, and need for the event, taking into account the demand for Hallyu in the region, the present state of Hallyu, and discussions among community members.  ●  ● | | | | | |
| **Participation** | **Section** | **Name** | | | **Responsible Role**  **and Cooperation Content** | |
| **Host / Organizer** | *Community (1)* | | | *In charge of all*  *event planning and operation* | |
| *Community (2)* | | |  | |
| *Community (3)* | | |  | |
| *Other Partner Organizations*  *(if applicable)* | | |  | |
| **Cooperation** | *Other Partner Organizations*  *(if applicable)* | | |  | |
| **Sponsor** | *Other Partner Organizations*  *(if applicable)* | | |  | |
| **Ministry of Culture, Sports**  **and Tourism, KOFICE** | | | Supporting with community  activity grants and supplies | |
| **Main Contents  of the Event** | ●  ●  ●  ●  ● | | | | | |
| **Detailed Programs** | **Program Name (1)** | |  | | | |
| **Date/Time** | |  | | | |
| **Venue** | |  | | | |
| **Details**  **•**  **Operation  Methods** | | ● ※ To ensure a clear understanding of the content of the programs and how it will work at the event, please provide a detailed and comprehensive description. Please avoid general, imprecise description such as “run a Korean cultural experience booth.”  ●  ●  ●  ● | | | |
| **Program Name(2)** | |  | | | |
| **Date/Time** | |  | | | |
| **Venue** | |  | | | |
| **Details**  **•**  **Operation**  **Methods** | | ●  ●  ●  ●  ● | | | |
| **Program Name(3)** | |  | | | |
| **Date/Time** | |  | | | |
| **Venue** | |  | | | |
| **Details**  **•**  **Operation**  **Methods** | | ●  ●  ●  ●  ● | | | |
| **Expected Results** | ● ※ Please feel free to discuss the positive effects of the event on the spread of Hallyu culture in the region, as well as enhancing the foundation for enjoying Hallyu and the formation of Hallyu networks in the region.  ●  ● | | | | | |

# **Annual Schedule of Activities**

※ The information below is provided as an example. Please briefly write the monthly progress according to the plan of community activities and the event.

※ Identify either communities or KCC/Korean Embassy’s tasks and write them in the “In Charge” section below.

|  |  |  |
| --- | --- | --- |
| **Month** | **Detailed Contents** | **In Charge** |
| **3** | * *Planning community event* * *Applying for 2023 Overseas Hallyu Community Support Program* | ※ Write the specific responsibilities and the name of communities comprising the union. |
| **4** | * *Organizing an event management team and assigning duties* * *Starting to secure a venue* * *Organizing regular community meetings* | *KCC, Korean Embassy, Community (write name)* |
| **5** | * *Signing event venue rental agreement* * *Completing detailed programs of event and instructor recruiting* * *Organizing regular community meetings* |  |
| **6** | * *Choosing event management personnel and enlisting volunteers* * *Announcing the application and recruitment of organizations taking part in Korean cultural performances* * *Producing posters and advertising materials for the event* * *Organizing regular community meetings* |  |
| **7** | * *Purchasing required products for events and programs, as*   *well as securing sponsorship/support items*   * *Starting event promotion for online/offline media* * *Organizing regular community meetings* |  |
| **8** | * *Writing and distributing press releases* * *Recruiting event participants and sending invitations to key personnel* * *Organizing regular community meetings* |  |
| **9** | * *Conducting final check on event scenario and on-site cue sheets prior to event opening* * *Hosting a community’s event* |  |
| **10** | * *Completing event operation and settlement, as well as preparing and submitting a result report* |  |
| **11** | * *Completing event operation and settlement, as well as preparing and submitting a result report* * *Planning future community activities* * *Recruiting new members through online/offline promotion* |  |
| **12** | * *Planning future community activities* * *Recruiting new members through online/offline promotion* |  |

# **Goals of Community Operation Performance**

※ The examples below are provided for your reference, and you can define quantifiable goals based on the characteristics, conditions, and plans of your community’s event. (delete/add lines/columns as needed)

|  |  |
| --- | --- |
| **Section** | **Details / Target Number** |
| ***Promotion performance*** | *∙Post event promotional materials (videos, posters, etc.) on the community's official website and social media and promotion to attract audiences*  *- At least five times before the event* |
| *∙Implementing outdoor media advertisement such as banners, electronic signboards* |
| *∙More than 50 cases of event promotions on the personal social media accounts of community members* |
| *∙More than five media reports*  *- Distribution of promotional materials via broadcasting, newspapers, etc. and special features in arts and culture publications* |
| *∙More than two on-site coverage on the event, such as newspapers, reports, broadcasters, etc.* |
| *∙Upload event sketch videos and event reviews online after the event*  *- More than three uploads to website, social media, YouTube, etc.* |
| *∙More than five press releases about the results of the event* |
| ***Audience Mobilization*** | *∙More than 200 attendees for the event* |
| ***Contributing to the growth of interest in Korean culture and satisfaction with the event*** | *∙Survey on changes in the awareness of members and non-members and favorability toward Korean culture before and after attending the event*  *- 100+ respondents, survey results 4.0 / 5.0 or higher*  *∙Survey on overall satisfaction with the event*  *- 100+ respondents, survey results 4.0 / 5.0 or higher* |
| ***Growth of Community*** | *∙Recruitment of more than 10 or more new community members through PR*  *∙More than 2 or more events*  *∙More than 10 regular meetings* |

# **Budget Plan for Support Fund (Required) /**

**※Worth up to a maximum of KRW 15 million**

※ Please Submit an application for the support budget in the local currency corresponding to the standard KRW, taking local exchange rate variations into account. / The final decision is determined after thoroughly analyzing the feasibility of the event plan by selection screening, and it may change from the application amount.

**※** Meeting expenses (meeting costs of operational staff, etc.) are allowable less than 10% of the total application budget.

**※** The content below is an example, and please write the community's specific budget plan in as much detail as possible (lines/spaces can be added).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Requested Amount for Support Budget** | | **Local currency**  **KRW**  ※ Applicable exchange rate: 1 KRW = 000 local currency (As of DD. MM. 2023) | | | | |
| **Budget Details** | | | | | | |
| **Expected**  **Expenditure**  **Date** | **Budget Item** | | **Expenditure** | **Calculation Basis** | **Amount**  **(Local Currency)** | **Amount (KRW)** |
| *MM.DD.* | *Venue*  *Rental* | | *Venue rental*  *payment* | *Estimate x Number*  *of Use Days* |  |  |
| *MM.DD.* | *Product*  *Purchase*  *Fee* | | *Purchase of items*  *related to Korean*  *culture experience* | *Unit Price x Quantity* |  |  |
| *MM.DD.* | *Production Expenses* | | *Production of*  *promotional materials*  *for the event* | *Unit Price x Quantity* |  |  |
| *MM.DD.* | *Expert Honorarium* | | *Recruitment Fee of*  *Samulnori Performance Team* | *Unit Price x Quantity* |  |  |
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| **Total Amount** | | | | |  |  |

# **Request for Increase Amount and Use Plan (If Applicable) / ※Worth up to a maximum of KRW 5 million**

※ Please Submit an application for the support budget in the local currency corresponding to the standard KRW, taking local exchange rate variations into account. / The decision to increase the amount will be made through selection screening, and only a few communities will be supported.

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Requesting Increase Amount** | | | □ Yes | | □ No | | |
| **Reason for Requesting Increase Amount** | | | ※ Describe the rationale for the increase in as much detail as possible. (Ex. local price level, community event size, action plan, etc.). | | | | |
| **Requested Amount** | | | **Local currency**  **KRW**  ※ Applicable exchange rate: 1 KRW = 000 local currency (As of DD. MM. 2023) | | | | |
| **Budget Details** | | | | | | | |
| **Expected**  **Expenditure**  **Date** | **Budget Item** | **Expenditure** | | **Calculation Basis** | | **Amount**  **(Local**  **Currency)** | **Amount (KRW)** |
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| **Total Amount** | | | | | |  |  |

# **Additional Financing Plan (If Applicable)**

※ In addition to the support budget amount, state the estimated amount and source if there is a budget input from Korean Cultural Centers or Overseas Korean Embassies, self-payment by the community, donations or sponsorship, etc. (if not applicable, write "**N/A** ")

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| --- | --- | --- | --- | --- | --- | --- |
| **Additional Resources** | | **Local currency**  **KRW**  ※ Applicable exchange rate: 1 KRW = 000 local currency (As of DD. MM. 2023) | | | | |
| **Budget Details** | | | | | | |
| **Expected**  **Expenditure**  **Date** | **Budget Item** | | **Expenditure** | **Amount (Local Currency)** | **Amount (KRW)** | **Source** |
| *MM.DD.* | *Labor Cost* | | *Staff activity*  *expenses* |  |  | *Self-payment by*  *community* |
| *MM.DD.* | *Production*  *Cost* | | *Souvenirs for event*  *attendees* |  |  | *Sponsored by KCC*  */ Korean Embassy* |
| *MM.DD.* | *PR Expense* | | *Subway ads for community activities* |  |  | *Corporate*  *sponsorship*  *(write company name)* |
| **Total Amount** | | | |  |  |  |

I consent to the collection, use, and disclosure of my personal information as described below in connection with the KOFICE's Hallyu Community Support Program “Hallyu Com-on” project.

* 1. **Purpose of collection, use, and provision**
     + The following minimum information is collected to promote the KOFICE's <Overseas Hallyu Community Support> project.

## Personal information collected, used, and disclosed

* + - Name, affiliation, nationality, e-mail address and phone number of the community members

## Retention, use, and provision period of personal information

* + - Five years after completion of the project

## The right to refuse consent and disadvantages of refusal

* + - I am aware of my right to object to the collection of personal information.
    - Disadvantages of refusing: Participation may be restricted due to a lack of fundamental information collected for applications.

## I have been informed about the processing of personal information, and I fully comprehend and consent to it.

**✔ Do you consent to the collection and use of the applicant's personal information?**

 **Yes / □ No**

DD / MM / 2023

Name of Community:

Community Representative: (Signature)

**Agreement on the Collection, Use, and Provision of**

**Personal Information (Community Representative / Required)**

**2**

**3**

**Proof of Community Activity Performance (Optional)**

※ Present specific data in free form that demonstrates the community's event management capabilities and development potential.

※ Attach small images, videos, press releases, and so on, or provide a URL.

※ Separate PDF files, video files, and so forth may be submitted (email attachment)