



KOREATOWN YOUTH+
COMMUNITY CENTER

30TH ANNUAL

HOLIDAY CARNIVAL

9

DECEMBER 2023

© HOBART ELEMENTARY SCHOOL
980 S. HOBART BLVD,
LOS ANGELES, CA 90006

KYCCLA.ORG



DEAR FRIENDS OF KYCC,

KYCC is excited to announce a very special 30th Annual Holiday Carnival on Saturday, December 9, 2023 at Hobart Elementary School, here in the heart of Koreatown. Decades ago, our staff saw that rather than being a time of joy, the holidays brought strain to many of our under-resourced families. Seeing this need, our line staff took the initiative to create a free holiday event to make this time of year joyful and memorable for all with free toys, arts and crafts, games and entertainment.

As we gear up for the holiday season, our team has been hard at work planning a magical event filled with toys, heartwarming performances, fun-filled games, and holiday spirit. Our continuing success is the result of supporters like you who help create a joyful and family-friendly event.

We invite you to build upon our tradition and become a supporter of our milestone 30th Annual Holiday Carnival. Your generous support will be recognized through marketing materials that will be distributed and displayed before and throughout the event. We offer numerous ways to engage directly with the event and community, and welcome your team to join us by hosting a booth, volunteering, or by leading a toy drive.

Please join us in our 30th year of giving the gift of joy and community this holiday season.

If you have any questions about our carnival or other ways to engage, please contact Ernie Yoshikawa, Development Manager, at (213) 365-7400 Ext. 5239 or eyoshikawa@kycccla.org.

Sincerely,

Johng Ho Song

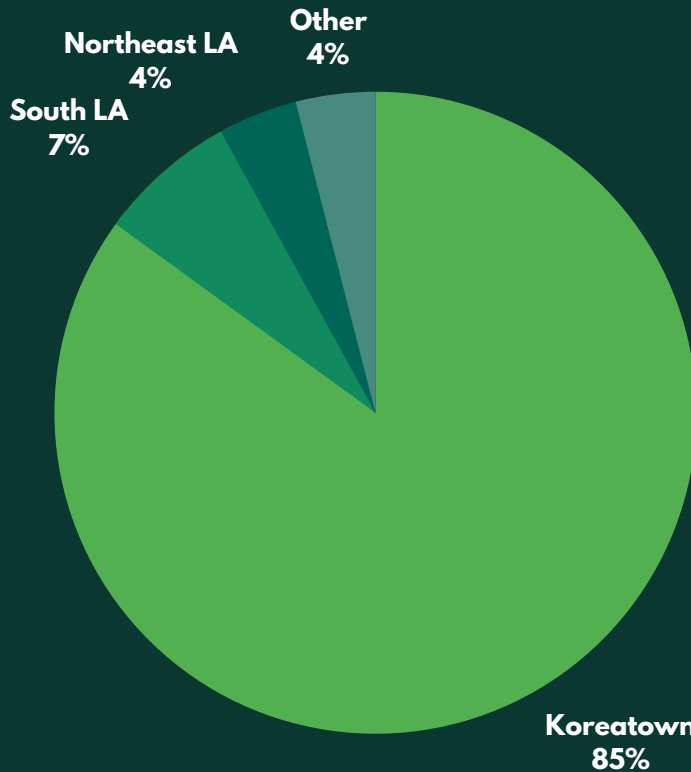
Johng Ho Song
Executive Director



OUR AUDIENCE

KYCC's Holiday Carnival is our largest event of the year and in 2022 we served nearly 2,000 attendees. Additionally, this event regularly engages over 300 volunteers and nearly 50 sponsors and partners.

Attendees by Zip Code



Household Income

(Avg. Household Size 4.43 Members)

Less than \$20k



\$20k - \$35k



\$35k - \$50k



\$50k - \$75k



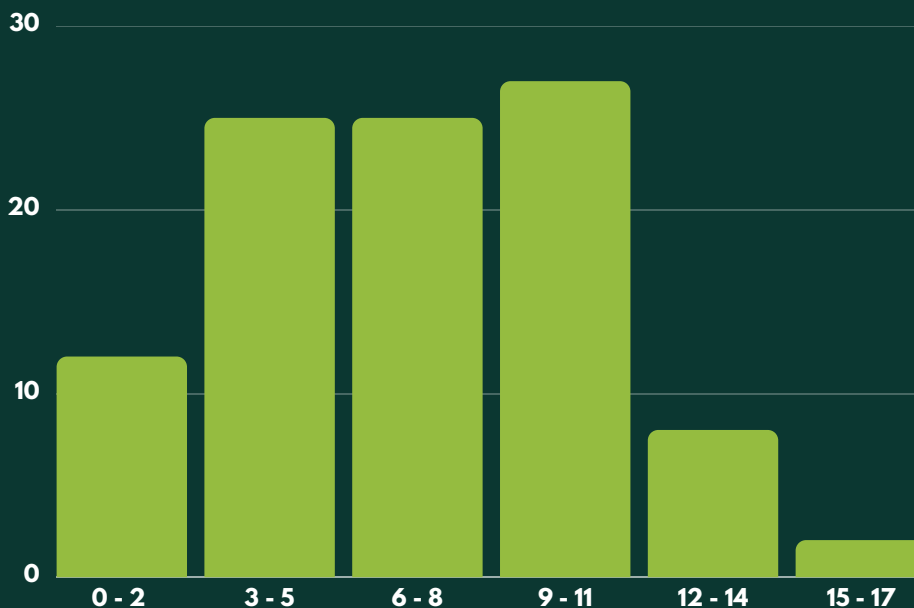
\$75k - \$100k



\$100k+



% Youth Participants by Age



• ENGAGEMENT OPPORTUNITIES

We are proud that our Holiday Carnival is a community effort and we are pleased to offer a variety of ways to engage. These include:

- 1) event sponsorship
- 2) volunteering (event day and/or giftwrapping)
- 3) leading a toy drive and/or
- 4) hosting an activity/giveaway booth.



SPONSORSHIP

TITLE SPONSOR: \$10,000

Our Title Sponsor's support will help KYCC secure an event site, as well as all operations and logistics equipment that are crucial to a joyful and safe community event.

- Naming rights to event
- Opportunity to create a 15'x30' indoor or 12'x 20' outdoor stage backdrop
- Logo on all group recognition signage and marketing materials
- Public acknowledgement on stage
- Speaking opportunity during program
- Recognition on KYCC's Special Events website
- Sponsor Thank You post on agency's social media
- One 10' x 10' event booth
- Priority volunteer registration for your team

GAME SPONSOR: \$5,000

Our carnival is home to nearly 20 game booths for kids of all ages. These activities make the carnival a fun and full-day experience for our families.

- Logo on signage at entrance and game area
- Logo on all group recognition signage and marketing materials
- Public acknowledgement on stage
- Recognition on KYCC's Special Events website
- Sponsor Thank You post on agency's social media
- One 10' x 10' event booth
- Priority volunteer registration for your team



SPONSORSHIP

FOOD SPONSOR: \$5,000

We not only have nearly 2,000 attendees to feed, but also another 300+ volunteers who help out before and on the day of the carnival. Having a hot cup of coffee and filling meal is our small way of showing how we care for all our attendees.

- Logo on signage at entrance and food & beverage area
- Logo on all group recognition signage and marketing materials
- Public acknowledgement on stage
- Recognition on KYCC's Special Events website
- Sponsor Thank You post on agency's social media
- One 10' x 10' event booth
- Priority volunteer registration for your team



SPONSORSHIP



ENTERTAINMENT SPONSOR: \$3,000

Our live stage is often the center of attention and we have a schedule full of performers who bring holiday cheer to the carnival.

- Logo on signage at entrance and game area
- Logo on all group recognition signage and marketing materials
- Public acknowledgement on stage
- Recognition on KYCC's Special Events website
- Social media recognition on Facebook (photo album)
- One 10' x 10' event booth
- Priority volunteer registration for your team



TOY SPONSOR: \$3,000

What's a holiday carnival without toys? Families line up as early as 6am every year for our gifts and we want to make sure every child leaves with a memorable toy this holiday season. We need at least 1,000 toys this year to meet our community's needs. Help us make this a reality!

- Logo on Santa's Workshop
- Logo on all group recognition signage
- Logo on all marketing materials
- Public acknowledgement on stage
- Recognition on KYCC's Special Events website
- Social media recognition on Facebook (photo album)
- One 10' x 10' event booth
- Priority volunteer registration for your team

THANK YOU TO OUR PAST SPONSORS AND PARTNERS!



SPONSOR REGISTRATION

Please fill out the form below or [click here \(bit.ly/2023KYCCcarnival\)](#) to fill out or pay electronically.

SPONSORSHIP:

- Title Sponsor \$10,000
- Game Sponsor \$5,000
- Food & Beverage Sponsor \$5,000
- Entertainment Sponsor \$3,000
- Toy Sponsor \$3,000

LOGO:

- Please email your logo to eyoshikawa@kyccla.org no later than November 31st, 2023.

CONTRIBUTIONS:

- I wish to support KYCC with a gift of \$ _____ (Tax ID #95-3779389)

ADDITIONAL OPPORTUNITIES:

- Lead a toy drive
- Host a giveaway/activity booth
- Giftwrapping and/or volunteering at the event*

CONTACT INFORMATION

Contact Name: _____ Organization/Company: _____

Street Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Email: _____

PAYMENT INFORMATION

- Check (please make payable to KYCC)

Credit Card #: _____ Expiration: _____

Name on card: _____ CSC/CVV: _____

- Billing address (check box if same as above):

Street Address: _____ City: _____

State: _____ Zip: _____ TOTAL CHARGES: \$ _____

Please submit your completed form to:

Ernie Yoshikawa, Development Manager at eyoshikawa@kyccla.org or via mail
ATTN: Ernie Yoshikawa, 3727 W. 6th St., Suite 300, Los Angeles, CA 90020



*Please note, all volunteer slots fill VERY quickly.
Any priority volunteer spots will only be available for a limited time.