



KASCON XXVIII
OFFICIAL BIDDING NOTICE

ABOUT KASCON

Since its birth in 1987 at Princeton University, KASCON has touched the lives of thousands of Korean-American students. The Conference has helped them explore their heritage and shape their future roles in society by bringing them in touch with each other with prominent Korean-American role models. KASCON enjoys a success unimagined by its original founders and by its past organizers. However, without a permanent advisory body to link the conferences together, each Conference had become an isolated event. Past organizers created the Mirae Foundation to link each Conference to one another and to ensure that KASCON remains a student-run conference that also benefits from the advice and experience of past organizers, speakers, and supporters.

KASCON's long history and success are due to the hard work and dedication of the organizing committees each year. It is important to understand that hosting KASCON is a rare learning opportunity and a privilege. By submitting a bid application, the Bidding Team is recognizing and accepting the work ahead. Before submitting a bid, it is necessary that applicants are thoughtful about the task ahead. Although hosting KASCON may seem like a daunting task, KASCON organizing committees will be successful with dedication, teamwork, and the support of the Mirae Foundation.

Previous KASCON Hosts

2016 NYU
2013 Brown, Rhode Island School of Design
2011 Yale
2010 Pepperdine University
2009 University of Pennsylvania
2008 Emory University
2007 University of California, San Diego
2006 Princeton
2005 University of Washington
2004 Yale
2003 Cornell
2002 University of Colorado, Boulder
2001 University of California, Los Angeles
2000 Rutgers
1999 Stanford, University of California, Berkeley
1998 Yale, Wesleyan
1997 Johns Hopkins, Georgetown, University of Maryland, College Park
1996 University of Texas, Austin, Rice
1995 Harvard, MIT, Wellesley College, BU
1994 University of Pennsylvania
1993 Stanford, UC Berkeley
1992 University of Chicago, Northwestern, University of Illinois
1991 Columbia, NYU, West Point Academy
1990 Harvard, MIT, Wellesley College, Tufts, Boston University
1989 Georgetown
1988 Princeton
1987 Princeton

KASCON XXVIII OFFICIAL BIDDING NOTICE

Prepared by: The Mirae Foundation, Inc.

BID INTEREST APPLICATIONS ARE DUE: April 15, 2016

BID PACKETS ARE DUE: June 20, 2016

ALL PACKETS MUST BE RECEIVED BY THIS DATE

1. PARTICIPANTS

Interested parties may be composed of one or more entities that meet the pre-qualification requirements set out in this Notice, and will be identified as follows:

A. "BIDDING TEAM"

These are representatives of each school (college or university) that wishes to be a Primary Host. The Bidding Team itself should have two active representatives from each Primary Host School. Each Bidding Team must fulfill all requirements set forth in this document and abide by all its guidelines.

B. "ORGANIZING COMMITTEE"

This constitutes the group of students who will work towards the planning, strategy and execution of KASCON XXVIII. The Organizing Committee will be finalized after awarding of the bid to the successful Bidding Team.

C. "PRIMARY HOST SCHOOL"

Members of the KSA from the schools that will be held responsible for the KASCON XXVIII bid from their area. Representatives from each Primary Host School will comprise the Bidding Team.

D. "SECONDARY HOST SCHOOL"

These are schools that will provide a supporting role in the planning, strategy and execution of KASCON XXVII. The Secondary Host Schools must be declared by the Bidding Team, but do not have to submit separate documents in the bidding qualification, and should be given the opportunity to incorporate their support after the awarding of the bid.

2. PRIMARY HOST REQUIREMENTS - BID INTEREST APPLICATION

BID INTEREST APPLICATIONS ARE DUE: April 15, 2016

- A. An official KSA endorsement letter of the representatives' legitimacy as proxies for the Bidding Team, on organizational letterhead and signed by the KSA president and one other elected KSA officer.
- B. A letter of intent from the Bidding Team Captain to submit a full bid packet to the Mirae Foundation.
- C. All Bidding Teams must complete these requirements and send an electronic PDF version to miraefoundation@gmail.com.

3. PRIMARY HOST REQUIREMENTS – BID PACKET
BID PACKETS ARE DUE: June 20, 2016

One set of documents fulfilling this section must be completed and submitted for each Primary Host School.

- A. Two representatives from each school for the Bidding Team, having at least two full semesters of full time attendance at their school and two full semesters of membership in the Korean Students Association (KSA) or related organization. Representatives must have at least one undergraduate semester remaining in the 2016-2017 academic year and must be under 25 years of age.
- B. One supporting petition of at least ten signatures from active KSA members, with the following information: academic class, mailing address, phone number, email and accompanying signature that will be used to affirm the member's active participation in KSA for at least one full academic semester. Each pair of representatives from each Primary Host School of the Bidding Team must demonstrate proof of support from the Korean student population at large from their school(s) in the event that a KSA or similar organization does not exist.
- C. Official documentation from the school (College or University) Dean of Students, faculty advisor or other authenticating body issuing support of the bidding effort. Please make sure that the supporting letter includes confirmation that the Bidding Team is officially endorsed and recognized by the school's administration.
- D. An essay presenting the overall theme and its explanation in every detail, including the strategic vision, mission statement and core values of the Bidding Team for KASCON XXVIII.
- E. Present at least one, up to three facility (hotel, convention center, university facilities, or mixture) options for KASCON XXVIII. Housing arrangements, either through hotel or dormitory must be accounted for and included. No financial commitments should be made to the conference facilities. Facility space must fulfill guidelines enclosed herein in Section 3.
- F. Proposed KASCON XXVIII budget containing revenue and expenditure projections. Secured potential revenue sources must be substantiated by documentation of your claims (e.g., letters of intent or financial promises). Refer to exemplar.
- G. A personal essay from each of the representatives from the Bidding Team stating the following: your past work experience including specific responsibilities, how well you work in teams and your overall approach to communication, organization and decision-making.
- H. All Bidding Teams must complete these requirements and send an electronic PDF version to miraefoundation@gmail.com.

4. GUIDELINES

These are the general guidelines that the Bidding Team should follow in putting together the official bidding packet application.

a. BIDDING TEAM

- i. For Primary Host Schools, it is recommended that they are located within 50 miles of proposed site of conference.
- ii. For Secondary Host School it is recommended that they are located within 100 miles of proposed site of conference.

b. CONFERENCE SITE AND PARTICIPATION

- i. Conference facilities must be able to accommodate at least 500 participants.
- ii. More than one facility may be combined in meeting facility requirements (e.g., School and hotel meeting space plus hotel accommodations). However, reasonable, accessible, efficient and affordable transportation between the conference facilities, if necessary, must be clearly demonstrated.
- iii. At least 25% of those participants must be projected to be within 100 miles of conference site.

c. CONFERENCE TIMELINE AND SCHEDULE

- i. KASCON XXVIII should be held between the time frame of March 1 and May 1, 2017, ideally during spring break week of host school(s).
- ii. KASCON XXVIII must be at least 1.5 days in length, not exceeding three full days.
- iii. KASCON XXVIII must structure itself around the opportunity for at least one night's accommodation, with a maximum of four.

d. CONFERENCE BUDGET

- i. Bidding Teams should draft their proposed budget with the following estimates in mind:

Expenditures:

20% Speakers (Travel, Accommodations, Food)
10% Operations (Office Supplies)
20% Logistics (Transportation, Conference Support)
40% Facilities (Hotel, Conference Space)
10% Media (Public Relations)

Revenue:

50% Registration Fees
20% Local Community and School Support
30% Corporate Support

- 2) The budget range should be between \$50,000 – \$120,000. Ideally, a conference with 500 attendees should have a budget less than \$100,000.

5. SELECTION PROCEDURE

Specifics outlining the venue selection and other contingency procedures will be forthcoming upon successful completion of the pre-qualification phase. However, please keep in mind the following important information:

- A. Each Bidding Team that successfully meets the above criteria will be considered a pre-qualified KASCON XXVIII Bidding Team. Accordingly, those Bidding Teams will then be required to undergo an interview (whether by telephone or in person) with members of The Mirae Foundation, Inc. by no later than June 30, 2016, which will be arranged to meet the scheduling needs of both the Bidding Team and Mirae Foundation.
- B. A minimum of three and no more than seven representatives of the Bidding Team must be present for the interview to discuss the various elements of the bidding proposal and to thus receive an official certification as a qualified KASCON XXVIII Bidding Team. Failure to participate in The Mirae Foundation, Inc. interview will result in immediate non-qualification for KASCON XXVIII.
- C. Support from the Bidding Team's respective schools (Colleges or Universities) of the organization's efforts is imperative to a successful bid. Accordingly, securing such support in the highest degree to include a financial commitment by the school (no matter the amount) will greatly enhance the Bidding Team's credibility.
- D. Final selection of the winning proposal will be announced on or before July 10, 2016. The determination of the winning proposal will be made by members of The Mirae Foundation, Inc. based on a prescribed set of evaluation criteria.
- E. The winning Bidding Team must sign a Memorandum of Understanding governing the legal and financial relationship between The Mirae Foundation, Inc. and the Twenty-eighth Annual Korean American Students Conference (KASCON XXVIII) prior to the commencement of any official planning.
- F. The winning Bidding Team must also undergo an election procedure, administered by The Mirae Foundation, Inc., to establish the core members constituting The KASCON XXVIII Planning Committee. The structure of the Committee will be designated by The Mirae Foundation, Inc. and must take place at the beginning of the Fall 2016 semester.

If you have any further questions or comments regarding this Notice, please contact miraefoundation@gmail.com.