

Friends of KBLA

The Friends of KBLA is the KBLA's Sponsorship Program.



The Best Target Audience in Korea and Globally

The Korea Business Leaders Alliance offers information and intelligence products that attract a high-value audience of stakeholders in the Korea economy. KBLA members from Korea and around the globe require services, products, and support in Korea, and Korea-related support around the world. We have members you want to make deep business relationships with. We have members who make things happen in Korea.

Audience

Your Brand Here

Friends get their organization's logo placed on the front page of the KBLA website and in each of the content products we produce.

- KBLA content is pervasive, persistent, and targeted.
- Weekly Intelligence Report (3 editions per week)
- Daybook (3 editions per week)
- Korea Business Review (Monthly)
- KBLA Value Chain Magazine (Monthly)
- KBLA On The Ground Video Interviews (> Monthly)
- KBLA Live Webinars (> Quarterly)

In addition to brand exposure Friends also get the in-depth, focused exposure listed below.

Repeated Exposure

Compare Versus the Alternatives

- Measure and Compare Exposure
- Measure and Compare Pricing
- Measure and Compare Total Value

KBLA's all-digital platform offers value like no other:

- We publish, email, and create regularly: two emails per week, one e-magazine edition, two-three monthly digital meeting products. Some content is for members only, some public.
- We market constantly on social media. Most alternatives don't market at all.
- Our content has legs - it goes everywhere, reaching a much larger and more focused audience than that of other business groups.
- Our content is persistent - it doesn't disappear when the meeting is over. It keeps on giving exposure.

Competitive Value Proposition

In-depth Focused Exposure

Exclusivity & Loyalty

Exclusivity and Loyalty

The **Exclusive Friends of KBLA** program admits only one company per vertical industry. We guarantee there will be no other companies in your vertical industry allowed to participate in the program. Exclusive Friends participants also get "first right of refusal" to renew as an Exclusive Friend of the KBLA for the following year.

Membership

KBLA Membership For As Many Personnel As You Like

Friends of KBLA may nominate multiple persons to be on the KBLA mailing list and receive KBLA data products. Nominate one person or twenty to receive the KBLA Daybook, Weekly Intelligence Report, Korea Business Review, On The Ground Interviews event announcements, etc. All personnel may also be listed as contact points in the KBLA Members Showcase.

Tell Your Story Your Way

Friends of KBLA get a variety of opportunities to directly tell their story to the KBLA audience, both locally and globally.

1. One KBLA On The Ground interview, focused on an industry issue or concern.

Expertise: You provide the expertise, answers, and options.

Mentoring: You discuss your experience in Korea with these issues. Become **The Go-To Brand** for handling customer needs in Korea.

2. Full Page Advertisement each month in Value Chain Magazine is included.

3. Company directory listing in KBLA Member Showcase
The KBLA Member Showcase is a dedicated page for each company. You get as little or as much space as you desire. List as many direct contact points as you wish.

2020 Schedule of Fees

January-December 2020

Friends of KBLA Program:

5,500,000 KRW per annum

May be more than one participant per vertical industry

Exclusive Friends of KBLA Program:

11,000,000 KRW per annum

Only one program participant per vertical industry