



THE KOREA SOCIETY
GALA 26

SPONSORSHIP PACKET

**2026 Annual Gala
& Van Fleet Award**

Monday, September 28, 2026
Cipriani South Street, New York City
Reception 6 PM • Dinner 7 PM

Black Tie, Traditional Attire

❖ **One Evening. Two Nations.
The Future of Global Technology.**

450+ Distinguished Guests

69 Years Advancing
the Alliance

#1 U.S.–Korea Institution

1992 Van Fleet Award
Established

ANNUAL GALA OVERVIEW

New York's Premier U.S.–Korea Gathering

The Korea Society's Annual Gala is the most prestigious event in the U.S.–Korea gathering in New York City each year — convening heads of state, Fortune 500 CEOs, cabinet officials, ambassadors, and cultural leaders under one roof to strengthen the alliance that shapes both nations.

Every year, it is where this consequential partnership is celebrated, and the most important policy, business, and civic leaders contributing and shaping this alliance are recognized. For sponsors, it is the most visible platform elevating the U.S.–Korea relationship in New York City.



❖ Van Fleet Award

The U.S.–Korea Alliance’s Highest Honor

Since 1992, the General James A. Van Fleet Award has been the most distinguished recognition in U.S.–Korea relations — presented each year at the Gala to an American or Korean national leader from government, business, or civic life whose vision has made a defining contribution to the bilateral alliance. Named for the Korean War general who founded The Korea Society in 1957, the award carries the full weight of that legacy: an alliance tested in sacrifice and sustained through generations of shared purpose.

Selected Distinguished Van Fleet Award Recipients



George H.W. Bush: 41st U.S. President
George W. Bush: 43rd U.S. President
Jimmy Carter: 39th U.S. President
Kim, Dae-jung: 15th R.O.K. President/Nobel Laureate
Henry A. Kissinger: 56th U.S. Secretary of State
Colin Powell: 65th U.S. Secretary of State

Chey, Tae-won: Chairman, SK Group
Chung, Mong-Koo: Chairman, Hyundai Motor Group
Kim, Ho Youn: Founder, Kim Koo Foundation and Chairman & CEO, Binggrae Corporation
Koo, Kwang Mo: Chairman & CEO, LG Corp.
Lee, Kun-Hee: Chairman, Samsung Electronics
Sohn, Kyung-Shik: Chairman, CJ Group



Mary T. Barra: Chair & CEO, General Motors
BTS: Global Superstars
Chang, In Hwa: CEO, POSCO Holdings
Ryu, Jin Roy: Chairman & CEO, Poongsan Group
Yoon, Yoon Soo (Gene): Chairman of the Board, Misto Holdings Corp. & Acushnet Holdings Corp.



❖ 2026 Van Fleet Award Honoree

This year, the Korea Society is honored to announce the 2026 Van Fleet Award recipient is Jensen Huang, Founder and CEO of NVIDIA, in recognition of his visionary leadership and transformative contributions to the artificial intelligence (AI) and semiconductor industries — sectors central to the evolving U.S.–Korea economic partnership.

Jensen Huang co-founded NVIDIA in 1993 and invented the GPU in 1999 — the breakthrough that built the foundation of today’s AI revolution. His deep and sustained partnerships with SK Group, Samsung Electronics, Hyundai Motor Group, and Naver have made South Korea an indispensable partner in global AI infrastructure. The 2026 Van Fleet Award honors, for the first time, Huang’s historic and ongoing contribution to the U.S.–Korea bilateral alliance — and the technology future they are building together.

Van Fleet Award Honoree

JENSEN HUANG
Founder • CEO
NVIDIA

A Once-in-a-Generation Room

The chairmen and CEOs of Korea’s most powerful conglomerates. Senior United States and Republic of Korea government and policy leaders. The most influential voices in bilateral technology and diplomacy — all will gather to honor Jensen Huang and affirm the extraordinary interdependence that makes the U.S.–Korea alliance the most important technology partnership in the world.

❖ The Korea Society Overview

America’s Premier Institution for the U.S.–Korea Alliance

MISSION

To promote greater awareness, understanding, and cooperation between the people of the United States and Korea.

Founded in 1957 by General James A. Van Fleet, The Korea Society is America’s most respected institution devoted to the U.S.–Korea relationship. For nearly seven decades, it has convened top policy leaders, corporate executives, cultural influencers, civic advocates, and scholars from both nations — building the trust and institutional foundation that sustains a great alliance.

Through policy dialogue, business leadership, and cultural exchange, the Korea Society does the essential, enduring work of keeping critical economic, security, cultural, and democratic partnership strong, dynamic, and deeply human.



Policy & Diplomacy

High-level dialogues shaping the strategic U.S.–Korea agenda



Business & Innovation

Forums connecting American and Korean industry, investment, and technology leaders



Arts & Culture

Exchanges that build the people-to-people bonds sustaining the alliance across generations



Education & Training

Programs educating current and future global leaders on Korean culture, history, and the vital importance of the alliance



THE KOREA SOCIETY
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Sponsorship Opportunities

Monday, September 28, 2026

Cipriani South Street, New York City



Sponsoring The Korea Society's 2026 Annual Gala strategically places your organization at the center of the vital U.S.–Korea alliance during a significant period of this relationship.

Your contribution honors Jensen Huang, supports the critical mission of America's leading U.S.–Korea institution, and guarantees your organization's presence among key leaders driving bilateral engagement in technology, business, diplomacy, public policy, national security, culture, and education.

Sponsorship Deadline:
Friday, September 4, 2026

For inquiries, contact:
Jamie Joo, Associate Director of Development
jamie.joo@koreasociety.org

❖ Sponsorship Levels

Five Circles. Two Ticket Levels. One Alliance.

The Korea Society provides five distinct sponsorship levels for corporations/organizations supporting this year’s gala and two individual ticket levels. Each level offers varying degrees of benefits, including exclusive reception access, table seating arrangements, and public recognition for the sponsoring organization and its guests at the event.

<p>Baekdu Circle at \$250,000</p> <ul style="list-style-type: none"> ◆ Welcome remarks ◆ Podium recognition ◆ 2 seats at Head Table <i>(includes Mugunghwa reception)</i> ◆ 10 guests to Mugunghwa reception and prime dinner seating ◆ 10 guests to Maehwa reception and premium dinner seating ◆ Full-page acknowledgment in prime location; corporate profile with photo and bio of corporate representative in the dinner program book 	<p>Halla Circle at \$100,000</p> <ul style="list-style-type: none"> ◆ Podium recognition ◆ 4 guests to Mugunghwa reception & 6 guests to Maehwa reception, all with premium dinner seating ◆ Full-page acknowledgment; corporate profile with photo and bio of corporate representative in the dinner program book 	<p>Jiri Circle at \$50,000</p> <ul style="list-style-type: none"> ◆ Podium recognition ◆ 10 guests to Maehwa reception, all with priority dinner seating ◆ Full-page acknowledgment; corporate profile with photo and bio of corporate representative in the dinner program book
	<p>Seorak Circle at \$30,000</p> <ul style="list-style-type: none"> ◆ 4 guests to Maehwa reception; 6 guests to Dongbaek reception, all with preferred dinner seating ◆ Full-page acknowledgment; corporate profile with photo of corporate representative in the dinner program book 	<p>Geumgang Circle at \$20,000</p> <ul style="list-style-type: none"> ◆ 10 guests to Dongbaek reception, all with standard dinner seating ◆ Half-page acknowledgment; corporate profile in the dinner program book

All Table Support Benefits Include: recognition by level across the event webpage, promotional emails, social media, and event signage, as well as year-round recognition in The Korea Society’s Annual Report.

❖ Individual Ticket Levels

Sejong Ticket at \$3,500

- ◆ 1 guest to Maehwa reception and preferred dinner seating
- ◆ Acknowledgment on event webpage, promotional emails, social media, and in the dinner program book

Hangeul Ticket at \$1,500

- ◆ 1 guest to Dongbaek reception and dinner

❖ Acknowledgement in the dinner program book

Full-page at \$10,000

Half-page at \$6,000

❖ Pre-Gala Reception Tiers

Mugunghwa Reception

The Mugunghwa reception is an exclusive, small-scale welcome gathering ahead of the gala, bringing together the Van Fleet honoree with The Korea Society's top sponsors and stakeholders. Attendance is limited to premier sponsor chairs and their VIP guests, creating a private setting for high-level connection.

Maehwa Reception

The Maehwa reception provides an intimate setting for senior executives and leaders from Korea and the United States to engage in meaningful dialogue and build strategic networks among key supporters. The Van Fleet Award honoree will attend and deliver brief remarks, serving as one of the highlights of the gala.

Dongbaek Reception

The Dongbaek reception is a larger, vibrant pre-gala gathering that brings together our generous supporters for meaningful connection. With supporters and attendees from government, business, academia, and the arts, it sets the tone for an inspiring evening ahead.

The Korea Society is a nonprofit 501(c)(3) organization. Contributions are tax-deductible to the extent permitted by law. The non-tax-deductible portion of each ticket is \$550 per person. IRS regulations currently prohibit the use of a Donor Advised Fund grant to pay for all or any portion (whether tax-deductible or not) of the admission price for attending an event. For donations made from Korea, we can issue a donation receipt that can be used for tax purposes in Korea.

❖ Sponsorship Benefits — At a Glance

BENEFIT	BAEKDU CIRCLE \$250,000	HALLA CIRCLE \$100,000	JIRI CIRCLE \$50,000	SEORAK CIRCLE \$30,000	GEUMGANG CIRCLE \$20,000
Head Table Seats	2	-	-	-	-
Welcome Remarks	✓	-	-	-	-
Dinner Seating Level	Prime/Premium	Premium	Priority	Preferred	Standard
Mugunghwa Reception	12 <i>(including 2 headtable guests)</i>	4	-	-	-
Maehwa Reception	10	6	10	4	-
Dongbaek Reception	-	-	-	6	10
Podium Recognition	✓	✓	✓	-	-
Program Book (Full Page)	✓	✓	✓	✓	-
Program Book (Half Page)	-	-	-	-	✓
Logo: Webpage/Emails/Social	✓	✓	✓	✓	✓
Logo: Event Signage	✓	✓	✓	✓	✓
Annual Report Recognition	✓	✓	✓	✓	✓



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“Building Tomorrow Together”

Technology, Innovation & the Future of the U.S.–Korea Alliance

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