



EVENT PROMO VIDEO

# PARTNER WITH US FOR THE 2024 OREGON STATE HANMADANG!

5TH ANNUAL • MAY 3&4, 2024 • BOB KEEFER • OSHANMADANG.COM

## ALL STYLES, SKILL-BASED MARTIAL ART REGIONAL TOURNAMENT & EXPO

INTERNATIONAL GRANDMASTERS • NATIONAL QUALIFIER • SCHOLARSHIPS AVAILABLE

### ANNOUNCING:

International Celebrity  
Grandmaster 9th Dan  
Sang Chul Lee



US National Olympic Taekwondo  
Head Coach 1979-88, Olympic  
Head Coach in the 1988 Seoul  
Olympic Games, Chairman  
of US Taekwondo Committee,  
Founder of US Open Taekwondo  
Hanmadang



### GM HERB PEREZ US OLYMPIAN IN TAEKWONDO

1992 Barcelona Gold  
Medalist. Six-time US  
National Team Captain  
and 1988 Taekwondo  
Hall of Fame

## PARTNERSHIP BENEFITS

### BRAND AWARENESS & PROMOTION OPPORTUNITIES

Be seen by a variety of local and regional martial arts enthusiasts from kids and parents, to national martial arts professionals and business leaders from Eugene/Springfield community.

**VENDOR FAIR** Booths allow for direct marketing & personal interaction w/ audience & colleagues.

**Scholarships** Your support funds allow children to be able to participate in this quality event. These opportunities help them set goals all year long to train and be their best.

**Attendance of 1000+** Martial arts community and families make up 85% of the attendees. Radio advertising targets local spectators.

This is the **ONLY** Martial Art Expo and USTC sanctioned Hanmadang event in the Pacific NW.

### PARTICIPANTS

**Ages:** 6-75 **M/F:** equal

**Interests:** martial arts such as taekwondo, healthy lifestyle & eating, physical activity, fitness, wellness, mindfulness, self development.

### AUDIENCE

**Ages:** All Ages **M/F:** equal

Wide cross section includes families, partners, parents of the participants, general public interested in martial arts, local businesses, regional schools & students.

### GEOGRAPHICAL REACH

**85% Oregon • 15% National**

**Local attendance:** Eugene, Springfield, Junction City, Corvallis, Albany, Portland, Bend, Salem, Coos Bay, Coquille, Bandon, Puyallup, Klamath Falls, Longview, Kelso, Tacoma.

- Washington-N California-Idaho-Colorado
- 2024 will feature international guests



# 2023 PROMOTION HIGHLIGHTS

Thank you Silver Partner **Three Rivers Casino Resort**! You have been a solid yearly supporter of the Hanmadang. We can't thank you enough! Please visit them on the beautiful Oregon Coast: stay, play, relax.



**EXPO**  
Friday, May 5, 5-9pm

- Martial Arts Demonstrations with National Guest Masters
- Power Breaking Record Attempts
- Extreme Kick Ticking Competition
- Vendors, Virtual Reality
- Raffle Prizes, Kids Activities

**TOURNAMENT**  
Saturday, May 6, 8am-6pm

- Taekwondo, Kung Fu, Judo, Korean Sword & Archery, Hapkido
- Power & Speed Breaking
- Rock Climbing Wall & Food Trucks
- Interactive Booths for Kids & Adults
- Raffle Prizes, Art, Photobooths

**BOB KEEFER CENTER • ADMISSION: F \$5/SAT \$10, KIDS UNDER 5 FREE**

**TITLE SPONSORS:** **LIVE WIRE ELECTRIC** **THE Hope Project** **THREE RIVERS CASINO RESORT**



20 — THE CHRONICLE

**Hanmadang 2023** THURSDAY, MAY 11, 2023

**Springfield martial arts festival breaks the mold**

BY PIERRE WEL  
PIERRE@CHRONICLEONLINE.COM

SPRINGFIELD — This year's Oregon State Hanmadang was the fourth annual event, with the first three editions taking place in different parts of Eugene. This year, organizers Tim Gresham and Lada Korol decided to move the event to the Bob Keefe Center in Springfield, Oregon, and the extra space allowed them to expand the event's offerings. They had a lot to say about the event, including the fact that it was a "mold-breaking" event.

"We're definitely going to be about being there again next year. It's definitely had the space that we needed, and we loved it," Gresham said. "We had the space to really do what we wanted with the vendors and make a huge difference."

The week of the event, which included an art and craft fair, allowed the younger attendees to stay occupied while waiting for their turn to participate in the tournament. Gresham says it was a "huge relief" to have the event in a single location.

"One of the highlights of the event was the kids in the waiting area. And what Lada has done here is she's given an amazing experience," Gresham said. "While the participants are waiting for their turn, they're waiting for their friends to finish, they're getting their hair styled and brushed or making businesses, or rock climbing. It's just an amazing way for the kids to stay active and stay engaged and occupied."

The event featured the 4th annual OSH Hanmadang, a two-day tournament and competition of martial arts. Friday night was the martial arts competition, with multiple groups showing off their martial arts for the crowd. There was Muay Thai, Karate, Judo, Taekwondo, Hapkido, and more. The event was a "mold-breaking" event, as it was the first time the event was held in a single location.

The event featured the 4th annual OSH Hanmadang, a two-day tournament and competition of martial arts. Friday night was the martial arts competition, with multiple groups showing off their martial arts for the crowd. There was Muay Thai, Karate, Judo, Taekwondo, Hapkido, and more. The event was a "mold-breaking" event, as it was the first time the event was held in a single location.

**Grandchildren highlight judging**

Another positive that came from the OSH Hanmadang each year is the scholarship winners. This year eight winners will be announced, although not all of the winners are 18th birthday winners. The winners will be announced on Saturday. The winners will be announced on Saturday. The winners will be announced on Saturday.

**Eight students earn scholarship awards**

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# HANMADANG PARTNERSHIP LEVELS



**EXPO: FRIDAY, MAY 3, 4PM-9:30PM**  
**TOURNAMENT: SATURDAY, MAY 4, 8AM-6PM**

## Oregon State Hanmadang is a 501(c)(3)

Your investment supports venue rental, medals, VIP hotels, equipment and general fees. You may choose a sponsorship level from the bulleted list on the right or let's find a creative and targeted way to partner!

**GOLD**  
**\$1,500**  
**6 Rings Available**  
 Venue Fees  
 Medals

**SILVER**  
**\$1,000**  
 College  
 Education Fund  
 Participant  
 Scholarships

**BRONZE**  
**\$500**  
 Helps to Cover  
 Logistics &  
 Supplies

	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>Main stage logo placement</b>	✓	✓	✓
<b>Ring Sponsorship, top website ad placement</b>	✓	-	-
<b>Logo placement by Awards Podium area and Lobby</b>	✓	✓	-
<b>Special PA recognition</b>	✓	✓	✓
<b>Logo w site link on all event materials, social media, website, programs</b>	✓	✓	✓
<b>Digital advertising</b>	✓	✓	-
<b>Newspaper ad logo placement</b>	✓	-	-

## SPECIAL OPPORTUNITIES

### \$600 ROCK WALL SPONSORSHIP

Covers venue staff Saturday climbing wall.  
 Your banner will be placed next to the wall both days.

### \$250 VIP & VOLUNTEER SNACKS

### \$200 ARCHERY SPONSORSHIP

Sponsor this exciting tournament Saturday.  
 Your stand up banner will be visible both days.

### \$150 KIDS ART TABLE SPONSORSHIP

Covers art supplies for this popular, centrally located booth. Your stand up banner will be visible both days.



## GET YOUR BUSINESS NOTICED!

**A full color event program is provided to participants and visitors, where all partners are listed by level.**

### RAFFLE

- ✓ Donate coupons, gift certificates/cards/baskets for the raffle drawings held throughout the day.

### \$150 VENDOR TABLES

- ✓ Included for Bronze+ partners

### EVENT PROGRAM ADS

- ✓ 1/4 page ads: \$95

Contact Timothy Greathouse at 541-953-5848, [vpgreathouse@usopentkd.com](mailto:vpgreathouse@usopentkd.com)  
 or Lada Korol at 541-513-4149, [Lada@elkayDesignStudio.com](mailto:Lada@elkayDesignStudio.com) to become a partner.





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**OREGON STATE HANMADANG**  
ALL STYLES MARTIAL ART SKILLS TOURNAMENT & EXPO  
CREATIVITY • POWER • PERSONAL BEST



EVENT  
PROMO  
VIDEO



## 2023 REPORT

**The 2023 Tournament and EXPO were both a Huge Success!** Once again, we exceeded every goal set for the 2023 Oregon State Hanmadang Tournament & EXPO.

We had 175 Participants, 23 more than 2022. Spectators and non-family/relative enthusiasts attended in higher numbers this year due to the larger venue, better marketing and also we held the PNW Martial Art EXPO on Friday night for the first time since Covid. This brought out not only enthusiasts, but many local instructors and their schools to participate and perform during the evening. This year we had the largest turnout of Masters and Grandmasters for judging and to attend the yearly Oregon USTC/UTJF Reunion held at the Hanmadang. The media was present including the Springfield Chronicle who did 2 stories on the event, 30 Vendors, professional photographers, food carts, many raffles with amazing and unique quality prizes, V/R gaming, rock climbing, scavenger hunt, art tables, interactive vendor booths... this year had it all!

**The success of the event in 2023 demonstrates regional enthusiasm and growth for 2024.**

In 2024 we will continue to offer the 2 day event with the Oregon State Hanmadang Martial Art EXPO being held on Friday, May 3, 2024 from 4pm to 9:30pm. Within this packet is a write up and description of the EXPO for 2024. We have exciting plans to highlight a 'Star Wars' theme at the Friday event since the date of the Hanmadang Tournament is Saturday, May 4, 2024.

As in 'May the 4th (force) be with you.'

Also, we will be announcing and demonstrating a **NEW EVENT** at the EXPO that will be included in future tournaments. The schools and studios, the vendors, the presenters, the contests, the top tier raffles, the demonstrations and audience chooses winner contests, the Star Wars theme; all of it adds up to a high energy, uplifting, fun, educational and cultural evening with great people, great intention and great food!



**WE INVITE YOU TO BECOME AN INVESTOR FOR THE 2024 SEASON, TODAY!**

Please reach out to Lada Korol at [Lada@eLKayDesignStudio.com](mailto:Lada@eLKayDesignStudio.com) or 541-513-4149.  
Oregon State Hanmadang is an official 501(c)(3) and your donation is fully deductible.

*continued...*

## 2023 OUTREACH AND ADVERTISING

- Event was featured on Travel Lane County website and a press release in their news section
- We ran TV/radio ads on KKNX/KEED, KORE Fox Sports 1050AM/95.7FM Eugene
- Event was advertised at multiple professional networking events, including Chamber of Commerce Joint Greeters, Lane Leaders, BNI and others
- Personal outreach to numerous martial art school leaders regionally and nationally
- Press releases were sent to internal sporting organizations through Travel Lane County/ were picked up and sent to all local news media outlets
- Robust organic Social Media campaign on Fb and IG with focus on partner promotion
- Full color event programs featured all partners
- Gold and Silver level partners had their logos on floor tiles throughout the event
- **www.oshanmadang.com** featured key info and sponsorships.



## PRAISE



*“This tournament fosters courage, self discipline, integrity, perserverence and fair play. It was a great experience to see such an uplifting tournament.”*

**- Lucy Vinis, Mayor of Eugene**



*“It was refreshing to see many ages of participants striving to achieve their personal best and being encouraged by the judges and their competitors. The Oregon State Hanmadang is one event we are proud to support.”*

**- Andy Vobora, Eugene Cascades & Coast,  
Vice President of Stakeholder Relations**



*“On Saturday, April 30th, 2022, Civic Park hosted the Oregon State Hanmadang Tournament and EXPO at the Kidsports Fieldhouse.*

*The one-day event was engaging, impressive, and a resounding success for participants, spectators, and sponsors. On behalf of Civic Park and Kidsports, we want to thank the many partners, sponsors, and vendors who directly helped to make Hanmadang '22 such a huge success. Your support created an electric and energetic atmosphere that offered both young and veteran participants and competitors with a positive environment in which to pursue activity, explore all styles of martial art skills, and to compete with confidence and character in the pursuit of excellence.*

*I observed kids and families also immersed in the learning of important social and life skills such as self-discipline, hard work, and team work, throughout the day.”*

**- Bev Smith, Kidsports, Executive Director, Head Coach Women's Basketball  
2001-2009, Women's Basketball Hall of Fame**



# WHAT IS A HANMADANG?

The Oregon State Hanmadang Martial Art Tournament and Expo is an annual, high quality, uplifting, supportive and challenging event. It is open to all styles, schools, ages, abilities and levels of martial artists in our community and region. A 'Hanmadang' is a festival and celebration that focuses on the many techniques and skills that practitioners

learn and develop mastery of in their respective schools. This event also assists schools and instructors by helping to create a successful history in their students' practice throughout the year. This event facilitates development of Self awareness, greater confidence, higher expectations and perseverance in our youth. Our mission is to foster strong Self esteem, based on real accomplishments, and assists practitioners in their work towards personal Self actualization in life, leading to personal fulfillment, a healthy body and a healthy mind.



*M. Greathouse & Black Belt practitioners at the Hanmadang*

## 2023 HIGHLIGHTS

- ActivePure Air & Surface scrubbers provided safe air in the arena.
- Over 1000 People in Attendance over the 2 days
- 175 Participants, 2 Partner sponsors, 5 Main sponsors, 30 vendors, and over 120 people drove in from outside Lane County
- 9 New schools enrolled for the first time in 2023 from many cities in Washington and Salem, Eugene and Springfield
- \$2000 in Scholarship money given away. 4 LAPTOPS from Next Step, and 1 fully upgraded gaming computer from Next Step were awarded to top performers. 10 FREE enrollments were offered this year.
- The Springfield Chronicle ran stories/ads
- Professional Photographer took photos of winners. 2 professional sports photographers captured the event. Please see their photo sets on our website [www.oshanmadang.com](http://www.oshanmadang.com)
- Professional videographers were hired to put together a promotional video for 2024
- The Executive Director of the United States Taekwondo Committee & Head official for the USTC were in attendance
- World reknown International Official Grandmaster Chris Thoen from Belgium was present
- National USTC – trained officials and judges facilitated the event
- Regional Masters Reunion was a huge success with many new faces this year
- Black belts were scouted and interviewed for possible future attendance at national and world events
- 130 Swag bags were given out to attendees.



M Timothy Greathouse  
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541-953-5848

Lada Korol  
Tournament Manager  
[Lada@eLKayDesignStudio.com](mailto:Lada@eLKayDesignStudio.com)  
541-513-4149

# 2023 SCHOLARSHIP AND LAPTOP WINNERS

## Winners of computers:

Carter Cleveland - Eastern

Oregon Family TKD

Ivan Alvarez - Chi Hapkido

Piper McCarrel - Pacific Fusion

Yaretzi Palma - Galindos TKD

## Winners of \$500

### Scholarship funds:

Caleb Borchers - Choi's Taekwondo

Claire Craig - MooDo Taekwondo

Etta Welch - RMA Kung Fu



Left to right: Jessica Ahrenholtz of Next Step Recycling & ReUse Store and Lada Korol, Tournament Manager.

## TOP SPONSORS



[livewireelectriconline.com](http://livewireelectriconline.com)



[hopeprojecthelps.com](http://hopeprojecthelps.com)



Proactive Pathogen Defense  
For Indoor Air

[vollara.activepure.com](http://vollara.activepure.com)



### VENUE



### SOUND



### SCHOLARSHIPS



Rodger Deever's  
Investment Adviser

### MEDIA



### THANK YOU







# OREGON STATE HANMADANG

## ALL STYLES MARTIAL ART SKILLS TOURNAMENT & EXPO 2024



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5TH ANNUAL, BOB KEEFER CENTER, SPRINGFIELD, OR

EXPO: FRIDAY, MAY 3, 4PM-9:30PM

TOURNAMENT: SATURDAY, MAY 4, 8AM-6PM

## INVESTOR FORM

OREGON STATE HANMADANG IS A 501(C)(3) 84-3672237  
DOWNLOAD DIGITAL FORM AT [WWW.OSHANMADANG.COM](http://WWW.OSHANMADANG.COM)

**PLEASE PRINT CLEARLY**     **\$500+ INVESTORS: IF YOU WOULD LIKE A VENDOR BOOTH, FILL OUT VENDOR FORM**

The undersigned "INVESTOR" hereby commits to becoming a PARTNER/SPONSOR for the 2024 Oregon State Hanmadang.			
<input type="checkbox"/> Gold \$1,500	<input type="checkbox"/> Silver \$1,000	<input type="checkbox"/> Bronze \$500	<input type="checkbox"/> I'd like a complementary booth - fill out booth form too, please
<input type="checkbox"/> Custom package \$	Description:		
<input type="checkbox"/> Donation \$	<input type="checkbox"/> In-Kind \$	Value/service/product:	<input type="checkbox"/> 1/4pg program ad \$95
Company Name: _____		Website: _____	
Address: _____		City/State/Zip: _____	
Contact Name: _____		Title: _____	
Contact Phone: _____		Contact Email: _____	
Name of your Vice President, Director of Marketing or Event coordinator if we have questions regarding your branding elements.			
Name: _____		Title: _____	Email: _____
Brief description of your business: _____			
Investor's Authorized Signature: _____		Date: _____	
Name (please print): _____		Title: _____	
Scan/email form to: <a href="mailto:lada@elKayDesignStudio">lada@elKayDesignStudio</a> or mail to: Tim Greathouse, Core Star Center, 439 W 2nd Ave, Eugene, OR 97401 Make <b>CHECKS</b> payable to: Oregon State Hanmadang. A receipt will be issued after the funds are processed.			
<b>👉 NEW HANMADANG INVESTOR OR HAVE A REVISED LOGO? SEND LOGO TO: <a href="mailto:Lada@elkayDesignStudio.com">Lada@elkayDesignStudio.com</a></b>			

**For Osth Management Only**

Date Received: \_\_\_\_\_ \$ Amount: \_\_\_\_\_ Check #: \_\_\_\_\_



# OREGON STATE HANMADANG ALL STYLES MARTIAL ART SKILLS TOURNAMENT & EXPO 2024



EVENT  
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5TH ANNUAL, BOB KEEFER CENTER, SPRINGFIELD, OR

EXPO: FRIDAY, MAY 3, 4PM-9:30PM


TOURNAMENT: SATURDAY, MAY 4, 8AM-6PM

## A LA CARTE BOOTH/VENDOR TABLE FORM

Download digital form at [www.oshanmadang.com](http://www.oshanmadang.com) • PLEASE PRINT CLEARLY

**BOOTHS ARE \$150.** >>> If you are Gold/Silver/Bronze partner, the booth is included, fill out both forms.

NAME OF PERSON COMPLETING FORM: \_\_\_\_\_

I'D LIKE A BOOTH ON: 

☐ FRIDAY **AND** SATURDAY  
☐ SATURDAY **ONLY**

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PRODUCT/SERVICE DESCRIPTION AT THE EVENT: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ **I NEED ELECTRICITY.** There are **LIMITED** outlets in vendor area. Bring own **commercial grade** 25-50 ft extension cord **AND** appropriate grade power strip with surge protector or own power bank.

 **SEND YOUR HIGH RESOLUTION COMPANY LOGO TO: [Lada@elkayDesignStudio.com](mailto:Lada@elkayDesignStudio.com)**

**MAKE CHECKS PAYABLE TO: Oregon State Hanmadang**

**MAIL FORM AND CHECK TO: Tim Greathouse, Core Star Center, 439 W 2nd Ave, Eugene, OR 97401**

**INSURANCE:** Please email us a certificate of your liability insurance with limits of \$1,000,000 per occurrence and \$2,000,000 Aggregate (total claims for the year). If you do not have liability insurance or event liability insurance, we can help you secure it for a reasonable cost. Email to [Lada@elkayDesignStudio.com](mailto:Lada@elkayDesignStudio.com)

**SPACE:** Booth spaces are approximately 8x8'. **Bring your own tables** (no larger than 6' long), chairs, tablecloths and all necessary setup hardware & materials. We can't attach anything to venue walls! Ok to bring a backdrop or free-standing banners. All booths will be placed in a location assigned by Management. Full fee is due on sign up to secure your spot. You may cancel up to two weeks prior to event for full refund. 50% refund if you cancel reservation within 2 weeks of event. **FRIDAY load in thru front doors: 1:30-4pm.** Bring your own hand carts. You can park by curb closest to venue, do not drive toward front doors. Pick up Vendor Bracelet with organizers. **Expo event hours are 4-9:30pm. SATURDAY load in: 7:30am. Archery starts at 8am. Main event starts at 9am; ends at 6pm. Ok to leave by 5pm if it's thinning out. Sat only vendors: please set up Friday evening if possible.** Don't leave valuables overnight. Oregon State Hanmadang and Bob Keefer Center not responsible for personal property. In case of Covid-19 or other "Act of God" that may cancel the tournament, there are **NO REFUNDS**. Your funds and reservation will be transferred to next event date in 2025.

**For Management Only**

Date Received: \_\_\_\_\_

Check #: \_\_\_\_\_

☐ CC

Booth assignment: \_\_\_\_\_