

# 2021 OR RHIZOME CONNECT

Organized by The Rhizomatic Revolution Review

# THE FIRST ACADEMIC JOURNAL FOCUSED ON BTS

The **Rhizomatic Revolution Review**, also known as The R<sup>3</sup> Journal, was launched in 2020 by an international group of scholars and professionals who come from a wide range of backgrounds and disciplines.



+2.7K pageviews



+11K followers

"Through the lens of different perspectives, R3 helps to shed light on aspects of the BTS phenomenon as the group continues to make an impact on people around the world, while they continue to revolutionise the entertainment industry, breaking barriers and showcasing music's ability to transcend language." - Hello Asia

# RHIZOME CONNECT



Rhizome Connect (RCON) is our annual conference, that brings together fans of BTS, researchers, scholars, music enthusiasts, artists and professionals across a multitude of interdisciplinary practices for 5 days of a free, virtual global conference and convention showcasing and celebrating BTS & ARMY research, fan projects, and stories.



**RCON 2020**  
**August 7 - 16**



**RCON 2021**  
**November 3 - 7**

# RHIZOME CONNECT 2020

## RESULTS



### ● 2096 ATTENDEES

14% USA  
13% Brazil  
6% Indonesia  
6% Philippines  
4% India

### ● 31 ACADEMIC WORKS SUBMITTED

ARMY around the world submitted their work about the art, fandom, economic effects, and sociocultural forces of and surrounding BTS.

### ● 22 WEBINARS

Online discussions streamed on Twitch and presented by researchers.

# RHIZOME CONNECT 2021



## What?

Rhizome Connect (RCon) is a FREE global virtual conference and convention, showcasing and celebrating BTS & ARMY research, fan projects, art, histories and everything Bangtan. Over the course of 5 days, fans of BTS, music enthusiasts, academics, and more, will gather in the unique RCon online ARMY community space to discuss, connect and learn with each other about a range of topics related to and inspired by BTS.

## When?

From November 3rd to 7th, 2021

## How?

The event is hosted by our website, as well as interactions on Discord.

# RHIZOME CONNECT 2021



The event consists of 5 key focus areas:

## LIVE

## NODE

## Conversations

## Showcase

## Marketplace

## Gallery



A series of interdisciplinary panels that discuss the latest in research/academics and professional practice related to the study of BTS & ARMY

A workshop to support academic researchers

A series of online themed and guided conversations

An online space for ARMY organizations to present/pitch/recruit or simply create awareness. Can include volunteer work, good causes, musical performances and spoken word

An online global marketplace where ARMY artists can display and sell their work

An online exhibition displaying unique BTS-related visual art pieces

# SPONSORSHIP PACKAGES

	Gold	Silver	Bronze
Acknowledgement	\$500	\$250	\$100
• Recognition during conference sessions;	✓	✓	✓
• Acknowledgment in footer of conference email blasts during the event;	✓	✓	✓
• Acknowledgment in digital conference materials;	✓	✓	✓
• Acknowledgment in conference website;	✓	✓	✓
• Insert logo/name in the corner of the session's videos;	✓	✓	
Engagement			
• Dedicated conference session about the brand;	✓		
• Be the head sponsor for one of our 5 focus areas;	✓		
Advertising			
• Sponsored (online) Gifts Sent to Attendees; (Could be a discount in their store, for ex.)	✓	✓	

# INVESTMENTS

How are we spending donations?



## Tech

We will upgrade the platforms and tech support that we use during the event.



## Advertising

We will also use funds to promote our events and organization through paid ads in social media, in order to reach new audiences.



## Funding

In case all of our costs have been covered, we will use donations as a fund for future Rhizomatic Revolution Review projects: translation, commissioning art, grants, and IRB review. These projects will support the internationalization of our work as well as increase education and access to academia for new scholars.

# R2021 ON RHIZOME CONNECT

Thank you!

Contact us at:

[sponsor@rhizomeconnect.com](mailto:sponsor@rhizomeconnect.com)

