



IU CANADA

YEAR END REPORT

2019



IU Canada is an international fan community based in Canada for South Korean singer-songwriter and actress IU. Our goal is to unite fans of IU in Canada to showcase our love and support in hopes for a future Canada tour.

Furthermore, we hope to follow IU's philanthropic footsteps to support the betterment of local communities through our events and activities.

Canada's Heart Is With IU

Congratulatory Flower Displays

Sent congratulatory messages with a customized A4 design to three of IU's concert tour stops.





December 6-7, Singapore, THE STAR THEATRE



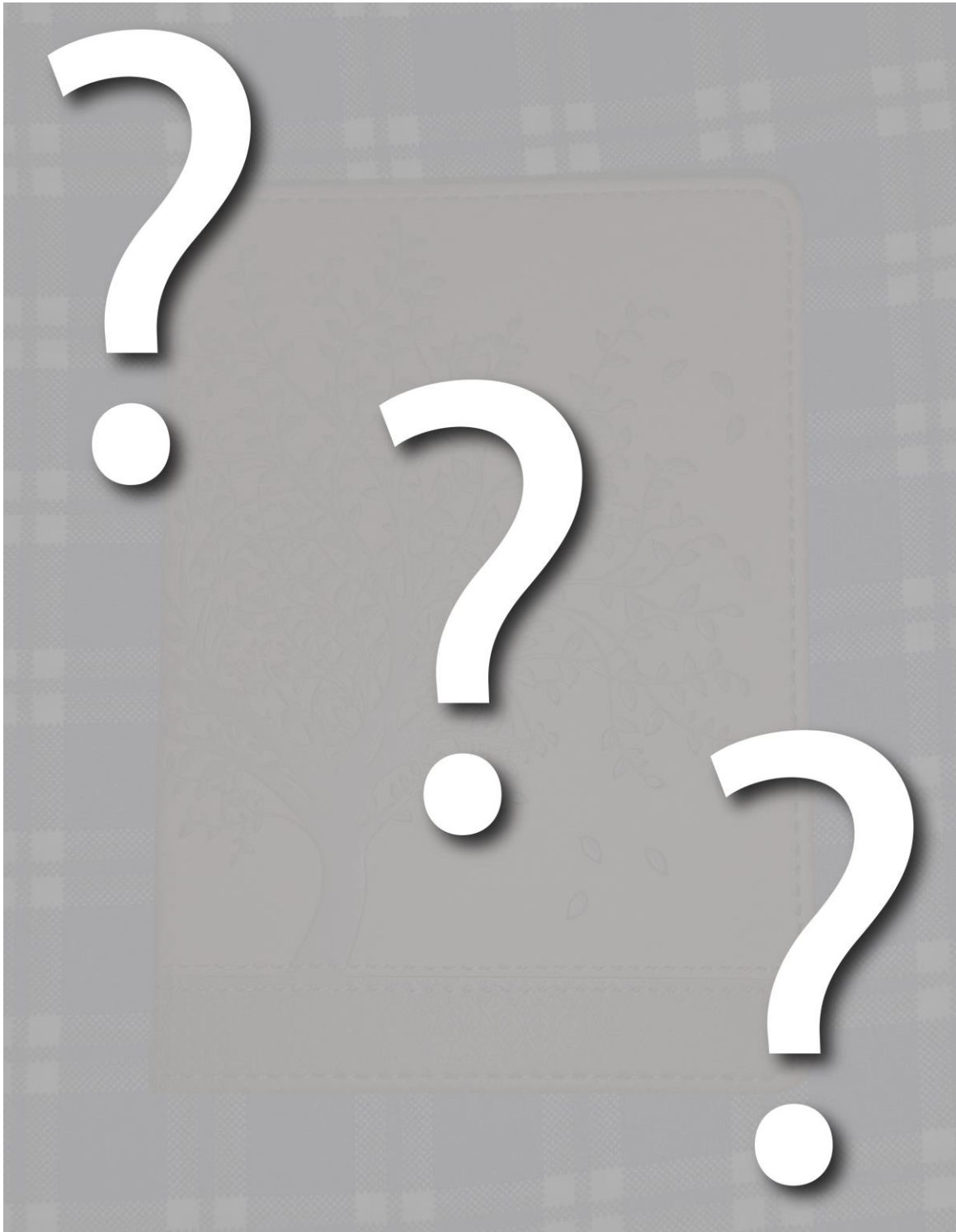
December 21, Kuala Lumpur, AXIATA ARENA



December 29, Jakarta, TENNIS INDOOR SENAYAN

Canada Uaena Message Book Gift Box

An ongoing project that continues in to 2020 where we will be sending IU a customized gift box which includes a journal filled with personalized messages from fans in Canada, signature Canadian treats and a special surprise. This is a highly interactive project organized to show support to IU's upcoming activities (album, concerts, dramas etc.) and to introduce IU to Canada and Can-aenas.



IU Canada Message Book Tour 2019-2020

A collection of outreach and collaboration events organized to provide an opportunity for local fans in different Canadian cities to write a personal message for IU. This tour also aims to promote our fan community, seek out talented individuals to join our management team and build meaningful connections with local community members.

There are three stops planned for Vancouver with other cities such as Toronto and Montreal to follow.

The first stop in Vancouver was a collaboration with Simon Fraser University's K-pop club, K. Storm.

SFU K.Storm Member Appreciation Night 2019

This amazing annual event was held on November 22 at Simon Fraser University's Burnaby campus Maggie Benston Centre Conference Rooms. Attendees got to meet new friends, play entertaining games, eat delicious Korean foods, enjoy live performances by local cover groups and write a heartfelt message for IU.

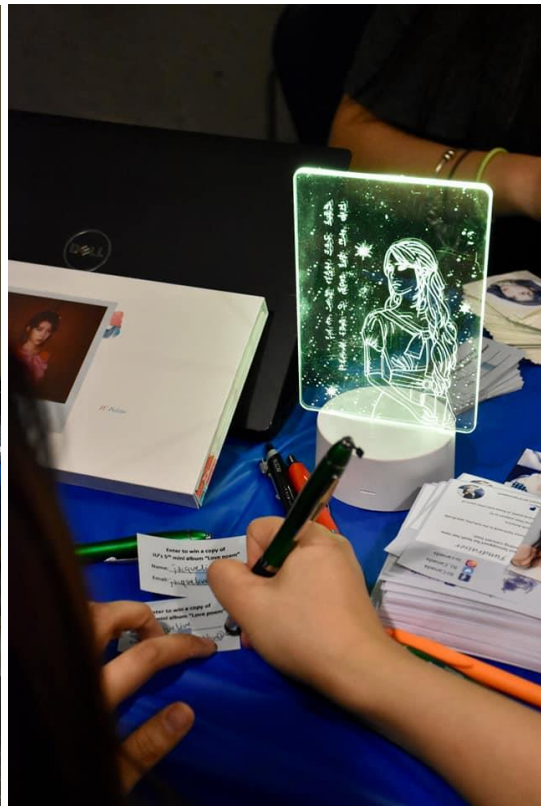
We had a booth set up with official IU merchandise on display. Attendees had the opportunity to take photos with our custom-designed IU banner. Those who interacted with us had a chance to win IU's Love poem album which at the time was scheduled for release on November 18.

In addition, the first 100 people who wrote a message for IU received:

- * High Quality IU photo prints x2
- * Random Mochi Dessert (1 of 3 flavours)
- * Random Sticker (1 of 2 versions)
- * 1 entry ticket to Love Poem Album Draw







Love Poem Album Lucky Draw – 3 Winners



Van Nguyen @Mozzarella_Cats · Dec 1

Thank you so much @IU_Canada for this album!



cereal box
@hasengween

thank you @IU_Canada for hosting a giveaway for iu's love poem and giving me a chance to own my first iu album! i've been listening to iu for 7 years so i couldn't be more happier 😊 her music is always so calming and i'll continue to support her as always

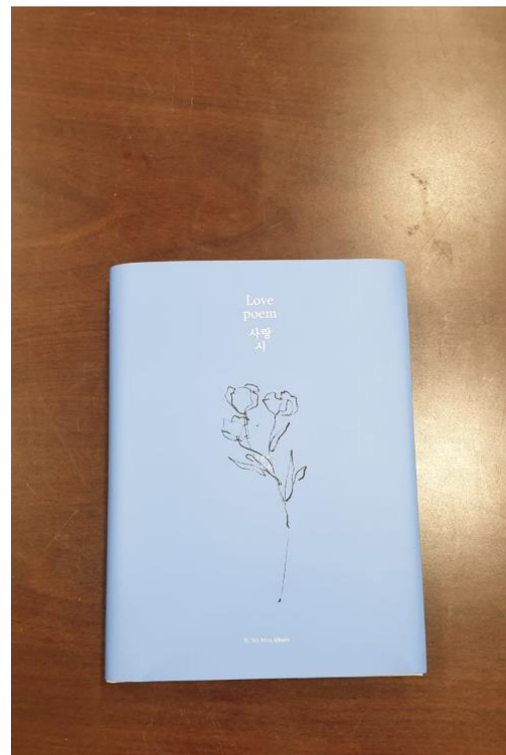


3:46 PM · Dec 1, 2019 · Twitter for Android



Gaspar Tan ▶ IU Canada
December 2 at 4:30 PM · 🌐

Thank you so much! Cody Chau 😊



GROUP ORDERS

IU 5th Mini Album Love Poem

The first group order was well received by fans participating from British Columbia, Saskatchewan and Ontario. Albums were sorted, packed and shipped to all participants with care and accuracy.



Uaenas who participated in the group order and opted for pickup met directly with our representatives in Vancouver and Toronto at accessible locations such as local malls and transit stations.

IU High Cut Magazine Vol. 253 – To be continued 2020

IU 2020 Season's Greetings – To be continued 2020

IU Uaena Soundwave Replica Ring 4.0 – To be continued 2020

EXPENSES**Overview of Expenses**

	Received	Expensed
Donation Funds Collected	\$2000	
1. Recruitment/Marketing		
Facebook Page Ad Campaigns		\$337.00
Promo flyers & posters (full-color)		\$267.66
Logo stickers		\$22.39
L-Banner w/stand (full-color)		\$50.39
2. Project – Congratulatory Flower Display		
Congratulatory Flower Box (Love, Poem Concert in Singapore)		\$306.09
Congratulatory Flower Stand (Love, Poem Concert in Jakarta)		\$205.00
Congratulatory Flower Stand (Love, Poem Concert in Kuala Lumpur)		\$128.00
3. Project – Message Book Gift Box		
Premium Journals x2		\$38.06
Special Surprise for IU		\$339.36
4. Giveaways		
Love Poem Albums x3		\$62.25
5. Donation Gifts/Freebies		
High Quality IU Photo Prints x2400		\$69.67
IU Stickers x 1000		\$70.52
Baked Goods x 200		\$75.00
6. Miscellaneous		
Table Cloth		\$1.40
Total	\$2000	\$1,972.79
		(+ 27.21)