



September 30, 2023

# SPONSORSHIP OPPORTUNITIES

## Align Your Brand with the Kailua Fall Festival 2023

### Sponsorship Benefits & Value Proposition

Kailua is one of the most affluent towns in the state, with neighboring Kaneohe also in the top 5. Since this event is free to attend, projections put attendance at 7000-12000 range. Our sponsorships offer opportunities to build brand awareness, drive traffic to your business, launch new products or services, and connect with your consumers in a fun and relaxed atmosphere. We pride ourselves on being Kailua's only free concert and block party.

Sponsors receive constant brand exposure in the Kailua & Kaneohe areas through social media ads and influencer accounts. With extensive digital publicity with paid and organic promotion, sponsors will reach a lucrative family market in the months leading up to the event, further aligning with Kailua's well-educated, high-income consumers.

### Unique Sponsorships

- Oktoberfest Sponsor \$5000
- Stage Sponsor \$3000
- Game Area Sponsor \$3000
- Trolley Sponsor \$2000

### Sponsorship Activation

- Featuring a free high profile concert
- Inclusion in high-profile marketing and media campaigns
- Celebration of the Fall Season / culture
- Expecting 7000-12000 attendees

### Contact

Benton Kanoa Marumoto, Executive Director (808) 429-8846, or 808pros@gmail.com



ALEXANDER & BALDWIN  
PARTNERS FOR HAWAII



HAWAII ♦ LAS VEGAS



TIMOTHY MAHI'AI WHITE  
ATTORNEY AT LAW, L.L.C.

# Sponsor Benefits



ALL SPONSOR TIERS INCLUDE BENEFITS OF THE TIERS BELOW



## Unique Sponsors

\$3,000 - \$5,000



Oktoberfest Garden Name  
Stage Naming Rights  
Keiki Area Sponsor  
Trolley Sponsor

Four Unique Sponsorships at very affordable prices. Includes all lower tier benefits. Contact us directly if you are interested in learning more.



## Gold Sponsor

\$3000

Event Stage Feature



Emcee on-stage mentions every hour and possibly more mentions.

10x10 Booth Space



Hahani Street Booth space provide if needed or desired

Upgraded Social



Brand mentions on all major social media posts

Added Value



Receive mentions via unplanned media. ie: radio/ tv interview & ads.



## Silver Sponsor

\$2000

VIP Tickets



2 VIP Tickets to the event. Private seating area for paid guests

Event Wristbands



(4) Event wristbands to be used in the participating bars

Banner Space



2 Banner Placement Space (provide own)

Influencer Posts



Social Media tags. Posts from accounts w/ over 240K followers



## Community Sponsor

\$800

Mobile Ads



Logo on event ads 75,000 Reached with an average of 2.5 exposures per.

Print Materials



Logo on event shopping bag, VIP badges and other merchandise

Stage Shouts



Company sponsor on-stage mentions hourly by live emcee.

Ticket Discount



30% discount for mainstage VIP Tickets.

Press Release



Name inclusion in press release if sponsor by August 20



## Participation Sponsor

(\$200 in gift cards / \$200 cash) \$400

Email Blasts



20k+ subscribers  
Text credit or logo with sponsored event

Website Visibility



Logo on the kailuaevents.com website for 2023

Event Grab Bag



Your company's card or offer for 1000 event bag giveaways

Giveaways



Company's name announced for giftcard giveaway\*

Signage



First 3 Participation Sponsors & all upper level sponsors