



September 24, 2022

SPONSORSHIP OPPORTUNITIES

Align Your Brand with the Kailua Fall Festival 2022

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 5000-8000 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

Sponsorship Activation

- Expecting 5000-8000 attendees
- Featuring a free high profile concert
- Inclusion in high-profile marketing and media campaigns
- Celebration of the Fall Season / culture

Contact

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



HAWAII ♦ LAS VEGAS



TIMOTHY MAHI'AI WHITE
ATTORNEY AT LAW, L.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
Activity Area Sponsor
Shuttle 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

Hoolai St. Feature



Brand / logo featured in high traffic areas with banners and near stage

Premium Booth



Premium tent / booth provided with all requirements

Upgraded Social



Brand mentions on all major social media posts

Added Value



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



Silver Sponsor

(\$1600 if booth not needed) \$2000

VIP Tickets



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

Event Steins



(4) 22 ounce Event steins to be used in 4 of the participating bars

Booth Space



10x10 street Booth Space (provide own tent)

Influencer Posts



Social Media Mentions. Posts from accounts w/ over 10K 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



16k+ subscribers
Text credit or logo with sponsored event

Website Visibility



Logo on the kailuaevents.com website for 2022

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