



'Ukulele Picnic in Hawai'i 2020 Proposal for Support



Prepared by the 'Ukulele Foundation of Hawai'i

Introduction

‘UKULELE PICNIC IN HAWAI‘I, a festival-like music event, was launched in 2009 to promote cross-cultural communication through ‘ukulele music with three key concepts **"PEACE," "FRIENDSHIP"** and **"OHANA (Love for Family)."**

Over the past 10 years, ‘Ukulele Picnic in Hawai‘i has grown into a **symbolic initiative for world peace**, drawing a massive crowd of visitors celebrating **‘peace and harmony’** in Kaka‘ako. Each year the **free community event** attracts **more than 6,000 guests and visitors from around the world** including the U.S. mainland and Japan.

The power of the ‘ukulele is mighty and it also brings peace to people in a very special way. The sound of the ‘ukulele **connects people together** across the differences of language and race, **unites people like family** and makes the world a better place.

Your support and contribution to ‘Ukulele Picnic in Hawai‘i would be greatly appreciated.

Sincerely yours,



‘Ukulele Foundation of Hawai‘i
President
Kazuyuki Sekiguchi

Features & Benefits

Why support 'Ukulele Picnic in Hawai'i?

- ✓ 'Ukulele Picnic in Hawai'i is **one of the largest 'ukulele festivals in Hawai'i**. Growing in popularity each year, the event is recognized as **one of the premiere 'ukulele events in the world**.
- ✓ Our audience is **families, young people and children** who are **actively interested and involved in preserving the 'ukulele, Hawaiian music, culture and traditions**. Since 2016 'Ukulele Picnic in Hawai'i has **donated 300 'ukulele** to community groups allowing less fortunate keiki to experience and learn to play the 'ukulele. By associating your brand with the 'Ukulele Picnic in Hawai'i, your products, services and brand will be seen in this **dynamic, unique and creative environment**.
- ✓ Your 501(c)(3) gift will help the foundation's capital campaign to build the Hawai'i '**Ukulele Museum**, which will provide a unique destination and attraction for visitors and island residents to celebrate this special instrument.
- ✓ Being a supporter of '**Ukulele Picnic in Hawai'i** guarantees you **high visibility** in **local** and **Japanese** visitor markets reaching a wide and diverse audience base. Our **marketing campaign** has both a **global and statewide reach** through public relations, web/social media and advertising support.
- ✓ **Tax-deduction:** We're a 501(c)(3) organization, which means your donation is tax deductible.

Past Event



Victoria Ward Park UKULELE PICNIC 2019



Past Event



Event Summary

Be part of the "ukulele bridge" bringing together people from Japan, Hawai'i and other parts of world.

Victoria Ward Park(Kolowalu Park) comes alive with incredible art, culture and the sound of 'ukulele/Hawaiian music during the annual 'Ukulele Picnic in Hawai'i. **'Ukulele Picnic in Hawai'i is a flagship event organized by the 'Ukulele Foundation of Hawai'i.** As a community service, the annual event works to honor and perpetuate the Hawaiian culture and community.

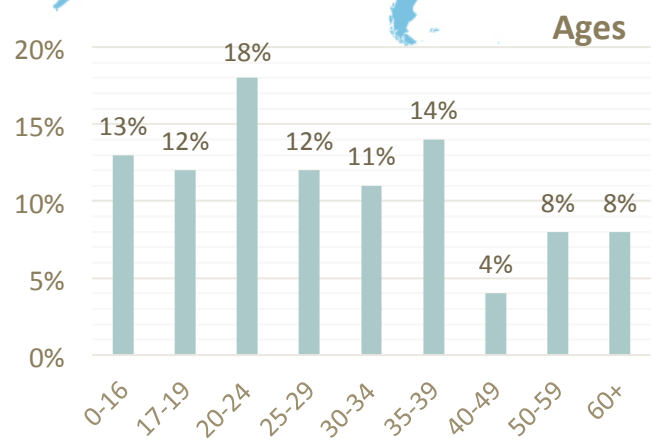
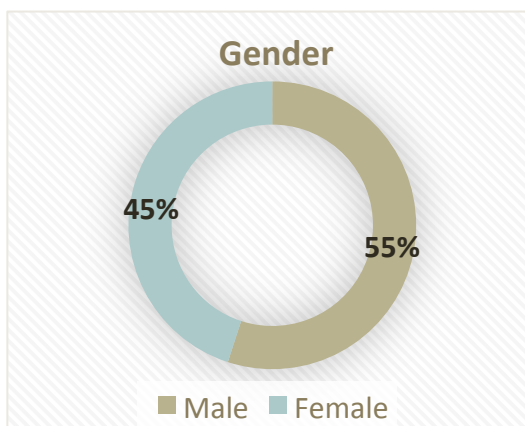
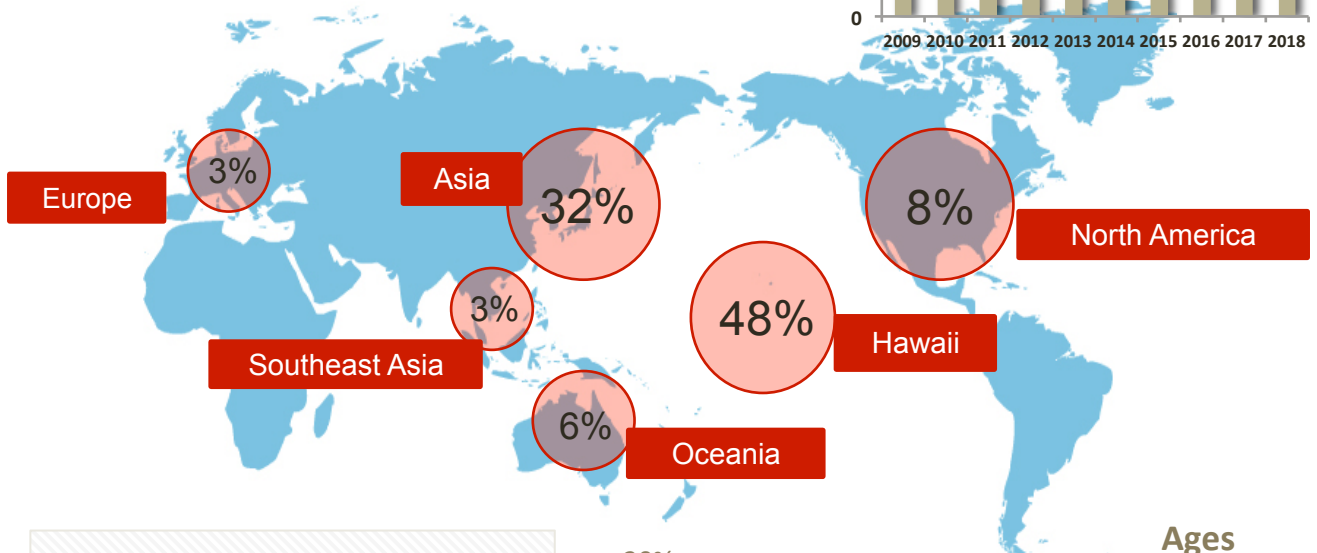
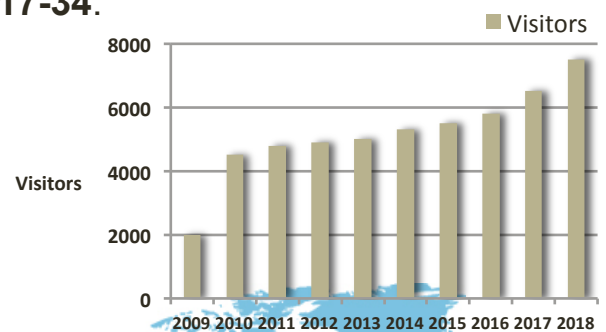
Event Profile

Event title:	12th Annual 'Ukulele Picnic in Hawai'i 2020
Date:	Sunday, February 16, 2020
Time:	9am to Sunset
Place:	Victoria Ward Park (<u>980 Auahi Street</u>), Honolulu Hawaii
Admission:	Free
Performers (TBC):	Bryan Tolentino, Herb Ohta Jr., Tegan & Kaylen, Jody Kamisato, Kalei Gamiao and more
Organized by:	'Ukulele Foundation of Hawai'i 501(c)3
Partnership:	HIS, Official Supporter
Endorsed by:	Hawaii Tourism Authority
Key Attractions:	An eclectic collection of local and international entertainers presenting Hawaiian and 'ukulele music all day long. Stages feature more than 20 top local and international entertainers. Over 30 different vendors offer local and international multi-cuisines and drinks, top 'ukulele brands showcasing premium ukulele.
Projected Attendance:	7,500+ visitors throughout the one-day event
WEBSITE:	www.ukulelepicnicinhawaii.org/

Audience Profile

Attendees will witness what makes Hawaiian culture so special and why Hawaiian music is celebrated by a global audience

- **48%** are **local** residents, **52%** are **visitors** from Japan, Australia, Taiwan, Thailand, China, South Korea as well as the US Mainland.
- **53%** of attendees are between the **ages 17-34**.
- **90%** **return** to the event each year.
- More than **7,000+** attendees (2018).



Marketing & Media Reach

Make a *lasting impression* across the nation and overseas

100+ media channels, 360,000,000+ impressions before, during and after the event

During and for two months prior and following the event, we give you the opportunity to put your brand -- and products -- directly into the hands of **hundreds of thousands of people who appreciate Hawaiian traditions, culture, arts and music.**

Depending on your level of involvement, your brand will be seen during the event's promotional period (**Pre-Event, On-Site and Post-Event**). **Our powerful public relations, social media and adverting efforts** will help you reach the targets you seek through different mediums -- from high-impact placements (media ads) to repetition/frequency (radio/TV), **for more than 360,000,000 impressions nationwide and internationally.**

- Last year's event was promoted in **46 English news stories, 147 Japanese news stories and received 363,299,267 English media impressions** here in Hawai'i and around the world.
- Additionally we have secured media partnerships with popular local news outlets including **SUMMIT Radio Group, Honolulu Star-Advertiser and Hawaii.com** to further share news and messaging around the event resulting in more than \$36,000 in advertising value.

Channels

Print Promotion
Brochures
TV Spots
Flyers
Cable TV Spots
Program Guide
Radio Ad Spots/PSA
Live Radio Remotes
Website





Sponsor Proposal 2020 MENU

Varying levels of support are offered in order to give your business the opportunity to be featured in a multitude of event promotions. Benefits can be tailored to fit your company's needs.



Supporter Levels

Supportership Level	#s	Contribution	Price
Koa ("Presented by")	3	Cash Only	\$30,000+
Baritone ("Supported by")	5	Cash Only	\$10,000+
Tenor	6	Cash (\$3,000+) + In-kind (\$2,000+)	\$5,000+
Concert	10	Cash (\$1,000+) + In-kind (\$2,000+)	\$3,000+
Soprano	15	Cash Only	\$1,500+
Booth A	20	Cash (\$500) + In-kind or Cash (\$1,000+)	\$1,500+
Booth B	20	Cash Only	\$500

\$30,000+

Koa ("Presented by") Financial Only

- **"Presented by" Naming rights to the Event** (multiple brands: presented by brand A and brand B)
- **Brand Recognition:** Banner at Entrance Gates x 2
- **Brand Recognition:** Banner on Stage x 2
- **Banner Ad on Official Website:** Large
- **Logo on Prints (posters, flyers, t-shirt):** Large
- **Logo on Official Website:** Large
- **Logo on Step-and-Repeat Wall:** YES
- **Credit Recognition (Prints and Web):** YES
- **Website Link:** YES
- **Promotional tent (10'x10') location :** x 1
- **Ad on Event Program Brochure:** Size A
- **Ad on Japanese Print Media:** Size A
- **Hospitality Tent VIP seat:** x 10
- **Sell Merchandise:** YES
- **Product Sampling:** YES
- **All Access Passes:** x 10
- **Souvenir Event T-shirts:** x 10
- **After Party Invitation (Feb 10):** x 10



Supporter Levels

\$10,000+

Baritone

("Supported By") Financial Only

- "Supported By" Naming Rights to the Event
- Brand Recognition: Banner at entrance gate x 1
- Banner Ad on Official Website: Medium
- Logo on Prints (poster, flyer, T-shirt): Large
- Logo on Official Website: Large
- Logo on Step-and-Repeat Wall: YES
- Credit Recognition on Prints and Web: YES
- Website Link: YES
- Promotional tent (10'x10') location : x 1
- Ad on the Event Program Brochure: Size B
- Ad on Japanese Print Media: Size B
- Sell your Merchandise: YES
- Product Sampling: YES
- All Access Passes: x 4
- Souvenir Event T-shirts: x 4
- After Party Invitation (Feb10): x 4

\$5,000+

Tenor

Financial (\$3,000+) + In-kind (\$2,000+)

- Banner Ad on Official Website: Medium
- Logo on Prints (poster, flyer, T-shirt): Medium
- Logo on Official Website: Medium
- Credit Recognition on Prints and Web: YES
- Website Link: YES
- Promotional Tent (10'x10') location: x 1
- Ad on the Event Program Brochure : Size B
- Ad on Japanese Print Media: Size B
- Sell your Merchandise & Product Sampling:
Choose one option
- All Access Passes: x 2
- Souvenir Event T-shirts: x 2
- After Party Invitation (Feb10): x 2

\$3,000+

Concert

Financial (\$1,000+) + In-kind (\$2,000+)

- Banner Ad on Official Website: Small
- Logo on Prints (poster, flyer, T-shirt): Small
- Logo on Official Website: Small
- Credit Recognition on Prints and Web: YES
- Website Link: YES
- Promotional Tent (10'x10') Location : x 1
- Ad on the Event Program Brochure : Size C
- Sell your Merchandise & Product Sampling:
Choose one option
- Souvenir Event T-shirts: x 2

\$1,500+

Soprano

(Supporter) Financial Only

- Logo on Prints (poster, flyer, T-shirt): Small
- Logo on Official Website: Small
- Credit Recognition on Prints and Web: YES
- Website Link: YES
- Ad on Japanese Print Media: Size C
- Souvenir Event T-shirts: x 2
- After Party Invitation (Feb10): x 2

Supporter Levels

\$1,500+

Booth A

Cash (\$500) +
In-kind or Cash (\$1,000+)

- **Logo in Print (poster, flyer, t-shirt):** Small
- **Logo on Official Website:** Small
- **Recognition on Prints and Web:** YES
- **Website Link:** YES
- **Promotional Tent (10'x10') Location :** x 1
- **Sell Merchandise:** YES

\$500

Booth B

Cash Only

- **Recognition on Prints and Web:** YES
- **Website Link:** YES
- **Promotional Tent (10'x10') location :** x 1
- **Sell Merchandise:** YES



Booth includes, one 10'x10' tent with back wall, one 6' table, 2 chairs, and 2 parking passes for designated vendor parking area.

Booth side walls: additional \$75 if needed

Supporter Benefit Grid 2020

	Koa	Baritone	Tenor	Concert	Soprano	Booth A	Booth B
	Presented by	Supported by					
	\$30,000	\$10,000	\$5,000	\$3,000	\$1,500	\$1,500	\$500
On-Site Visibility							
Naming rights to the entire festival, e.g. "Presented by" or "supported by" credit	● (Presented by) Up to 3 brands	● (Supported by) Up to 5 brands					
Event Branding Recognition (Banner at venue) *Gates=Entrance gate	● (Gates x 2)	● (Gates x 1)					
	● (Stage x 2)						
Logo on Step-and-Repeat Wall	●	●					
Promotional tent (10'x10') location	●	●	●	●		●	●
Sell your merchandise	Yes	Yes	Sell your merch or Product Sampling	Sell your merch or Product Sampling		Yes	Yes
Product Sampling	Yes	Yes					
Pre-Event / Post-Event Visibility							
Naming rights to the entire festival, e.g. "Presented by" or "supported by" credit	● (Presented by)	● (Supported by)					
Banner Ad on web	● (Large)	● (Medium)	● (Medium)	● (Small)			
Logo on prints (posters, flyers, T-shirt)	● (Large)	● (Large)	● (Medium)	● (Small)	● (Small)	● (Small)	
Logo on web (official website)	● (Large)	● (Large)	● (Medium)	● (Small)	● (Small)	● (Small)	
Credit recognition on prints and web	●	●	●	●	●	●	●
Website Link	●	●	●	●	●	●	●
Ad on the event program	● (Size A)	● (Size B)	● (Size B)	● (Size C)			
Ad on print media (Japan)	● (Size A)	● (Size B)	● (Size B)		● (Size C)		
Other Entitlements							
All Access Passes	8	4	2				
Hospitality tent VIP seats	8						
Souvenir event T-shirts	8	4	2	2	2		
Invitations to the After Party (Feb10)	8	4	2		2		

Ad and Logo Specs

Website Banner Ad

Placement:

'Ukulele Picnic in
Hawai'i Official Website
www.ukulelepicnicinhawaii.org

Official Website
(Top Page)
Banner Size Guideline

Large Footer

Official Website (Sub Page)
Banner Size Guideline

Large
Tower

Medium

Small

Event Program Brochure Ad

Placement:

Event Program Brochure
(Distributed pre-event & on-site)

Size A: Width 3.85inch x Height 3.5inch
(width 97.79mm x height 88.9mm)

Size B: Width 3.85inch x Height 1.75inch
(width 97.79mm x height 44.45mm)

Size C: Width 1.925inch x Height 1.75inch
(width 48.895mm x height 44.45mm)

Size A

Size B

Size
C

Event Program
Brochure

Copies: 8,000
English 4,000
Japanese 4,000)

Japanese print media Ad

Size A width: 101mm x height : 95mm
(Width: 3.976 in x Height: 3.740 in)

Size B width: 101mm x height :47mm
(Width: 3.976in x Height: 1.850 in)

Size C width: 50.5mm x height :47mm
(Width: 1.988in x Height: 1.850 in)

Size A
w : 101mm
H: 95mm

Size B
w : 101mm
H: 47mm

Size C
w : 50.5mm
H: 47mm

Japanese print media
Copies: 10,000
Distributed: Japan only

Logo

Placement:

T-shirts, Official
Website, Poster, Flyer



Logo Size L
100%

Logo Size M
60%

Logo Size S
30%

Step-n-Repeat Wall



Koa & Baritone Levels
ONLY

2019 SUPPORTERS

- Ward Village
- Hawaiian Airline
- HIS
- Moana Surfrider Hotel
- Pele's Grace
- 88Tees
- JP Cafe
- Itoen Hawaii
- SUN NOODLE
- Big Island Candies
- Kanile'a Ukulele
- Kamaka Hawaii, Inc.
- Koaloha
- BURG
- YAMASA
- Central Pacific Bank
- Pau Skirt Shop
- Doko Ga TV
- NGN
- Ukulele Lab
- Ukulele Store
- Kiwaya Ukulele Japan
- KoAloha Ukulele
- Ohana Ukulele
- Sonny D Ukulele
- Hertz.com
- Nakaso ITN
- MAHALO NETWORKS

Booth Supporters

- MUSUBI IYASUME
- HANO NAKA Inc.
- MITSUBA GAKKI
- Aloha Tuners
- Ukulele Site
- Honua Ukulele
- Ukulele PUAPUA
- Aloa Table

Official Media

- KCCN | FM100
- KINE | Hawaiian 105 KINE
- KZOO Radio
- Honolulu Star-Advertiser





UKULELE PICNIC IN HAWAII 2020 SUPPORTER APPLICATION FORM

February 10th, 2019 at Victoria Ward Park, Honolulu, Hawaii

Supporter Application Deadline: December 15, 2019

Applications received must be submitted with full payment. Incomplete applications or applications received without deposit (including those with declined credit cards) will not be processed. This application will serve as your invoice for payment.

Please fill out the information below and mail with **Check** payment to:

'Ukulele Foundation of Hawai'i

1750 Kalakaua Ave Ste 206 Honolulu, HI 96826 TEL: (808) 312-4381

DATE: _____

COMPANY NAME: _____

INDIVIDUAL NAME: _____

ADDRESS: _____ CITY, STATE & ZIP: _____

PHONE: _____ E-MAIL: _____

I am interested in the following (please check the blank boxes):

Supportership Level	Price	Please check
Koa ("Presented by")	\$30,000	<input type="checkbox"/>
Baritone ("Supported by")	\$10,000	<input type="checkbox"/>
Tenor	\$5,000	<input type="checkbox"/>
Concert	\$3,000	<input type="checkbox"/>
Soprano	\$1,500	<input type="checkbox"/>
Booth A	\$1,500	<input type="checkbox"/>
Booth B	\$500	<input type="checkbox"/>
Total Amount	\$	

AUTHORIZED SIGNATURE: _____

Payment Method:

(Bank Info: Central Pacific Bank * Ukulele Foundation of Hawaii * Account #: 4000-502363)

Enclosed Amount: _____ []

IF PAYING BY CREDIT CARD, please complete the information below:

Amount to Charge: \$ _____

VISA MasterCard American Express Diners Others _____

CREDIT CARD # _____ EXP DATE _____ CSV/CSN# _____

Printed Name on Card _____



WE LOOK FORWARD TO CUSTOMIZING YOUR ACTIVATION!

Please contact us:

Ukulele Foundation of Hawaii | Ukulele Picnic in Hawaii

info@ukulelepicnicinhawaii.org | 808-312-4381

WWW.UKULELEFOUNDATION.ORG

