



'Ukulele Picnic in Hawai'i 2023
Proposal for Support

Saturday, February 18th, 2023
Ala Moana Center Centerstage



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Introduction

‘**U**KULELE 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?

- ✓ 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**.
- ✓ '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**.
- ✓ 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.



Victoria Ward Park UKULELE PICNIC2019





Event Summary

Be part of the “ukulele bridge” bringing together people from Japan, Hawai’i and other parts of world.

Ala Moana Center Centerstage 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:	14th Annual ‘Ukulele Picnic in Hawai’i 2022
Date:	Saturday February 18th, 2023
Time:	11am – 5:30pm
Place:	Ala Moana Center Centerstage, Honolulu Hawaii
Admission:	Free
Performers (TBC):	Kala’e Camarillo, Kamuela Kimokeo & Hi’kua, Kenta Ebar, 1933 Ukulele Allstars and more
Organized by:	‘Ukulele Foundation of Hawai’i 501(c)3
Partnership:	HIS(TBC), Official Supporter
Endorsed by:	Hawaii Tourism Authority (TBC)
Key Attractions:	<p>An eclectic collection of local and international entertainers presenting Hawaiian and ‘ukulele music all day long at the Ala Monana Center Centerstage.</p> <p>Stages feature more than 10 top local and international entertainers.</p>
Projected Attendance:	5,000+ visitors throughout the one-day event
WEBSITE:	www.ukulelepicnicinhawaii.org/



The 3-Day Weekend Events

F The 3-day Ukulele Weekend Festival

Pre-Event: Live at Moana Surfrider Westin Resort & Spa

Date: Friday, February 17, 2023
Time: 12pm – 2pm
Place: Moana Surfrider Westin Resort & Spa, The Beach Bar
Performers: **Specially Selected Japanese Musicians :**
Boo Takagi, Yoko Oginome, Yoshio Nomura, Kazuyuki Sekiguchi
Kenta Ebara and more
Admission: Free
Projected Attendance: 200+ visitors

Main Event: 14th Annual Ukulele Picnic in Hawaii 2023

Date: Saturday, February 18, 2023
Time: 11pm – 5:30pm
Place: Ala Moana Center Centerstage, Honolulu Hawaii
Performers: **Maek Yamanaka, Raiatea Ilm,, KALA'E CAMARILLO,**
KAMUELA K IMOKEO & HI'IKUA, Kenta Ebara,
1 933 Ukulele Allstars and more,,
Admission: Free
Projected Attendance: 3,000+ visitors throughout the one-day event

Post-Event Party: Premium Ukulele Party @ DECK (private room*LEAHI ROOM&LANAI)

Date: Sunday, February 19th, 2023
Time: 4pm – 7pm
Place: DECK at Queen Kapiolani Hotel 3F
Performers: Raiatea Helm, 1933 Ukulele Allstars
Admission: \$130 per person (includes buffet-style dinner)
Projected Attendance: **100 only**

Venues

Pre-Event: Live at Moana Surfrider Westin Resort & Spa

Place: Moana Surfrider Westin Resort & Spa, The Beach Bar



Main Event: 14th Annual Ukulele Picnic in Hawaii 2023

Place: Ala Moana Center Centerstage, Honolulu Hawaii



Post-Event Party: Premium Ukulele Party @ DECK (Queen Kapiolani Hotel 3F)

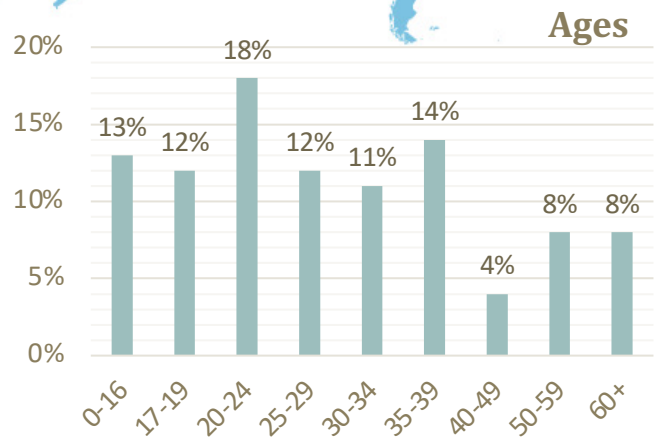
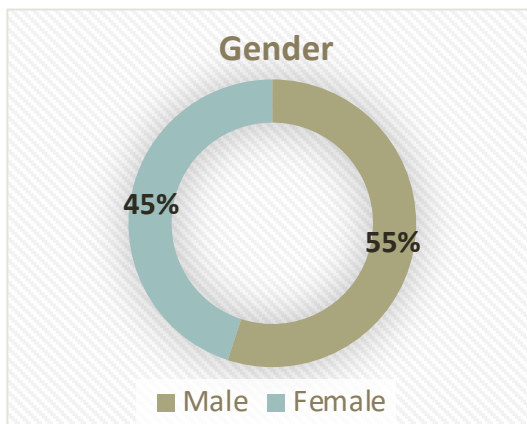
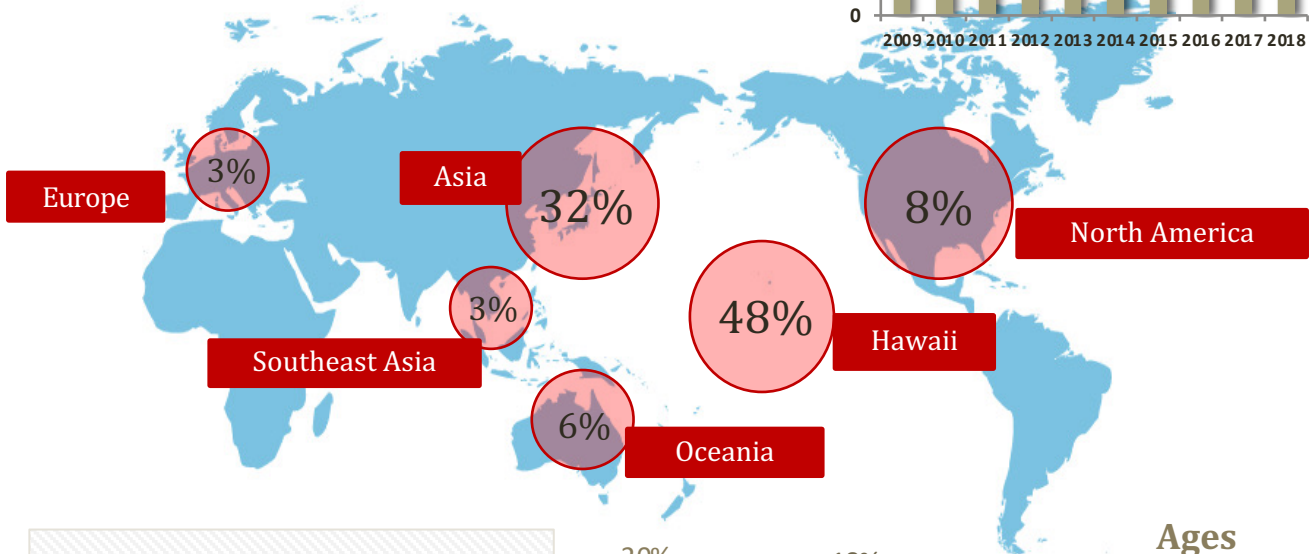
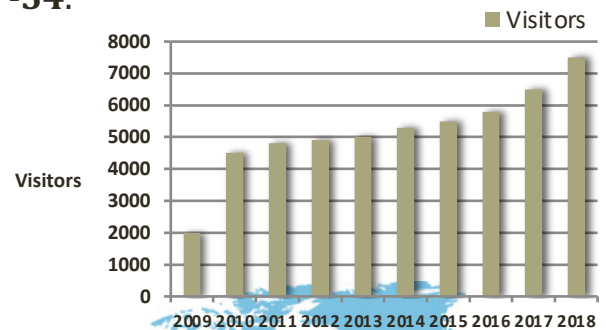
Place: DECK at Queen Kapiolani Hotel 3F



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)**.





Sponsor Proposal 2023 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”)	1	Financial Only	\$30,000+
Baritone Plus (“Supported by”)	3	Financial Only	\$10,000+
Baritone (“Supported by”)	5	Financial Only	\$8,000+
Tenor	6	Financial (\$2,000) o r In –kin (\$3,000) Or In-kind Only	\$5,000+
Concert	10	Financial (\$1,000+) + In-kind (\$2,000+)	\$3,000+
Soprano	15	Financial Only	\$1,000+





Supporter Levels

Koa \$30,000

("Presented by" supporter rights) Financial Only

Benefit

- "Presented by" naming rights to the **Entire 3-Day Weekend Festival**
- **PREMIUM VISIBILITY (See Benefit Grid)**
 - **Banner Ad on Official Website:** Large
 - **Logo on Prints (poster, flyer):** Large
 - **Logo on Official Website:** Large
 - **Website Link:** YES
 - **Credit Recognition (Prints and Web):** YES
 - **Ad on Event Program Brochure:** Size A
 - **Ad on Japanese Print Media:** Size A
 - **Event T-shirts:** x 6
 - **Premium Party Invitation (Feb 19):** x 24
 - **MC for commercial announcements on stage at least 5times**

\$10,000+

Baritone Plus

Financial or In kind

- **PREMIUM VISIBILITY (See Benefit Grid)**
 - **Banner Ad on Official Website:** Medium
 - **Logo on Prints (poster, flyer):** Large
 - **Logo on Official Website:** Large
 - **MC for commercial announcements on stage at least 5times**
 - **Credit Recognition on Prints and Web:** YES
 - **Website Link:** YES
 - **Ad on the Event Program Brochure:** Size B
 - **Ad on Japanese Print Media:** Size B
 - **Event T-shirts:** x 4
 - **Premium Party Invitation (Feb19):** x 16

Supporter Levels



\$8,000+

Baritone

Financial Only

- **PREMIUM VISIBILITY (See Benefit Grid)**
- Banner Ad on Official Website: Medium
- Logo on Prints (poster, flyer): Large
- Logo on Official Website: Large
- Credit Recognition on Prints and Web: YES
- Website Link: YES
- Ad on the Event Program Brochure: Size B
- Ad on Japanese Print Media: Size B
- Event T-shirts: x 4
- Premium Party Invitation (Feb19): x 12
- MC for commercial announcements on stage at least 2 times

\$5,000+

Tenor

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

- Banner Ad on Official Website: Medium
- Logo on Prints (poster, flyer): Medium
- Logo on Official Website: Medium
- Credit Recognition on Prints and Web: YES
- Website Link: YES
- Ad on the Event Program Brochure : Size B
- Ad on Japanese Print Media: Size B
- Event T-shirts: x 2
- Premium Party Invitation (Feb19): x 8
- MC for commercial announcements on stage at least 1 times

\$3,000+

Concert

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

- Banner Ad on Official Website: Small
- Logo on Prints (poster, flyer): Small
- Logo on Official Website: Small
- Credit Recognition on Prints and Web: YES
- Website Link: YES
- Ad on the Event Program Brochure : Size C
- Premium Party Invitation (Feb19): x 4

\$1,000+

Soprano

(Supporter) Financial Only

- Logo on Prints (poster, flyer): Small
- Logo on Official Website: Small
- Credit Recognition on Prints and Web: YES
- Website Link: YES
- Ad on Japanese Print Media: Size C
- Premium Party Invitation (Feb19): x 2

Supporter Benefit Grid 2023

	Koa	Baritone Plus	Baritone
	Head Supporter		
	\$30,000	\$10,000	\$8,000
Premium Visibility			
Broadcast: “Presented” mention on Press and media coverage/pre-event publicity on media airwaves (radio PSA, etc)	●		
On-Site: Event Branding Recognition-Logo on Step-n-Repeat Panel	●	●	●
On-Site: Sweepstake and/or promotional segment presents opportunity at one of the venues	●	●	
On-Site Visibility			
Naming rights to the entire festival, e.g. “Presented by” or “supported by” credit	● (Presented by)	● (Supported by)	● (Supported by)
Pre-Event / Post-Event Visibility			
Naming rights to the entire festival, e.g. “Presented by” or “supported by” credit	● (Presented by)	● (Supported by)	● (Supported by)
Banner Ad on web	● (Large)	● (Medium)	● (Medium)
Logo on prints (posters, flyers)	● (Large)	● (Large)	● (Large)
Logo on web (official website)	● (Large)	● (Large)	● (Large)
Credit recognition on prints and web	●	●	●
Website Link	●	●	●
Ad on the event program	● (Full Page)	● (Size B)	● (Size B)
Ad on print media (Japan)	● (Size A)	● (Size B)	● (Size B)
Other Entitlements			
Souvenir event T-shirts	6	4	4
Invitations to the Post-Event Premium Party (Feb 19th)	24	12	10

Supporter Benefit Grid 2023

	Tenor	Concert	Soprano
	\$5,000	\$3,000	\$1,000
Premium Visibility			
Broadcast: “Presented” mention on Press and media coverage/pre-event publicity on media airwaves (radio PSA, etc)			
On-Site: Event Branding Recognition-Logo on Step-n-Repeat Panel			
On-Site: Sweepstake and/or promotional segment presents opportunity at one of the venues			
On-Site Visibility			
Naming rights to the entire festival , e.g. “Presented by” or “supported by” credit			
Pre-Event / Post-Event Visibility			
Naming rights to the entire festival , e.g. “Presented by” or “supported by” credit			
Banner Ad on web	● (Medium)	● (Small)	
Logo on prints (posters, flyers)	● (Medium)	● (Small)	● (Small)
Logo on web (official website)	● (Medium)	● (Small)	● (Small)
Credit recognition on prints and web	●	●	●
Website Link	●	●	●
Ad on the event program	● (Size B)	● (Size C)	
Ad on print media (Japan)	● (Size B)		● (Size C)
Other Entitlements			
Souvenir event T-shirts	2		
Invitations to the Post-Event Premium Party (Feb 19th)	8	4	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: 800

English 400

Japanese 400

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

Size A
w : 101mm
H: 95mm

Size B
w : 101mm
H: 47mm

Size C
w : 50.5mm
H: 47mm

Japanese print media

Copies: 1000

Distributed: Japan only

Logo

Placement:

Official Website, Poster,
Flyer

Logo Size L
100%

Logo Size M
60%

Logo Size S
30%

Banner Stand Ads



Koa & Baritone Levels
ONLY



Past SUPPORTERS

- Hawaiian Airline
- HIS
- Sheraton Waikiki
- 88Tees
- JP Cafe
- Itoen USA
- SUN NOODLE
- Kanile'a Ukulele
- Kamaka Hawaii, Inc.
- T.KUROSAWA & CO.,LTD.
- YAMASA
- Big Island Candies
- Waikiki Trolley
- Central Pacific Bank
- Pele's Grace
- Hawaii Duck Tours
- Pau Skirt Shop
- Hawaii Lifestyle Club
- Lei Maimu
- Doko Ga TV
- NGN
- KONA BAY HAWAII
- Fits Hawaii Service

- Ukulele Lab
- Ukulele Store
- Kiwaya Ukulele Japan
- Ukulele PUAPUA
- KoAloha Ukulele
- Ohana Ukulele
- Sonny D Ukulele
- IMUA Ukulele
- Hertz.com
- TESLA
- MAHALO NETWORKS
- ART + FLEA

Booth Supporters

- MUSUBI IYASUME
- IRUKA HAWAII
- HANO NAKA Inc.
- Aloha Coffee Lab
- MITSUBA GAKKI
- Aloha Tuners

Official Media

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



UKULELE PICNIC IN HAWAII 2023 SUPPORTER APPLICATION FORM

February 18th, 2023 at Ala Moana Center Centerstage Honolulu, Hawaii

Supporter Application Deadline: January 31, 2023

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 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: _____

Supportership Level	Price	Please check
Platinum (“Presented by” or “Supporter Name presents”)	\$100,000	<input type="checkbox"/>
Gold	\$50,000	<input type="checkbox"/>
Koa	\$30,000	<input type="checkbox"/>
Baritone Plus	\$10,000	<input type="checkbox"/>
Baritone	\$8,000	<input type="checkbox"/>
Tenor Financial (\$2,000)+In –kind (\$3,000)	\$5,000	<input type="checkbox"/>
Concert Financial (\$1,000+) + In-kind (\$2,000)	\$3,000	<input type="checkbox"/>
Soprano	\$1,000	<input type="checkbox"/>
		<input type="checkbox"/>

AUTHORIZED SIGNATURE: _____

Payment Method: [] CHECK [] PAYPAL (CREDIT CARD) [] BANK WIRE TRANSFER

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

Enclosed Amount: _____ [] CHECK [] MONEY ORDER [] CASHIER’S CHECK [] OTHER

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.ukulelepicnicinhawaii.org

