Maui Whale Festival, presented by Pacific Whale Foundation, is a series of inspiring events held during Maui’s peak humpback whale season. Each occasion and activity is designed to build awareness and share our love of marine animals and their ocean habitat.

2020 SPONSORSHIP OPPORTUNITIES

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RUN & WALK FOR WHALES
SATURDAY, FEB 1 AT 7AM • MAUI HARBOR SHOPS, MA’ALAEA
The official festival kickoff, and one of Maui’s largest and most scenic run and walk events. The Run & Walk features a variety of courses that encourage all abilities. It is followed by an awards ceremony, live entertainment, and community vendors and educational activities open to the public. Direct Reach: 700+ participants of all ages, majority between 30-70 yrs.

WORLD WHALE FILM FESTIVAL
FRIDAY, FEB 14 AT 5PM • HISTORIC IAO THEATRE, WAILUKU
This historically sold-out annual event attracts leading film makers from around the world that showcase inspirational stories to encourage individual action and spread awareness of critical issues impacting the health of oceans and marine life. Our theme this year is “Heroic Acts of Environmental Stewardship.” The Film Festival also partners with nearby Wailuku businesses to include a pre-screening exclusive VIP event, courtyard reception, post-film panel discussion, and 21+ after-party. Direct Reach: 400+ participants; mature & highly engaged audience

WORLD WHALE DAY & PARADE OF WHALES
FEB AT 9AM-6PM • KALAMA PARK, KIHEI
In collaboration with Dept. of Aquatic Resources, Whale Trust Maui and Hawaiian Islands Humpback Whale National Marine Sanctuary, this popular free community event brings thousands of visitors and residents together to celebrate their shared love for the ocean. The Parade of Whales kicks off the day and the main event to follow features an interactive Eco-Alley, educational activities, live entertainment, a Keiki Carnival, Made on Maui fair, food booths and trucks. Direct Reach: 10,000+ Maui residents and island visitors of all ages

TOTAL COMMUNITY IMPACT 11,000+

Protecting the ocean through science and advocacy and inspiring environmental stewardship

MAUIWHALEFESTIVAL.ORG
RUN & WALK FOR WHALES
2020 SPONSORSHIP OPPORTUNITIES

Run & Walk for Whales – Pacific Whale Foundation invites you to join an exclusive and committed group of likeminded organizations and businesses that embody our shared values. As a company that is deeply committed to protecting the ocean and natural habitats of marine animals, we pride ourselves on selectively partnering with others who demonstrate sustainability and environmental stewardship.

Levels and Benefits

**Breach $10,000 and up**
- Inclusion on event poster (confirmation by 11/20/19)
- Dedicated Mahalo ad in PacWhale Eco-Adventure cruise slide show played daily on all cruises (confirmation by 12/15/19)
- Exclusive logo placement on event shirts (confirmation by 12/15/19)
- Ad in one Enewsletter
- Branded aid station on route (must supply own branded tablecloth)
- Banner placement at main stage (to be provided by sponsor)
- Booth at event in courtyard (*must be interactive)

**Pec Slap $5,000 - $9,999**
- Inclusion on event poster (confirmation by 11/20/19)
- Inclusion in Sponsor Mahalo slide in PacWhale Eco-Adventure cruise slide show played daily on all cruises (confirmation by 12/15/19)
- Unique mention in 2 Enewsletters
- Branded aid station on route (must supply own branded tablecloth)
- Banner placement at main stage (to be provided by sponsor)
- Booth at event in courtyard (*must be interactive)

**Fluke Up $2,500 - $4,999**
- Inclusion on event poster (confirmation by 11/20/19)
- Inclusion in Sponsor Mahalo slide in PacWhale Eco-Adventure cruise slide show played daily on all cruises (confirmation by 12/15/19)
- Unique mention in one Enewsletter
- Banner placement at main stage (to be provided by sponsor)
- Booth at event in courtyard (*must be interactive)

**Spy Hop $1,000 - $2,499**
- Banner placement at main stage (to be provided by sponsor)
- Booth at event in courtyard

All sponsors will receive additional recognition as follows:
- Featured at Runner Mahalo table – with option to provide promotional item
- Thanked from event mainstage
- Thanked in printed quarterly newsletter, Beyond the Breach Q1 2020

*Multi-event sponsorship available upon request. Contact caitlinmiller@pacificwhale.org
MARKETING EFFORTS

Pacific Whale Foundation’s professional marketing team directly reaches over half a million people during the months of November thru March with a dedicated Maui Whale Festival media campaign. We have access to hundreds of thousands of passengers aboard our PacWhale Eco-Adventures, in addition to:

• Communications to 9,000 members worldwide
• Blog posts at pacificwhale.org with 250,000 monthly visitors
• Print and digital newsletters sent to 55,000 subscribers and accessed by 250,000 a month
• Social Media encompassing 250,000 followers
• Official website mauiwhalefestival.org with 3,000 monthly visitors
• 500 Festival posters to be displayed across Maui for one month prior to event

2019 MAUI WHALE FESTIVAL MARKETING HIGHLIGHTS

Web, Email and Social Media

• mauiwhalefestival.org (Nov. 1 2018 - March 1 2019)
  • 12,036 unique site users; 25,536 page views
  • 6 eNewsletters to 55,000 subscribers each
  • 64 community calendar listings (Maui-based, online)
  • 9 blog entries and 32 dedicated Facebook posts

Press and Advertising

• Advertising with KAOI Radio Group, KONI Radio Group, Maui Time, Lahaina News, Maui News, Maui Scene
• Featured in Beyond the Breach newsletter (Q3 2018, Q4 2018, Q1 2019) – 4,500 copies distributed island-wide and to PWF members

Community Partnerships/Businesses and Sponsors: 45
☐ YES, I want to support marine research, education and conservation programs

Business Name: __________________________________________________________
Business Address: ________________________________________________________
Business City/State/Zip: __________________________________________________
Business Website: ___________________________ Business Phone Number: ______

Contact Information
Name: ___________________________ Title: ________________________________
Email: ___________________________ Phone Number: ______________________

Sponsorship Level (choose one or contact us for a custom package)
☐ Breach $10,000 and up
☐ Pec Slap $5,000 - $9,999
☐ Fluke Up $2,500 - $4,999
☐ Spy Hop $1,000 - $2,499

Donation Amount: ___________________________

Description and value of in-kind contributions (if applicable): _______________________

My Donation:
☐ Is enclosed ☐ Will be mailed separately ☐ Will be dropped off
☐ Needs to be picked up at: ________________________________________________

Please complete and return this form:
email: caitlinmiller@pacificwhale.org
mail: Pacific Whale Foundation • 300 Ma’alaea Rd.
Suite 211 • Wailuku, HI 96793 • Attn: Maui Whale Festival

MAHALO FOR YOUR SUPPORT!

Pacific Whale Foundation is a nonprofit 501(c)(3) tax-exempt charitable organization with a mission to protect the ocean through science and advocacy, and to inspire environmental stewardship. Founded in 1980, PWF accomplishes its mission through Research, Education and Conservation programs which operate in Hawaii, Australia, Ecuador and Chile.
WORLD WHALE FILM FESTIVAL
2020 SPONSORSHIP OPPORTUNITIES

World Whale Film Festival – Pacific Whale Foundation invites you to join an exclusive and committed group of likeminded organizations and businesses that embody our shared values. As a company that is deeply committed to protecting the ocean and natural habitats of marine animals, we pride ourselves on selectively partnering with others who demonstrate sustainability and environmental stewardship.

Levels and Benefits

**Breach $10,000 and up**
- Inclusion on event poster (confirmation by 11/20/19)
- Dedicated Mahalo ad in PacWhale Eco-Adventure cruise slide show played daily on all cruises (confirmation by 12/15/19)
- Dedicated Mahalo ad on-screen pre-film slide show (confirmed by 1/31/20)
- Ad in one Enewsletter
- Thanked in printed quarterly newsletter, Beyond the Breach Q1 2020
- Booth at event in courtyard (*must be interactive)
- Promotional item given to all attendees with option to provide branded bag (provided by sponsor)

**Pec Slap $5,000 - $9,999**
- Inclusion on event poster (confirmation by 11/20/19)
- Inclusion in Sponsor Mahalo slide in PacWhale Eco-Adventure cruise slide show played daily on all cruises (confirmation by 12/15/19)
- Dedicated Mahalo ad on-screen pre-film slide show (confirmed by 1/31/20)
- Unique mention in 2 Enewsletters
- Thanked in printed quarterly newsletter, Beyond the Breach Q1 2020
- Booth at event in courtyard (*must be interactive)
- Promotional item given to all attendees (provided by sponsor)

**Fluke Up $2,500 - $4,999**
- Inclusion in Sponsor Mahalo slide in PacWhale Eco-Adventure cruise slide show played daily on all cruises (confirmation by 12/15/19)
- Dedicated Mahalo ad on-screen pre-film slide show (confirmed by 1/31/20)
- Unique mention in one Enewsletter
- Booth at event in courtyard (*must be interactive)
- Promotional item given to all attendees (provided by sponsor)

**Spy Hop $1,000 - $2,499**
- Listed in on-screen pre-film slide show (confirmed by 1/31/20)
- Inclusion in cruise slide show on Sponsor Mahalo slide
- Booth at event in courtyard (*must be interactive)
- Promotional item given to all attendees (provided by sponsor)

Additional sponsor recognition at pre and post film festival special events
- VIP Meet and Greet at Wailuku Coffee Company
- Post-Film Panel Discussion in theater (recognition on screen)
- Post-Show after-party at Wai Bar

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- Official website mauiwalefestival.org with 3,000 monthly visitors
- 500 Festival posters to be displayed across Maui for one month prior to event

2019 MAUI WHALE FESTIVAL MARKETING HIGHLIGHTS

Web, Email and Social Media
- mauiwalefestival.org (Nov. 1 2018 - March 1 2019)
  - 12,036 unique site users; 25,536 page views
  - 6 eNewsletters to 55,000 subscribers each
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- Advertising with KAOI Radio Group, KONI Radio Group, Maui Time, Lahaina News, Maui News, Maui Scene
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Community Partnerships/Businesses and Sponsors: 45
☐ YES, I want to support marine research, education and conservation programs

Business Name: ________________________________________________________________
Business Address: ______________________________________________________________
Business City/State/Zip: __________________________________________________________
Business Website: __________________________________ Business Phone Number: _______

Contact Information
Name: _______________________________ Title: ______________________________
Email: _______________________________ Phone Number: _________________________

Sponsorship Level (choose one or contact us for a custom package)
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Levels and Benefits

Presenting Sponsor $15,000 and up
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- Dedicated Mahalo ad in PacWhale Eco-Adventure cruise slide show played daily on all cruises (confirmation by 12/15/19)
- Ad in 2 Enewsletters
- Banner placement at main stage (to be provided by sponsor)
- Booth at event (*must be interactive)

Breach $10,000 - $14,999
- Inclusion on event poster (confirmation by 11/20/19)
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