

11TH ANNUAL HAWAIIAN AIRLINES MADE IN MAUI COUNTY FESTIVAL



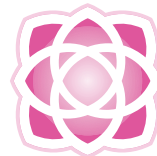
MAUI ARTS & CULTURAL CENTER
NOVEMBER 1ST & 2ND, 2024



SPONSOR PACKET

SPONSORSHIPS ARE AVAILABLE NOW AT
MADEINMAUICOUNTYFESTIVAL.COM
REGISTER AS A SPONSOR BY
SEPTEMBER 27 TO GET ALL OF YOUR BENEFITS.

PRESENTED BY:



MAUI
CHAMBER OF COMMERCE
VOICE OF BUSINESS

Be A Part Of This Successful Event!



PRESENTED BY:  **MAUI**
CHAMBER OF COMMERCE
VOICE OF BUSINESS

10 YEARS

of economic impact

PERFORMANCE INDICATORS, 2014-2023



94,344+

TOTAL NUMBER OF ATTENDEES



445

COMPANIES PARTICIPATED AS VENDORS

FIRST-TIME FESTIVAL BUSINESSES ONLY

3,548



NUMBER OF WHOLESALE BUYERS & DISTRIBUTORS

\$4,644,658+

TOTAL SUM OF RETAIL SALES



8,143

NEW WHOLESALE LEADS

1,789



NEW WHOLESALE ACCOUNTS

FOR MORE INFORMATION, CONTACT US:

www.MadeInMauiCountyFestival.com

Office@MauiChamber.com





PRESENTED BY:  **MAUI**
CHAMBER OF COMMERCE
VOICE OF BUSINESS

2023

KEY PERFORMANCE INDICATORS



8,400+

TOTAL NUMBER OF ATTENDEES



130

COMPANIES
PARTICIPATED
AS VENDORS

34 WERE FIRST-TIME VENDORS

400+



NUMBER OF WHOLESALE
BUYERS & DISTRIBUTORS

\$768,464+

TOTAL SUM OF RETAIL SALES



602

NEW WHOLESALE LEADS

192+



NEW WHOLESALE ACCOUNTS

2023 RETURN ON
MAUI COUNTY'S INVESTMENT

599%



MAUI
CHAMBER OF COMMERCE
VOICE OF BUSINESS



COUNTY OF MAUI
OFFICE OF
ECONOMIC
DEVELOPMENT



2024 MADE IN MAUI COUNTY FESTIVAL EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Maximize your marketing dollars and community outreach with these exclusive sponsorship opportunities.

***Two Sponsorships Available. Only on a first-come, first served basis!**

Festival Title Sponsor (\$25,000) and Food Court Sponsor (\$12,000) are currently sold under multi-year agreements. Hawaiian Airlines is the exclusive airline partner for this event.

	PRESENTATION SPONSOR \$15,000	SPECIALTY SPONSOR \$10,000
	<i>Valued at: \$22,000</i>	<i>Valued at: \$12,000</i>
Positioning in all festival marketing materials, ads, and promotions	Recognition as a Presentation Sponsor for either the Stage or Opening Ceremony	Recognition as a Specialty Sponsor of Entertainment, Contest, or Festival Zone
Opportunity to do a drawing on-site at the festival	✓	
Opportunity to speak at festival on stage	During stage program on Nov. 1 & Nov. 2	
One (1) color ad in festival program booklet (see ad specs & deadlines)	Full page ad	Full page ad
One (1) informational table during the festival on Fri., Nov. 3 and Sat., Nov. 4	Table in the Pavilion	Table in the Pavilion
Company banner displayed at the MACC:	On Presentation Stage in Pavilion	2 Displayed in Pavilion & Central Lawn
Sponsor recognition on event poster, rack card and program booklet	✓	✓
Sponsorship mention in MIMCF print ads	✓	✓
Sponsorship mention in MIMCF e-newsletter	✓	✓
Sponsor logo shown on LED screen in Pavilion on Sat., Nov. 2	✓	✓
One (1) dedicated post on MIMCF Facebook	✓	✓
Sponsor logo on the MIMCF website with link to Sponsor's website through January 2025	✓	✓
Event passes to festival	16 passes - Nov. 1 20 passes - Nov. 2	12 passes - Nov. 1 14 passes - Nov. 2
Passes for access to VIP Lounge on Sat., Nov. 2	8 passes	6 passes
VIP parking stalls at MACC on Sat. Nov. 2	3 parking stalls	2 parking stalls
Unlimited usage of the MIMCF "Official Sponsor" logo to promote your support	✓	✓



2024 MADE IN MAUI COUNTY FESTIVAL SPONSORSHIP PACKAGES

In 2023, over 8,500 visitors and residents attended this exciting annual event! Showcase your business and support Maui County businesses during the 11th annual Made in Maui County Festival (MIMCF) on November 1 and 2. For more information, contact the Maui Chamber of Commerce at office@mauichamber.com

	PARTNER SPONSOR \$7,000	ADVOCATE SPONSOR \$5,000	SUPPORTER SPONSOR \$3,000	CONTRIBUTOR SPONSOR \$1,000	VENDOR SPONSOR** \$500
	<i>Valued at: \$9,000</i>	<i>Valued at: \$7,000</i>	<i>Valued at: \$5,000</i>	<i>Valued at: \$3,000</i>	<i>Valued at: \$2,000</i>
One (1) color ad in the 2024 MIMCF Program Booklet (See ad specs & deadlines)	Full page ad	Full page ad	1/2-page ad	1/4-page ad	1/8-page ad
One (1) table during the festival	✓	✓			
Company banner displayed at the MACC	Pavilion	Event Lawn			
Sponsor recognition on event poster, rack card, and program booklet	✓	✓	✓		
Sponsorship mention in MIMCF print ads	✓	✓	✓		
Sponsorship mention in MIMCF e-newsletter	✓	✓	✓		
Sponsor logo shown on LED screen adjacent presentation stage on Saturday	✓	✓	✓		
One dedicated post on MIMCF Facebook	✓	✓	✓	✓	
Sponsor logo on the MIMCF website with link to Sponsor's website through Jan. 2025	✓	✓	✓	✓	✓
Event passes to festival	10 passes - Nov. 1 10 passes - Nov. 2	6 passes - Nov. 3 8 passes - Nov. 4	4 passes - Nov. 3 6 passes - Nov. 4	2 passes - Nov. 3 4 passes - Nov. 4	2 passes - Nov. 4
Passes for access to VIP Lounge on Sat., Nov. 2	4 passes				
VIP parking stalls at MACC on Sat. Nov. 2	2 parking stalls				
Unlimited usage of the MIMCF "Official Sponsor" logo to promote your support	✓	✓	✓	✓	✓

**** "VENDOR SPONSOR" ONLY OFFERED TO 2024 MADE IN MAUI COUNTY FESTIVAL PARTICIPATING VENDORS**

2024 MADE IN MAUI COUNTY FESTIVAL PROGRAM BOOKLET ADVERTISING INFORMATION

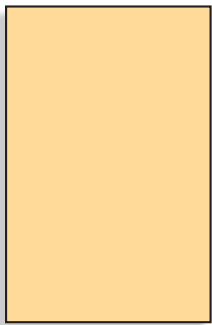
SPECIFICATIONS

AD SIZES

TRIM

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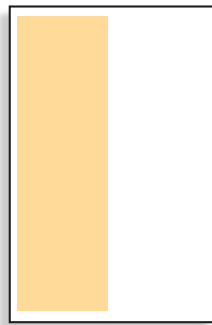
Full Page	6.5" w x 10" h	6.75" w x 10.25" h
1/2 Page Horizontal	6" w x 4.625" h	n/a
1/2 Page Vertical	2.875" w x 9.5" h	n/a
1/4 Page	2.875" w x 4.625" h	n/a
1/8 Page	2.875" w x 2.1875" h	n/a



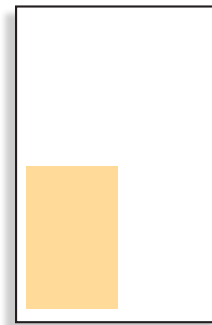
Full Pages
with bleed
6.75" x 10.25"



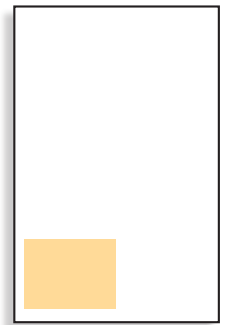
1/2 Page
Horizontal
6" x 4.625"



1/2 Page
Vertical
2.875" x 9.5"



1/4 Page
2.875" x 4.625"



1/8 Page
2.875" x 2.1875"

REQUIREMENTS

Camera-ready original artwork in digital format (PDF, JPEG, TIFF) @ 300 dpi minimum required. Provide hard copy indicating what the ad should look like.

DEADLINE

Ad artwork deadline

October 4, 2024 by 4:30pm

SUBMIT TO

Please submit your Festival Program Booklet ad artwork to: office@mauichamber.com

For more information, please contact us via:

Maui Chamber of Commerce

office@mauichamber.com

Ph: 808-244-0081

**Sign up for your sponsorship today at MadeInMauiCountyFestival.com.
Register as a sponsor by September 27 to get all of your benefits.**