

2009 Hawaii Healing Garden Statewide Festivals Sponsor Information

Hawaii Healing Garden



Ethno-Botanical Healing Arts Festival
www.HawaiiHealthGuide.com



Hawaii Health Guide & Hawaii Healing Garden Festivals
www.HawaiiHealthGuide.com • www.HawaiiHealingGarden.com
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2009 Hawaii Healing Garden Statewide Festivals



Sponsor Introduction

Hawaii Health Guide invites your participation in presenting the Hawaii Healing Garden Festivals, to be held Statewide on Kauai, Oahu, Maui, and Big Island in 2009!

Now in their 5th year! The Hawaii Healing Garden Festivals are the ONLY Statewide Health & Wellness and Sustainable “Green” festivals in Hawaii. The Statewide Festivals showcase Hawaii’s healthy & green businesses and organizations, community and environmental resources, services and products.

This Sponsorship program offers marketing opportunities that connect your company to customers and prospects. It actively encourages customer loyalty and demonstrates your relevance to consumers. Your investment in the Hawaii Healing Garden festivals creates the opportunity for residents and visitors to learn about your business or service while enjoying a dynamic series of multi-cultural events. It also gives you the chance to show your community how you support healthy living in Hawaii.

Sponsors of the Hawaii Healing Garden Festival will have the opportunity to be promoted through statewide or island specific marketing and promotions, via print, TV, radio, websites, posters, signs, festival banners, promotional materials, and during the Festival events and activities.

Please join this sponsorship family of individuals, businesses and organizations as we join with past partners Hawaii Health Guide, the Hawaii Tourism Authority, Festivals of Hawaii, the Counties of Kauai, Oahu, Maui and Hawai’I Island, the Forward Foundation, the University of Hawaii, the National Tropical Botanical Gardens, and many others in presenting a truly exciting statewide series of festivals and events for Hawaii’s healthy future.

We have attached Sponsorship and Festival information for you to review. Please contact us if you have any questions, need more information, or if you would like to request a formal presentation. Thank you for your consideration.

We look forward to creating a wonderful series of festivals this year that celebrates each island’s botanical resources and supports healthy community, while creating opportunities for healthier sustainable living in this rich environment we call the Hawaii Healing Garden ~

Hawaii Health Guide & Hawaii Healing Garden Festivals

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Hawaii Healing Garden 2009 Statewide Festivals

KAUAI – August 22-27

• Kiloohana Plantation, Lihue,

BIG ISLAND–SEP 13-17

• East Hawaii Cultural Center,
Hilo, Big Island



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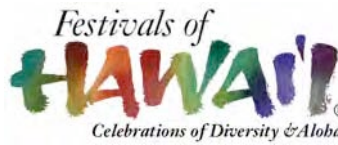
MAUI – October 18-22

• Maui Community College
Kahului, Maui

OAHU - NOV 21-25

• McCoy Pavilion,
Ala Moana Beach Park, Honolulu

Previous Festival Sponsors:



and many more...

FAQ - Hawaii Healing Garden Statewide Festivals:

FESTIVAL HISTORY

- 2005 Original festival was held on Kauai for one full week
- 2006 Held on Oahu at Waimea Valley Audubon Center
- 2007 Held Statewide on 4 islands: Kauai, Oahu, Maui, and Big Island
- 2008 Held Statewide on 4 islands: Kauai, Oahu, Maui, and Big Island

2009 FESTIVAL LOCATIONS & DATES

- Kauai – August 22 –Kilohana Plantation, Lihue
- Big Island – September 13 – East Hawaii Cultural Center, Hilo
- Maui – October 18 - Maui Community College Campus, Kahului
- Oahu – November 21 – McCoy Pavilion, Ala Moana Beach Park, Honolulu

PROGRAMS

- Over 40 events and activities (80% are free), at 20 locations on 4 islands

MARKETING

- Festival promotions, advertising, networking and community outreach are ongoing throughout 2009. Four Festivals from July to November 2009. Accelerated advertising begins one month before each Festival. Cover page on major state publications and multi-faceted coverage of many festival events.

SOURCES OF INCOME

- Grants, Donations, Sponsorships, Booth & Ticket Sales

FESTIVAL EXPENDITURES

- Over 75 percent of funds spent by each Festival remain in the local areas

STATE SUPPORT & ENDORSEMENT

- One of only a few Statewide festivals on four major Hawaiian islands
- Official “Festivals of Hawaii” recognition
- Festival support from The Hawaii Tourism Authority since 2005.
- Continuous support from HTA for associated projects since 2002
- Previous support from Office of Hawaiian Affairs
- Hawaii State & County Product Enrichment Programs

Benefits Of Being A Sponsor

The Hawaii Healing Garden – Statewide Festivals offer your company high visibility and a conducive atmosphere for prospective customers to receive your message, with reach to specific islands or across the state of Hawaii.

Benefits associated with sponsorship of Hawaii Healing Garden Statewide Festivals:

- Event website: www.HawaiiHealingGarden.com
- Presenter website 10 portals: www.HawaiiHealthGuide.com/healinggarden/
- Association with 4-Statewide festivals
- Inclusion in 6 months of active promotions and advertising
- Media exposure throughout the state of Hawaii
- Association with a reputable event and important programs focused on health & sustainability in Hawaii.
- Association with an impressive Festival Sponsor family
- Turn-key, demographically specific event sponsorship programs
- Corporate image enhancement through grass-roots community involvement
- Public Relations opportunities
- Radio and television interview opportunities
- 5,000+ attendees on 4 islands
- Direct access to customers through on-site product distribution and sampling
- Access to newsletter subscriber network
- Client and vendor hosting opportunities
- Company staff participation opportunities
- Cross-promotional opportunities
- On-site signage with your Name / Logo
- Sponsor exhibition booths
- Advertisement in the Festivals "Official Program"
- Coupon or product distribution opportunities
- Your Name/Logo on Festival pages on the World Wide Web (www.hawaiihealinggarden.com)

Audience Demographic/ Psychographics:

The estimated attendance for the 2009 Hawaii Healing Garden - Festivals is 6,000 on 4 islands. Attendees include Hawaii's culturally diverse residents as well as national and international visitors, and range from families, students, and family households to business, industry and education professionals. Attendees are educated, health oriented, environmentally conscious, culturally diverse, creative, curious and outgoing, fun loving event goers seeking quality educational and entertaining community events.

2009 Hawaii Healing Garden Festivals

Kauai • Oahu • Maui • Big Island

Sponsor Overview

Title Sponsor (1) \$40,000 – Statewide (4-events/4-islands)

Presenting Sponsor Hawaii Health Guide - Statewide (4-events/4-islands)

Associate Sponsor 1 – Hawaii Tourism Authority - Statewide

Associate Sponsor 2 - \$30,000 - Statewide (4-events/4-islands)

Associate Sponsor 3 - \$30,000 - Statewide (4-events/4-islands)

Island Sponsors - \$5,000 – per island (Kauai, Oahu, Maui, Big Island)

Official Sponsors & Suppliers

Media Sponsors

Stage Sponsors

Activity & Niche Sponsors

Product Promotion

Exhibitor Booths

Donations & Patrons

Tax deductible Sponsorships are accepted via the umbrella nonprofit: The Forward Foundation 501(c)3

The Hawaii Healing Garden Statewide Festivals will span the state of Hawaii in 6 months from June to December of 2009, on Kauai, Oahu, Maui, and Hawaii-Big Island.

Ongoing Festival promotions, advertising, networking and community outreach are throughout 2009, and we encourage your early sponsorship participation to maximize your opportunities to reach Hawaii's statewide residents and worldwide visitors.

The Hawaii Healing Garden festival programs have received recognition and support from the Hawaii Tourism Authority for the last four years. The Festival is supported by the media statewide and receives national recognition in print, web and television.

Each Festival presents a full day of healthy & green activities, lectures, workshops, tours and health expo booths. Evening celebrations include world-class musical and dance performances. Plus a full week of tours, workshops, and classes held at unique locations around each of the beautiful islands.

We encourage your investment into the future of this visionary event, which supports health, community, culture and environment in the state of Hawaii!

Hawaii Healing Garden

Community Sponsors & Participants History

Major Sponsor Funding

- *Hawaii Health Guide*
- *The Forward Foundation*
- *Hawaii Tourism Authority*
- *HMSA*

Additional Sponsor Support

- *Go Airlines*
 - *Young Brothers*
 - *HOFA Hawaii Organic Farmers Assc.*
 - *Oregon Tilth*
 - *Organic Food Bars*
 - *Seeds of Change*
 - *Herbs America*
 - *Amazon Therapeutics*
 - *Maca Magic*
 - *Teeccino*
 - *Kauai Community Credit Union*
 - *Alchemy of Aloha*
 - *Second Skin Naturals*
 - *Down to Earth Stores*
 - *Kona Natural Foods*
 - *Papayas Health Food Store*
 - *Gaylords at Kilohana*
 - *Steelgreass Farm*
 - *Zero Waste Kauai*
 - *Aloha We Deliver*
 - *HITennis.net*
 - *Outrigger Hotels*
 - *Turtle Bay Resort*
 - *Waimea Plantation Cottages*
 - *Resort Quest*
 - *Malama Kauai*
 - *Carolyn Quan.com*
 - *Pacific Biodeisel*
 - *Maui Car Rentals*
 - *Island Rental Car*
 - *Honu Group*
 - *Princeville Center*
 - *Hawaiian Health Ohana*
 - *Blossoming Lotus*
 - *Lotus Root*
 - *Manadala Homes*
 - *Dragonfly Ranch*
 - *Hale Akua Garden Farm*
 - *Sanctuary at Mana Kea Gardens*
 - *Hawaii Island Wellness Travel Assc.*
 - *Wilcox Health Hospital*
 - *Walmart*
- and many more...!*

Venue Support

- *Kauai Community College*
- *Maui Community College*
- *Bishop Museum*
- *Gaylords - Kilohana*
- *National Tropical Botanical Gardens*
- *Waimea Valley Botanical Garden*
- *Amy B. Greenwell Botanical Garden*
- *Honolulu County Parks & Recreation*

Media Support

- *Hawaii Health Guide*
- *Inspiration Magazine*
- *Edible Hawaiian Islands*
- *Hawaii Wellness Directory*
- *Maui Vision*
- *Honolulu Weekly*
- *Big Island Weekly*
- *Maui Time Weekly*
- *Haleakala Times*
- *Lahaina News*
- *OC-16 TV*
- *KKCR*
- *KTUH*
- *KHPR*
- *KONG*
- *KPOI*
- *NPR*

Featured Artists

- *Carolyn Quan / The Quan Gallery*
- *Makana*
- *Jerry Santos*
- *Kumu Kehaulani "Laka is the Forest"*
- *Tito La Rosa & Pauchi Sakai (Peru & Japan)*
- *Sambasuda (Indonesia)*
- *Michael Tannebaum*
- *Cindy Combs*
- *Millicent Cummings*
- *Paula Fuga and friends*
- *Aloha Africa*
- *Antione*
- *Big Island music*

Past Presenters & Participants

- *Bishop Museum*
- *Maui Community College*
 - *Agriculture Department*
 - *SLIM Sustainability Department*
- *Kauai Performing Arts Center*
- *Waimea Valley Audubon staff*
- *National Tropical Botanical Garden*
- *Vegan Inspiration*
- *Blossoming Lotus*
- *David Orr*
- *Kaipo Kaneakua*
- *Uncle Butch Richards*
- *Jerry Konanui,*
- *Adam Trujillo, Roots Down*
- *Margo Gal*
- *David Leonard Lac*
- *Dr. Lorrin Pang MD, MPH*
- *Halau Palaihiwa O Kaipuwai*
- *Kauai Heritage Center*
- *Poni Kahumanu*
- *Dr. Tamara Hoffman*
- *Hawaiian Isles Tennis*
- *Jerome River Black, Herbs America*
- *Aloha Ayurveda Academy*
- *ICAOM - International School of Acupuncture & Oriental Medicine*
- *Hawaii Seed - GMO Free Hawaii*
- *Oregon Tilth, Organic Certification*
- *Hawaiian Lomi Lomi Association*
- *Hawaiian Health Ohana*
- *Hawaiian Island Massage School*
- *Down to Earth Health Food stores*
- *Leon Letoto LAc*
- *Virgil Apostol- Rumsua Ancestral Traditions*
- *Dr. Tavanau*
- *Dr. Michael Ancharski*
- *Dr. Suhas Khrisagar*
- *Pat Aguillana RN*
- *Contra Mestre Entrada, Rod Ussing & Capoeira Hawaii*
- *Michael Hamilton Lac*
- *Levon Ohai, Uala Lenta, La'au Lapa'au and many more...!*

2009 Hawaii Healing Garden Advertising & Promotions

Print Promotion

National

- *Hana Hou* - Hawaiian Airline's in-flight magazine - calendar)
- *Go Airline's* in-flight magazine - calendar)

Statewide

- *Honolulu Advertiser*
- *Honolulu Star Bulletin*
- *Edible Hawaiian Islands*
- *Inspiration Journal* May-June, June-July, Aug-Sept, Oct-Nov

Kauai

- *Kauai Island Weekly* - Cover story (week of event), Banner ad, Program ad, advertised schedule, events calendars
- *Garden Island News* – Wilcox sponsored ad
- *Inspiration Journal*
- *Kauai Beach Press*
- Posters, flyers island-wide

Oahu

- *Honolulu Weekly*
- *North Shore News*
- *Oahu Island News*
- *Ka Nupepa*
- *Hawaii Wellness Directory* Jan-July-December
- *Inspiration Journal*
- Posters, flyers island-wide

Maui

- *Maui News*
- *Maui Time Weekly*
- *Maui Time*
- *Haleakala Times*
- *Maui No Ka Oi*
- *Maui Vision* 4 months
- *Molokai Dispatch*
- *Lanai Times*
- Posters, flyers island-wide

Big Island

- *West Hawaii Today*
- *Hawaii Tribune Herald*
- *Big Island Weekly*
- *Waimea Gazette*
- Posters, flyers island-wide

Advertising & Promotion (continued)

Hawaii Health Guide Websites

- 6 Months Top Featured Event promotion on all home pages, calendars and news section
- 150,000+ unique visitors a month, 6 months 900,000+ visitors
- 1,200,000+ page views a month, 6 months 7,200,000+ page views
- Featured Event on www.HawaiiHealthGuide.com homepage & calendar
- Featured Events on Kauai, Oahu, Maui, Molokai, Lanai and Big Island home pages and calendars
- Featured Event on Japanese websites jp.HawaiiHealthGuide.com
- Sponsors links on main event webpage and island-specific web pages
- Event Listings on state, national, international websites and calendars
- Additional web coverage by Google, Yahoo, gohawaii.com, etc

Hawaii Health Guide – Emails

- Event email broadcasts 6 months to 7,500 Hawaii Health Guide subscribers island-specific, statewide, national and international.
- Special email broadcasts of sponsors, speakers, specials, and schedules for repeated exposure, over the course of the entire statewide festival - 6 months.
- Additional statewide email networks directing traffic to event pages.

Posters & Flyers

- “Sponsored by” Logo or Name
- Distributed statewide on Kauai, Oahu, Maui, and Big Island

Banners & Signs (pre event)

- Your Banner hung at all outdoor and indoor events (space permitting)
- Logo on event banners ALL SPONSORS
- Logo or Name displayed on XLG signs at all events

Radio

- Mention in interviews and ad-spots with location radio stations
- KKCR Interviews, Announcements, Garden Show, Health Talk, etc.
- KONG FM, SURF 95.5 FM, KTUH, KHPR, KIPO, AM 570 Health Spots

Television

- OCEANIC CABLE Calendars & on going year-round programming
- Pre, post and event day coverage, morning shows interviews
- CBS

Networking

- Ongoing promotions at Statewide and National Events such as Natural Products Expo West – Anaheim CA, World Sound Healing Conference in San Francisco & Santa Fe, Green Living Expo, Holistic Hawaii Expo, Inspiration Expo, Grow Hawaiian Festival, Great Aloha Run & Expo, Green Expo, Earth Days Statewide, Arbor Day ongoing community networking!