



Aloha,

I hope this message finds you well. I'm reaching out to invite you to become a sponsor of the **5th Annual Kaua'i Poke Fest**, a beloved community celebration of Hawaii's most iconic dish—poke. Taking place at the stunning Koloa Landing Resort, this **not-for-profit** event brings together chefs, food lovers, and cultural enthusiasts for a day of delicious food, live entertainment, and friendly competition—all while supporting HLTA's Charity Walk 501C3, which helps more than 60 community organizations, educators and small businesses in need.

The Kaua'i Poke Fest is an annual celebration dedicated to honoring Hawai'i's most iconic dish, Poke. It will be hosted by my friend and the Godfather of Poke himself, Chef Sam Choy. Established in 2019, the festival has become one of America's top ten food festivals. This year, we are adding a Master Chef event to the two-day program, featuring signature dishes prepared by Chef Sam and three additional distinguished chefs.

We would love to partner with you and showcase your brand to our passionate audience. Enclosed is a sponsorship packet detailing the benefits of each tier.

We hope to welcome you as a valued partner in making this year's Kaua'i Poke Fest the best yet!

Warmest regards,

**Aaron Bambling**  
**Charity Walk Chair**  
HLTA, Kaua'i Chapter



## **Audience & Reach**

### Expected Attendance & Demographics:

- **Attendees:** Over 1,000 food enthusiasts, including locals and tourists.
- **Demographics:** A diverse mix of ages, with a shared interest in Hawaiian culture, cuisine, and community engagement.

### Social Media & Digital Reach:

- **Website Traffic:** The official website & venue websites, [KauaiPokeFest.com](https://KauaiPokeFest.com) and [KoloaLandingResort.com](https://KoloaLandingResort.com), Monthly views will be over 50,000.
- **Social Media:** Active presence on platforms like Instagram, Facebook, and Twitter, with a combined following of over 135,000.

### Media Exposure:

- **Press Coverage:** Featured in local and national media outlets, including Hawaii News Now, USA Today and Travel Weekly.
- **Promotional Efforts:** Collaborations with local influencers, radio spots, and print advertisements in regional publications.



## SPONSOR PACKAGES

### **Hamachi Sponsor // \$10,000**

- Product placement at the festival
- Premiere logo placement on marketing materials
- On-stage recognition
- 4 VIP access tickets to the festival
- 2 tickets to the Master Chefs' Event
- Gift certificate for a three-night stay in a one-bedroom villa at the Koloa Landing Resort
- First right of refusal for future sponsorship
- Brand mentions on radio ads, press releases, television interviews and Sam Choy in the Kitchen
- 4 Poke Fest Anetik dry fit shirts

### **Ahi Sponsor // \$5,000**

- Product banner placement at the festival
- Premiere Logo placement on marketing materials
- On-stage recognition
- 2 VIP access tickets to the festival
- 2 tickets to the Master Chefs' Event
- Gift certificate for a two-night stay in a one-bedroom villa at the Koloa Landing Resort
- Brand mentions on radio ads, press releases, television interviews and Sam Choy in the Kitchen
- 2 Poke Fest Anetik dry fit shirts

### **Opah Sponsor // \$3,000**

- Logo displayed at the festival
- Logo placement on marketing materials
- 2 VIP access tickets to the festival
- 2 General Admission access tickets to the festival
- Gift certificate for a two-night stay in a studio villa at the Koloa Landing Resort
- Brand mentions on radio ads and press releases
- 2 Poke Fest Anetik dry fit shirts



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**You can count on our sponsorship!**

Hamachi  Ahi  Opah

Other donation amount: \$ \_\_\_\_\_

Company or Individual's Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Email address: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Pay by Check to Koloa Landing Resort

Pay by credit card (send me a secured cc authorization)