



**Aloha,**

I am pleased to invite you to partner with the 6th Annual Kaua'i Poke Fest, returning to the beautiful grounds of Koloa Landing Resort for a celebration of Hawai'i's most iconic dish and the culture that surrounds it.

Kaua'i Poke Fest has grown into one of the country's most respected food festivals, bringing together chefs, local residents, visitors, media, and culinary leaders for a curated experience rooted in authenticity, quality, and community. Hosted by Chef Sam Choy, the festival honors poke not just as a dish, but as a tradition, while supporting the Alzheimer's Association.

This year, we are intentionally limiting sponsorship to a small group of partners to ensure meaningful brand integration, premium visibility, and authentic engagement. In addition to the main festival, we are proud to present the Poke Masters' Table, a ticketed, intimate culinary experience capped at 200 guests and attended by media, VIPs, and industry leaders.

Sponsorship of Kaua'i Poke Fest offers more than event-day exposure. Partners benefit from a multi-phase marketing presence before, during, and after the festival, direct alignment with a respected cultural event, and association with a luxury resort environment and charitable cause.

We invite you to review the following pages outlining audience demographics, marketing reach, sponsorship tiers, and experiential opportunities. We would be honored to explore how your brand can participate in making this year's Kaua'i Poke Fest our most impactful yet.

Mahalo for your consideration, and we look forward to the possibility of working together.

Mahalo,

**Aaron Bambling** | General Manager



# Kauai Poke Fest 20216

## *Sponsorship Overview, At a Glance*

The 6th Annual Kaua'i Poke Fest is a curated culinary and cultural experience celebrating Hawai'i's most iconic dish while supporting the local community. Hosted at Koloa Landing Resort and led by Chef Sam Choy, the festival brings together residents, visitors, media, and culinary leaders in a beautiful, destination-driven setting.

This is not a volume-driven food festival. Sponsorship is intentionally limited to approximately 10 brand partners, allowing for meaningful integration, elevated visibility, and authentic engagement.

Proceeds from the event benefit the **Alzheimer's Association**.

**Event:** 6th Annual Kaua'i Poke Fest

**Location:** Koloa Landing Resort, Autograph Collection

**Beneficiary:** Alzheimer's Association

**Host Chef:** Chef Sam Choy

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## **The Audience**

A curated mix of destination-driven attendees with high discretionary spend and strong alignment with food, beverage, lifestyle, travel, and luxury-adjacent brands.

**Estimated Attendance:** ~1,000+ guests

- **Audience Mix:**
  - Local Residents: ~[45%]
  - Visitors / Tourists: ~[55%]
- **Primary Interests:** Food & beverage, travel, lifestyle, culture, premium experiences
- **Estimated Household Income:** \$150,000
- **Estimated On-Site Spend per Attendee:** \$175 - 250

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## **Marketing & Brand Exposure**

Sponsorship delivers visibility across three phases, extending impact well beyond event day and with 400 million estimated digital impressions before, during, and after the event.



## Pre-Event Exposure

- KauaiPokeFest.com and KoloaLandingResort.com - 100,000 combined estimated monthly views
- Email campaigns to festival and resort databases
- Banners & billboarding around Kauai
- Radio advertisements
- Social media promotion across festival, resort, and partner channels (210,000 combined followers)
- Influencer amplification and media outreach

**Estimated Pre-Event Digital Impressions: ~[1.8 million]**

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## On-Site Event Exposure

- High-visibility signage and brand placement
- On-stage recognition and announcements
- VIP and media-facing exposure throughout the event

**Estimated Brand Touchpoints per Attendee: ~[10 – 15+]**

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## Post-Event Exposure

- Event recap content (photo and video assets)
- Sponsor recognition across social and digital platforms
- Media follow-up and feature coverage
- Continued website presence post-event

**Estimated Post-Event Impressions: ~[850,000+]**

Driven by recap content, media distribution, and social amplification



## Visibility & Reach at-a-Glance

Kaua'i Poke Fest delivers meaningful brand exposure through a combination of national earned media, high-performing digital content, and social amplification — all within a curated, limited-partner event environment.

### Earned Media Exposure

Through national and regional coverage, Kaua'i Poke Fest generates substantial earned visibility beyond Hawai'i, reaching audiences across food, travel, lifestyle, and business media.

- **Total Earned Media Impressions: ~393 million**
- **Estimated Publicity Value: \$5.3+ million**
- **Pre-Event Earned Reach: 68.9M estimated monthly unique visitors**
- **Post-Event Earned Reach: 113.9M estimated monthly unique visitors**
- **Total Combined Earned Reach: 182.8M+ monthly unique visitors**

#### Notable Media Placements Include:

Yahoo! News • Yahoo! Finance • Yahoo! Lifestyle • USA Today (10Best) • AP News • Matador Network • Fodor's • AOL • WRAL News

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### Digital & Social Amplification

Festival content is promoted before, during, and after the event across owned and partner digital channels, driving sustained visibility and measurable engagement.

#### **Combined Social Following (Festival, Resort & Media Partners):**

- 200,000+ followers across Instagram and Facebook

#### **Digital Performance (Pre, During & Post Event):**

- Total Reach: ~240,000
- Total Content Views: 2.6+ million
- Total Link Clicks: 26,000+

This multi-phase digital strategy ensures sponsor visibility extends well beyond event day, with continued exposure through recap content, media features, and social distribution.

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## A Curated Reach

Unlike volume-driven festivals, Kaua'i Poke Fest intentionally limits sponsorship to approximately 10 brand partners, ensuring:

- Premium placement
- Reduced brand clutter
- Authentic integration
- Higher share of voice per sponsor

With national media exposure approaching 400 million impressions and a highly engaged digital audience, Kaua'i Poke Fest offers sponsors an opportunity to achieve meaningful visibility within a curated, high-discretionary environment. Sponsorship is intentionally limited to a small number of partners to ensure elevated placement, authentic integration, and a strong share of voice. We invite you to explore the available sponsorship tiers and connect with us to discuss how your brand can participate in one of Hawai'i's most respected culinary and cultural events.

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## Public Relations & Media Exposure

Kaua'i Poke Fest 2026 will be supported by a comprehensive public relations campaign designed to generate sustained national and local media coverage in the months leading up to the event, during the festival, and after its conclusion. This multi-phase approach ensures ongoing visibility for the event, and its sponsors, across food, travel, lifestyle, and news media outlets.

### National & Local Media Distribution

All major announcements will be distributed nationally and locally through:

- Direct outreach to more than 2,000 journalists and editors from Kōloa Landing's PR agency's proprietary national media database, including food, travel, lifestyle, business, and regional reporters.
- The announcement and event recap press releases will also be distributed through Business Wire, a leading global news distribution service that delivers official press releases directly to newsrooms, financial publications, major websites, and digital news platforms nationwide.



## **Planned News Releases**

### **Long-Lead News Release**

**Distribution Date:** February 19

**Reach:** National media, Business Wire, and local outlets

**Content includes:**

- Event dates and ticket pricing
- Call for competitors
- Non-profit beneficiary (Alzheimer's Association)
- Poke Fest hotel room packages
- Key festival highlights and opportunities
- Sponsors

### **Celebrity Chef Announcement**

**Distribution Date:** March 12

**Reach:** National and local media

**Content includes:**

- Announcement of celebrity chefs participating in the Poke Master's Table
- Introduction of official judges for the competition
- General event information
- Sponsors

### **Competitor Announcement**

**Distribution Date:** March 26

**Reach:** National and local media

**Content includes:**

- Introduction of the 20 competitors selected for the 2026 Kaua'i Poke Fest
- General event information
- Sponsors



## **Final Event News Release**

**Distribution Date:** May 14

**Reach:** Local media

**Content includes:**

- Full event schedule and programming
- Final ticket push and on-island awareness
- General event information
- Sponsors

## **Post-Event Recap News Release**

**Distribution Date:** Late July

**Reach:** National media, Business Wire, and local outlets

**Content includes:**

- Event winners and highlights
- Funds raised for the Alzheimer's Association
- Festival impact recap
- Save-the-date announcement for Kaua'i Poke Fest 2027
- Sponsors

## **Media Interviews & Sponsor Visibility**

Sponsors at qualifying levels will be included in key talking points for media interviews and coverage opportunities, which may include:

- Television morning shows and news segments
- Print and digital articles
- Online features and radio interviews

Over the years, Kaua'i Poke Fest has welcomed media coverage from national outlets such as Bon Appétit, Food & Wine, Travel + Leisure, USA Today, Condé Nast Traveler, Eater, and Forbes, as well as prominent local media including Hawaii News Now, KITV, KHON's Living 808 and Sam Choy's in the Kitchen, Honolulu Star-Advertiser, and The Garden Island.



## Proven Media Impact

In 2025, Kauai Poke Fest generated:

- An estimated audience reach of 393.6 million
- An estimated publicity value of \$5.4 million

Additionally, the event's announcement and recap news releases were distributed nationally via Business Wire, resulting in **more than 400 media placements** across news sites in California, Oregon, Arizona, Texas, and other key mainland markets with direct flight access to Hawai'i, helping drive destination awareness and visitor interest.



## Sponsorship Tiers & Benefits

Kaua'i Poke Fest sponsorship tiers are designed to provide meaningful brand integration, premium visibility, and authentic engagement with a highly curated audience. To preserve the quality of the experience, all tiers are offered in limited quantities and awarded on a first-committed basis.

Sponsorship opportunities are limited and confirmed on a first-committed basis. Priority placement, exclusivity, and premium benefits are guaranteed through April 30, 2026.

### Hamachi Sponsor

\$10,000 | Limited Availability

The Hamachi Sponsor level offers the highest level of visibility and integration across Kaua'i Poke Fest, including priority placement and association with the Poke Masters' Table.

#### Benefits include:

- Premier logo placement across festival marketing materials and digital platforms
- Prominent on-site brand presence and product placement opportunities
- On-stage recognition during the festival program
- Brand mentions in select press releases, media interviews, and promotional content
- VIP access to the main festival (4 tickets)
- Masters' Table access (4 tickets)
- Three-night stay in a one-bedroom villa at Koloa Landing Resort
- Right of first refusal for future sponsorship opportunities

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### Ahi Sponsor

\$5,000 | Limited Availability

The Ahi Sponsor tier provides strong visibility and engagement opportunities for brands seeking meaningful participation and media-facing exposure.

#### Benefits include:

- Logo placement on festival marketing materials and digital platforms
- On-site banner placement within the festival footprint
- On-stage recognition during the event
- Brand mentions in select press and promotional materials



- VIP access to the main festival (2 tickets)
- Masters' Table access (2 tickets)
- Two-night stay in a one-bedroom villa at Koloa Landing Resort

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## **Opah Sponsor**

\$3,000 | Limited Availability

The Opah Sponsor tier offers brand visibility and community alignment within a respected cultural and charitable event.

### **Benefits include:**

- Logo recognition at the festival and on select marketing materials
- Brand mentions in press releases and digital communications
- VIP access to the festival (2 tickets)
- General admission festival access (2 tickets)
- Two-night stay in a studio at Koloa Landing Resort

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## **Masters' Table Sponsor**

\$2,000 | Limited Availability

The Masters' Table Sponsor opportunity offers an intimate way to participate in Kaua'i Poke Fest's most exclusive culinary experience. This option is designed for brands, organizations, or groups seeking a premium hosted experience without full festival sponsorship.

### **Benefits include:**

- One reserved table for ten (10) guests at the Poke Masters' Table
- Access to the ticketed, chef-driven dining experience led by Chef Sam Choy and guest chefs
- Elevated seating within an intimate setting attended by media, VIPs, chefs, and key partners
- Opportunity to entertain clients, partners, or guests in a high-profile, culinary-forward environment

*Please note: This opportunity does not include logo placement, marketing exposure, or on-site branding associated with sponsorship tiers.*



## **Customization & Exclusivity**

Select sponsorships may include category exclusivity and customized brand activations, subject to availability and alignment with the festival's values. Custom opportunities are designed collaboratively to ensure authentic integration and maximum impact.

Kaua'i Poke Fest offers a rare opportunity to align with an award-winning culinary festival that blends culture, community, and national visibility in an unforgettable destination setting. With thoughtfully limited sponsorships, deep media amplification, and a discerning audience, partners gain authentic exposure that extends far beyond event day. We invite brands who share our commitment to quality, storytelling, and meaningful engagement to join us in celebrating Hawai'i's culinary heritage while creating lasting impact and connection.