

2007
Hawaii Healing Garden
Statewide Festivals
Sponsor Information
Package



Aloha,

Hawaii Health Guide invites your participation in sponsoring the Hawaii Healing Garden Statewide Festivals, on Kauai, Oahu, Maui, and Hawaii's Big Island in July, August, October, and November of 2007!

The Hawaii Healing Garden Festival series is a multi-cultural celebration of the medicinal and nutritional plants of Hawaii. Polynesian, Hawaiian, Ayurvedic, Chinese, Japanese, and Filipino cultural practitioners and ethno-botanists will share their knowledge of Hawaii's rich botanical treasures. The multi-day festivals feature lectures, tours, cooking classes, medicine making workshops, adult and children's programs, a Healing Arts Fair and cultural entertainment, set among each islands unique locations and botanical gardens.

Your sponsorship (of one or more of the festivals) creates the opportunity for residents and visitors to learn about your business or service while enjoy a dynamic series of multi-cultural events exploring healthy living. All sponsors will have the opportunity to be affiliated with the Hawaii Healing Garden Festivals with either statewide or island specific marketing and promotions, via print, TV, radio, websites, posters, signs, festival banners and other promotional materials.

Please join your community of individuals, businesses and organizations partnering with Hawaii Health Guide, the Hawaii Tourism Authority, the Office of Hawaiian Affairs, the Forward Foundation, Bishop Museum, and the National Tropical Botanical Gardens, to present a truly exciting statewide series of festivals and events for Hawaii's healthy future.

Your support is appreciated and makes a difference in being able to offer many of these educational community events at no charge to the public. Please review the attached Sponsorship Info and Festival Info packages for opportunities that will match your budget and exposure profile.

We look forward to creating a wonderful series of festivals with you that celebrate each island's incredible botanical resources and supports more opportunities to live healthily in this rich environment we call the Hawaii Healing Garden ~

Aloha, Michael Saiz & Katherine Fisher

Hawaii Health Guide

Phone: (808) 638-0888

info@hawaiihealthguide.com

Hawaii Healing Garden 2007 Statewide Festivals

KAUAI - July 14-16

14th - Kauai Community College

15th - NTBG-McBryde Garden

16th - NTBG-Limahuli Garden

OAHU - Aug 25

Waimea Valley
Audubon Center



"Healing Garden" © 2007 CarolynQuan.com

MAUI - Oct 6

Maui Community College

BIG ISLAND - Nov 3

Amy Greenwell
Botanical Garden

Sponsored by:



BISHOP MUSEUM



Hawaii Healing Garden

Community Sponsors & Participants

Major Support Funding by

- Hawaii Health Guide
- The Forward Foundation
- Hawaii Tourism Authority
- Office of Hawaiian Affairs

Venue Support

- Kauai Community College
- NTBG-McBryde Garden
- NTBG-Limahuli Garden
- Waimea Valley Botanical Garden
- Amy Greenwell Botanical Garden
- Bishop Museum

Media Support

- Hawaii Health Guide
- Inspiration Magazine
- Hawaii Wellness Directory
- Maui Vision
- Wilcox Hospital

- KKCR
- KTUH
- KHPR

Featured Artists

- Carolyn Quan / The Quan Gallery
- Solomon Enos Gallery
- Crickett Harmony

Presenters & Participants

- Bishop Museum
- University of Hawaii
 - Agriculture Department
 - Sustainability Department
 - Hawaiian Studies
 - Culinary Department
 - Nursing Dept
- Waimea Valley Audubon Center
- National Tropical Botanical Garden
- Aloha Ayurveda Academy
- Blossoming Lotus / Lotus Root Cafe
- ICAOM - International School of Acupuncture & Oriental Medicine
- Hawaii Seed - GMO Free Hawaii
- Hawaiian Lomi Lomi Association
- Hawaiian Health Ohana
- Hawaiian Island Massage School

2007 Hawaii Healing Garden Sponsorship Opportunities

1. PLATINUM SPONSOR \$10,000 and above

- Level 1 benefits include national and statewide advertising campaign,
- 1st level logo and banner placement in all advertising, posters, signage, Hawaii Healing Garden webpage, Hawaii Healing Garden email blasts, official Hawaii Healing Garden programs, and announcement at events.
- 1st level Banner placement at all indoor and outdoor events
- Booth at all main events - Custom packages available.

2. GOLD SPONSOR \$5,000-\$9,999

- Benefits include 2nd level logo and banner placement in advertising, signage, Hawaii Healing Garden webpage, Hawaii Healing Garden email blasts, official Hawaii Healing Garden programs, and announcement at events.
- Banner placement at all outdoor events.
- Booth at all main events

3. SILVER SPONSOR \$2,500-\$4,999

- Benefits include 3rd level logo and banner placement in select sponsored advertising, signage, Hawaii Healing Garden webpage, Hawaii Healing Garden email blasts, official Hawaii Healing Garden programs, and announcement events.
- Banner placement at all outdoor events
- Booth at all main events

4. BRONZE SPONSOR \$1,000-\$2,499

- Name on Official Hawaii Healing Garden programs & signage
- Name and link on Hawaii Healing Garden webpage, logo in email blasts.
- Sponsor announcement at events

5. Supporting Sponsor \$250-\$999

- Name on official Hawaii Healing Garden program & signage
- Name on Hawaii Healing Garden webpage
- Sponsor announcement at events

6. Media & In-kind Partnerships

- Hospitality Partners (Hotels, Restaurants, Services, Refreshments)
- Media Partners (Print, Radio, TV, Websites)
- Production Partners (Event or Production Services, Venues)

Sponsors with media or in-kind contributions such as products or services will receive valuable exposure at the events and recognition in the Hawaii Healing Garden Festivals marketing, advertising and promotions.

7. Exhibit Booths

Reach a targeted audience & participate in the event with a booth that displays your goods or services. Feature a not-for-profit organization or project. Feed the crowd!

- Covered booth space is available in the main exhibit areas
- Uncovered booth space is available at a reduced rates (provide your own tent)
- Discounts for Hawaii Health Guide members and non-profit organizations

Contact us for custom benefit packages and other creative promotional opportunities!

2007 Hawaii Healing Garden Advertising & Promotions

Print Promotion

National

- *Hawaii Magazine* July/Aug, Sep/Oct, Nov/Dec
- *Hana Hou* (Hawaiian Airline's in-flight magazine - calendar)
- *Aloha* (Aloha Airline's in-flight magazine - calendar)

Statewide

- *Honolulu Advertiser*
- *Honolulu Star Bulletin*
- *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* July-December
- *Inspiration Journal*
- Posters, flyers island-wide

Maui

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

Big Island

- *Big Island Journal*
- *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 main 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 to 4,000 Hawaii Health Guide subscribers (140,000 client touches) island-specific, statewide, national and international.
- Special email broadcasts of speakers, specials, schedules, calendars for repeated exposure. Averaging 1-2 per week over the course of the entire statewide festival - 6 months.
- Additional statewide email networks directing traffic to event pages.

Posters & Flyers

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

Banners & Signs (pre event)

PLATINUM & GOLD, SPONSORS

- 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

PLATINUM & GOLD SPONSORS

- 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
- Pre, post and event day coverage, morning shows interviews
- ABC-KITV, CBS-KGMB, KHON, KFVE, NBC-KHNL

Print Ads

PLATINUM & GOLD SPONSORS

- Sponsor Logo on print ads

Event Venues

PLATINUM, GOLD, SILVER SPONSORS

- Sponsor Booth at all events
- Your Banner at outdoor events & indoor events (space permitting)

ALL SPONSORS

- Logo or Name displayed on banners & signs at all events

Official Programs (print run varies by island and event location)

PLATINUM, GOLD, SILVER SPONSORS

- Upper level logo placement
- Advertisement in Program (P-fullpage, G-half page, S-quarter page)

ALL SPONSORS

- Your Logo or name on sponsor page according to donation level

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, Healthy Hawaii Expo, Holistic Hawaii Expo, Inspiration Expo, Grow Hawaiian Festival, Great Aloha Run & Expo, and ongoing community networking!

2007 - D E A D L I N E S !	
Kauai - July 1	All contracts, logos & links needed by these dates for inclusion in advertising and promotional materials! We encourage you to sign up ASAP to receive maximum print, web, and other promotional exposure.
Oahu - August 3	
Maui - Sept 14	
Big Island - Oct 12	

Sign up early for 2008 Festivals!

Contact:

Hawaii Health Guide / Hawaii Healing Garden

info@hawaiihealthguide.com • (808) 638-0888

www.HawaiiHealthGuide.com

Hawaii Healing Garden

SPONSOR INFORMATION FORM

Company Name: _____

Contact Person: _____

Address: _____

City, State ZIP: _____

Business Phone: _____ Fax: _____

Phone # for use in Program listings: _____

Email: _____

Web Address: _____

Logo: Vector files preferred as Illustrator EPS. Bitmap JPEG, GIF, TIF also accepted.

Full color logo at 600 dpi in CMYK or Black & White Logo at 600 dpi.

Web logo at 72 dpi in RGB. Email files to: info@hawaiihealthguide.com

SPONSORSHIP LEVEL:

Platinum \$10,000 +

Media Sponsor

Gold \$5,000-\$9,999

In-Kind Sponsor

Silver \$2,500-\$4,999

Other

Bronze \$500-\$2,499

Supporting Sponsor \$200-499

Description: _____

PAYMENT METHOD:

Check # _____ Payable to: **Hawaii Healing Garden LLC**

Credit Card # _____ **Exp:** _____ **Code:** _____

Other: _____

Fax to: (866) 617-5599 **Phone:** (808) 638-0888

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