



Ka'u Coffee Festival Sponsorship Package- 2025

The Ka'u Coffee Festival is an annual celebration of the unique and exquisite coffee grown in the Ka'u district of Hawaii. This festival showcases the region's culture, heritage, and natural beauty, along with the dedication and passion of Ka'u's coffee farmers.

Our mission is to:

- Promote the Ka'u Coffee Brand on national and international levels
- Support the development of education, agriculture, and nature tourism within the region.

Marketing Strategy

The Ka'u Coffee Festival employs a comprehensive marketing strategy to maximize brand awareness and engagement locally and globally. Highlights include:

- 30-second video advertisements on YouTube.
- Paid and organic promotions on Facebook and Instagram.
- 30-second radio spots and coverage on the visitor TV station.
- Advertisements in local newspapers.

This campaign extends across the Big Island, statewide, and nationally to ensure broad outreach and recognition.

Sponsorship Benefits

Sponsors play a vital role in supporting the festival while enjoying excellent visibility and recognition. Here are the sponsorship benefits available:

How to Become a Sponsor

To become a sponsor, visit our website at <https://www.kaucoffeefestival.com/sponsors> and register. All payments are due at the time of registration. You can purchase your sponsorship package online.

For inquiries, email us at info@kaucoffeefest.com.

Mahalo!

Gloria Camba, President, Kau Coffee Growers Coop

Sponsorship Levels

Diamond Sponsorship – \$2,000

As a Diamond sponsor, your company will receive:

- Prominent Logo Placement
- Featured on festival promotional materials, including the event tee shirt, poster, and mahalo banners.
- Highlighted on the festival website for a full year.
- Video Advertisements: Diamond sponsors' logos will be prominently displayed on the end page of all videos. These videos will be broadcast on Hawaii Island only visitor channel, Big Island Television (available in nearly every hotel room), as well as to Big Island residents (Channel 130), and streaming on Roku, Amazon Fire Stick, Apple TV, and Android and iOS devices
- Social Media Advertisement: The same 30-second TV commercial will be promoted through paid ads on Facebook, Instagram, and YouTube.
- OTT Advertisement: The same 30-second TV ad will be streamed on various internet-based TV channels, including Hulu, Tubi, Roku, Fire Stick, YouTube TV, and Apple TV.

Event Day Recognition (May 31st, 2025):

- Company banner placement at the festival grounds (banner to be provided by sponsor).
- Featured on the mahalo banner at the festival grounds.
- Acknowledgment by the Master of Ceremonies throughout the event.

Exclusive Perks for Your Team:

- Preferential seating for 4 guests at the Ho'olaule'a.
- Lunch tickets for all 4 guests.
- 4 lbs. of roasted Ka'u coffee to take home

Gold Sponsorship – \$1,500

As a Gold sponsor, your company will enjoy:

Logo Visibility:

- Displayed on the event tee shirt, poster, and mahalo banner.
- Prominent placement on the festival website for a full year.
- Video Advertisements: Gold sponsors' logos will be prominently displayed on the end page of all videos. These videos will be broadcast on Hawaii Island only visitor channel, Big Island Television (available in nearly every hotel room), as well as to Big Island residents (Channel 130), and streaming on Roku, Amazon Fire Stick, Apple TV, and Android and iOS devices
- Social Media Advertisement: The same 30-second TV commercial will be promoted through paid ads on Facebook, Instagram, and YouTube.

- OTT Advertisement: The same 30-second TV ad will be streamed on various internet-based TV channels, including Hulu, Tubi, Roku, Fire Stick, YouTube TV, and Apple TV.

Event Day Recognition (May 31st, 2025):

- Company banner placement at the festival grounds (banner to be provided by sponsor).
- Acknowledgment by the Master of Ceremonies during the event.

Exclusive Perks for Your Team:

- Preferential seating for 2 guests at the Ho'olaule'a.
- Lunch tickets for all 2 guests.
- 2 lbs. of roasted Ka'u coffee to take home

Silver Sponsorship – \$500

As a Silver sponsor, your company's logo will appear on:

- The event poster.
- The Mahalo banner
- News Paper Advertisements: Sponsors will receive recognition on our newspaper advertisements

Farmer Sponsorship – \$200: (for farmers only)

Your farm name will be featured on the Ka'u Coffee Festival event tee shirt.

- Free 10x 10 booth space on May 31st 2025
- Available exclusively only for coffee farmers: