



HAWAI'I  
FOOD & WINE  
FESTIVAL®

PRESENTED BY



First Hawaiian Bank. &



mastercard.

# 2022 SPONSORSHIP DECK

*Twelfth Annual Hawai'i Food & Wine Festival*

OCTOBER 21 - NOVEMBER 6, 2022





TASTE  
OUR  
LOVE  
FOR  
THE  
LAND





## *Mission*

Spotlight Hawai'i as the center for purposeful cultural endeavor by producing world-class culinary experiences which support the farmers, students, chefs and people who call Hawai'i home.

The overarching theme, **Taste Our Love for the Land**, describes the notion that Hawai'i is home to the best agricultural and seafood products, and as stewards we need to take care of our farmers, ranchers and fishermen.





# #HFWF21

## *By the numbers*

**3,663**  
**PARTICIPANTS**

PARTICIPATED IN HFWF21 VIRTUALLY  
AND IN-PERSON.

**\$9,414,362**

IN TOTAL PUBLICITY VALUE WAS  
EARNED AND SHARED THROUGH  
LOCAL, NATIONAL AND  
INTERNATIONAL MEDIA OUTREACH.

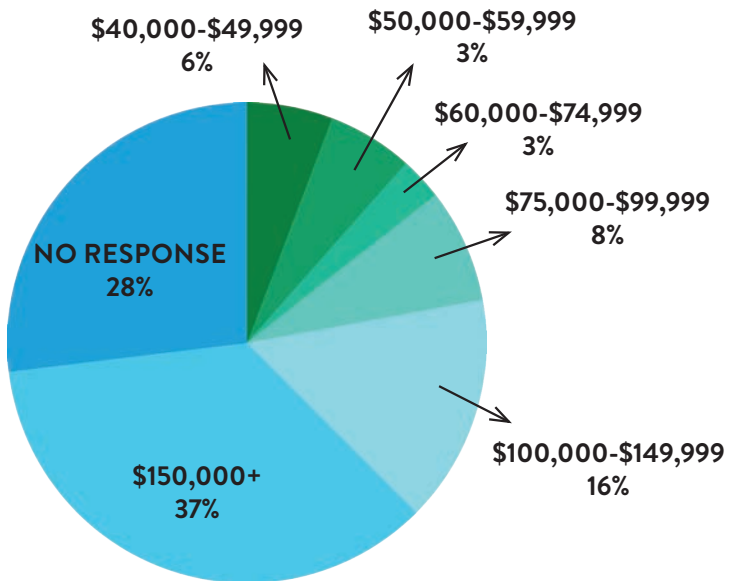
**3,661,245,869**

RECORD AUDIENCE WAS REACHED  
THROUGH VARIOUS MEDIA OUTLETS,  
INCLUDING WEB, BROADCAST,  
RADIO, SOCIAL MEDIA AND  
PODCASTS.

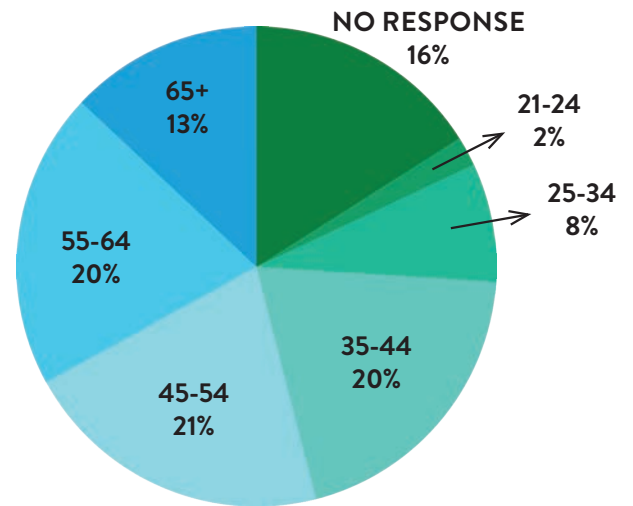
# ABOUT OUR ATTENDEES

Data pulled from 764 HFWF21 online ticket purchasers for both virtual and in-person events.

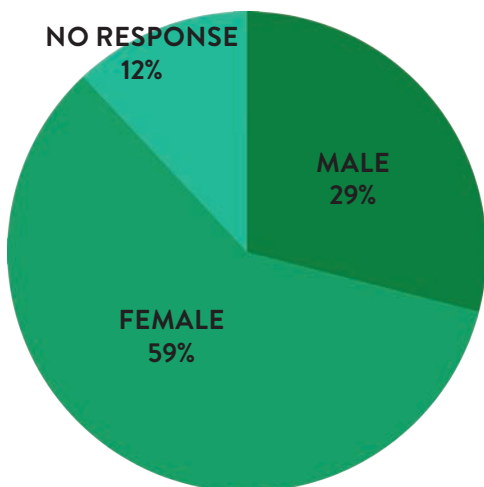
## HFWF21 INCOME DEMOGRAPHIC:



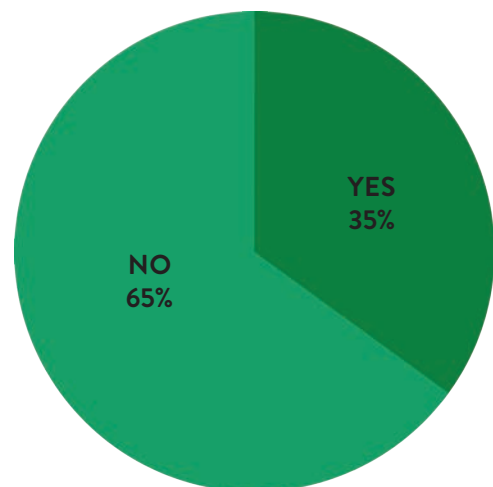
## HFWF21 AGE DEMOGRAPHIC:



## HFWF21 GENDER DEMOGRAPHIC:



## ATTENDEE'S FIRST TIME TO HFWF:





# TYPES OF EVENTS

#HFWF21



4 VIRTUAL EVENTS



16 COLLABORATION DINNERS & GALA DINNER



2 FAMILY-FRIENDLY EVENTS



5 GRAND TASTING EVENTS & CONCERT



9 MĀLAMA 'ĀINA ACTIVITIES



1 GOLF TOURNAMENT

# WEBSITE & SOCIAL

#HFWF21

## WEBSITE

WWW.HFWF.ME

**227,706**

*Total number of sessions spent actively on website*

**507,892**

*Total number of page views*

**1:32**

*Average length of session*

## FACEBOOK

Hawai'i Food & Wine Festival

**12,999**

*Total Facebook followers as of December 31, 2021*

**-1.00%**

*Fan growth in 2021*

**255,680**

*Number of unique impressions*

## INSTAGRAM

@HIFOODWINEFEST

**19,900**

*Total Instagram followers as of December 31, 2021*

**6.20%**

*Follower growth in 2021*

**634,436**

*Number of unique impressions*

## TWITTER

@HIFOODWINEFEST

**4,627**

*Total Twitter followers as of December 31, 2021*

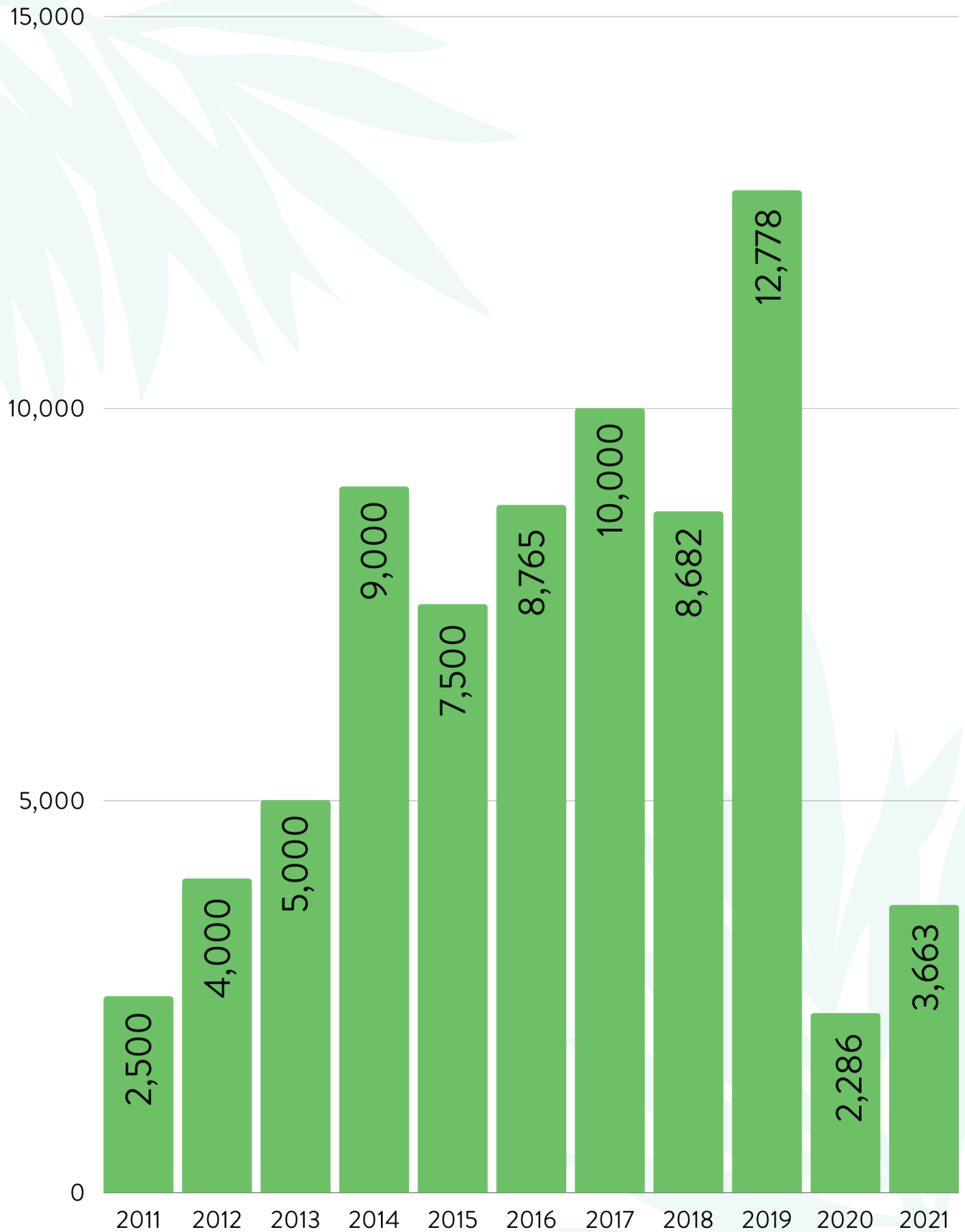
**-1.00%**

*Follower growth in 2021*

**47,642**

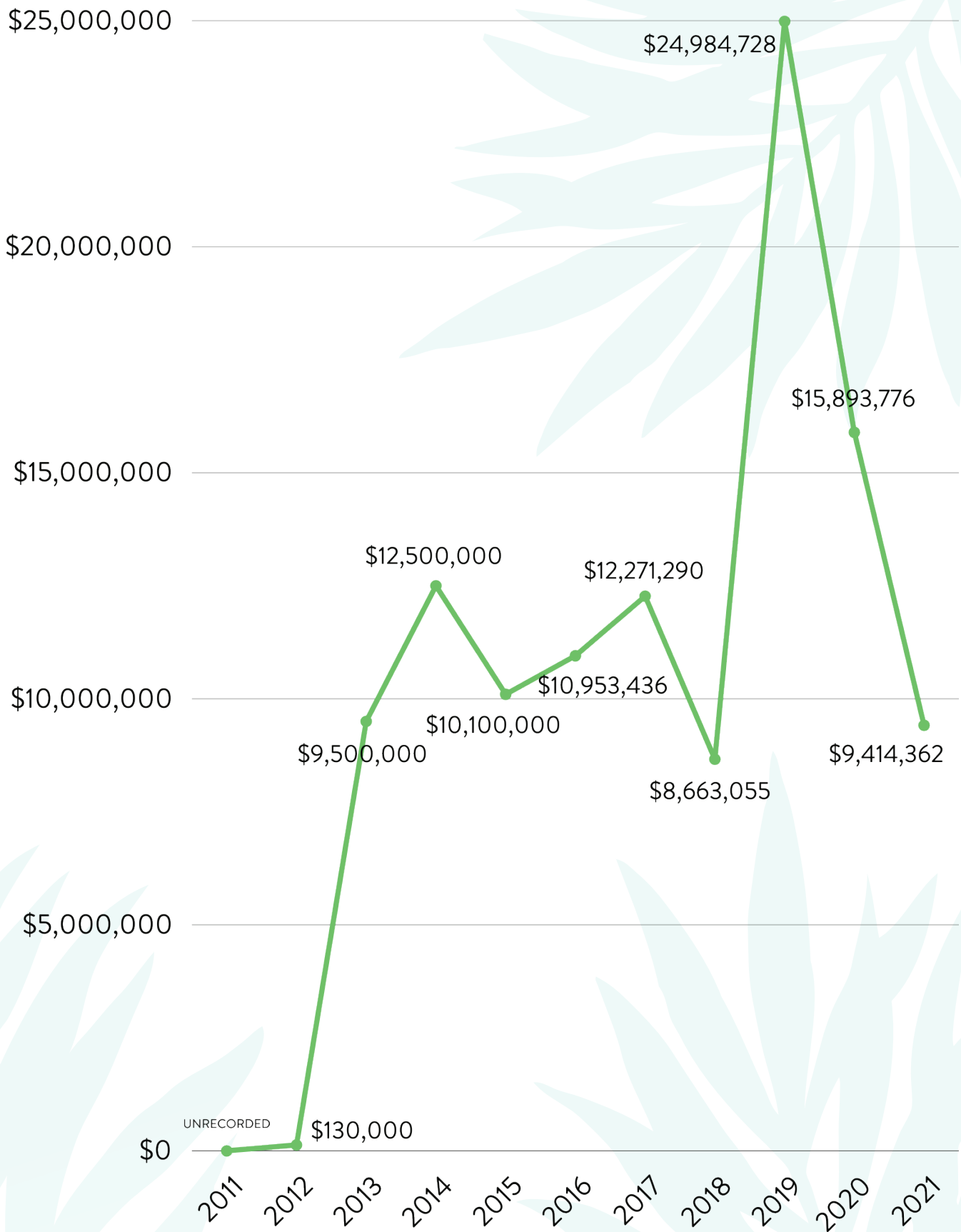
*Number of unique impressions*

# ATTENDANCE GROWTH

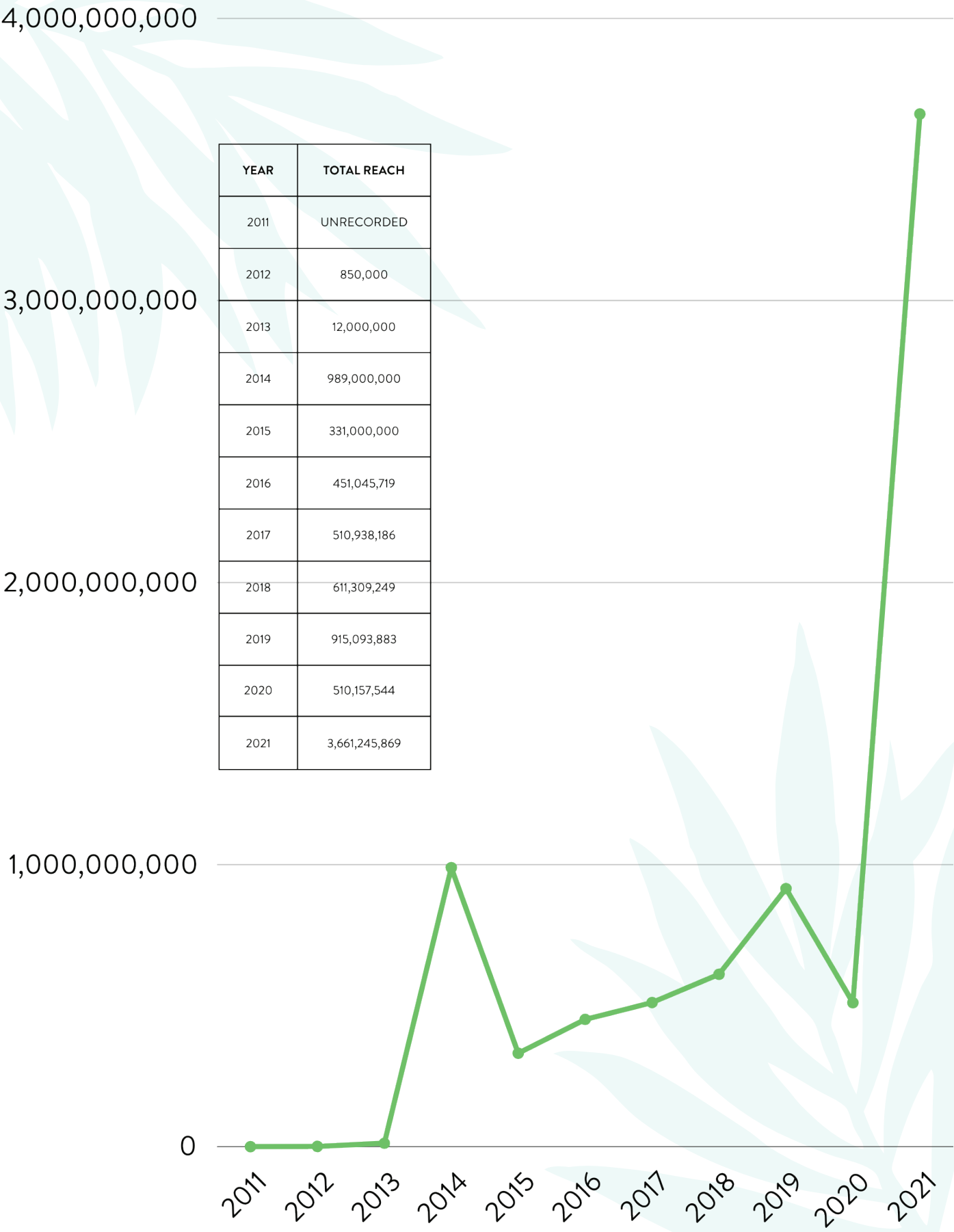




# MEDIA PUBLICITY VALUE GROWTH

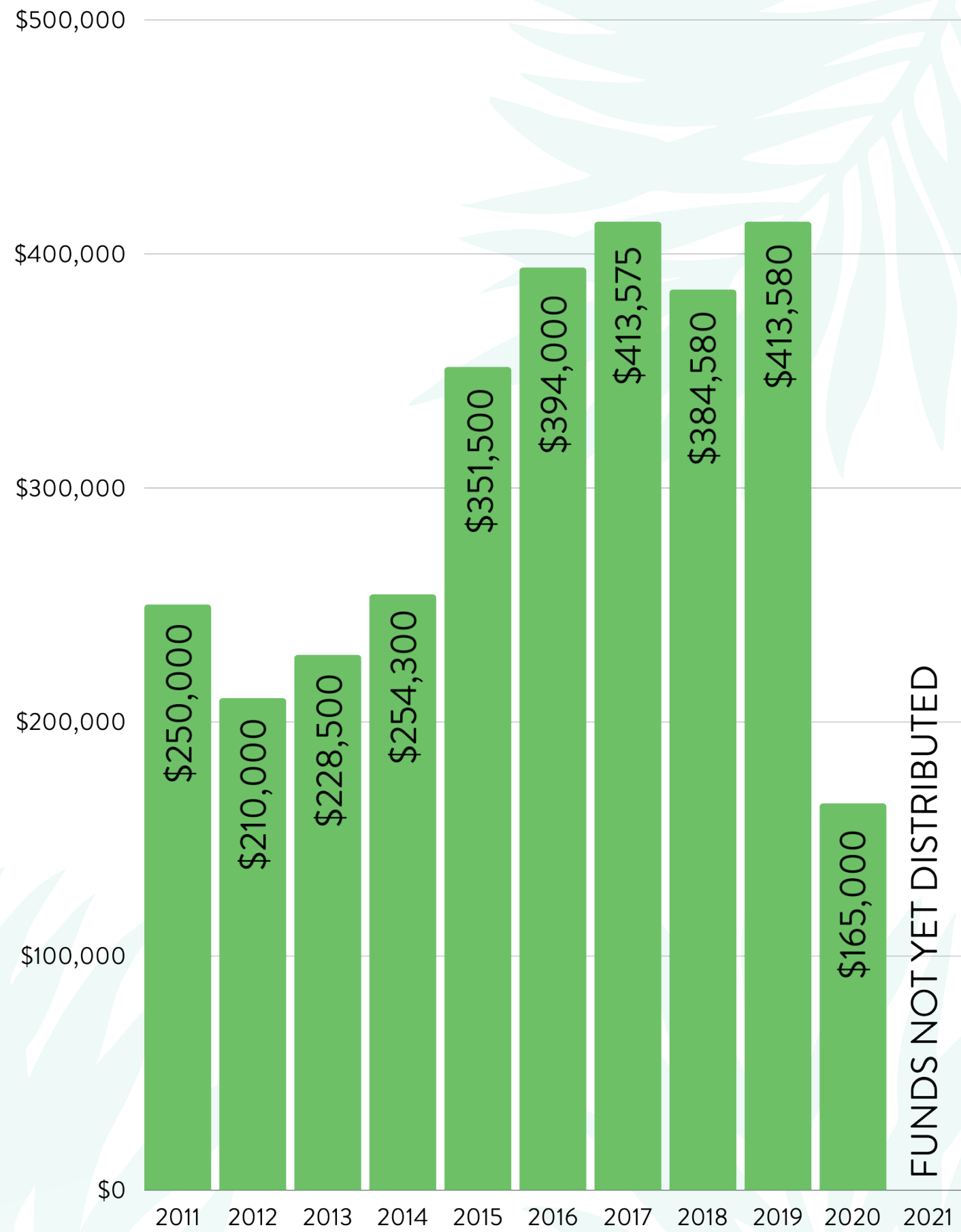


# MEDIA REACH GROWTH





# FUNDS RAISED FOR CHARITY



# SPONSORSHIP LEVELS

**OCTOBER 21 - NOVEMBER 6, 2022**

**KĀ'ANAPALI, MAUI – OCTOBER 21-23, 2022**

**ISLAND OF HAWAII – OCTOBER 28-29, 2022**

**O'AHU – NOVEMBER 2-6, 2022**

*Types of Events: Grand tastings, dinners, exclusive wine tastings, golf tournament, family friendly events and more!*

## BRAND ACTIVATIONS



DIAMOND	PLATINUM	GOLD	SILVER
<b>\$100,000+</b>	<b>\$50,000 - \$99,999</b>	<b>\$25,000 - \$49,999</b>	<b>\$10,000 - \$24,999</b>

*Sponsorship value can be cash or a combination of cash and in-kind*

## POTENTIAL SPONSOR BRANDED BENEFIT AND RECOGNITION\*\*:

- Exhibitor booth/product display at select events for consumer brand sponsors
- Sponsor logo in select HFWF marketing collaterals and advertisements
- Sponsor logo in social media
- Sponsor logo on “Sponsor” tab with link to sponsor site on HFWF website

## SPONSOR TICKET ACCESS\*\*

- Sponsors will be provided tickets based on sponsorship level

*\*\*Will vary depending on sponsorship level.*

**COMMITMENT DEADLINE: MAY 1, 2022**



# SPONSORSHIP OPPORTUNITIES

Hawai'i Food & Wine Festival sponsors are an integral part in creating the premier epicurean destination event in the Pacific. With the sponsors' support, HFWF continues its mission to cultivate future generations of culinary talent while raising Hawai'i's ever-growing profile as a foodie destination, rich with culture, traditions and amazing homegrown ingredients. HFWF prides itself in creating win-win partnerships.

## BRAND ACTIVATIONS



## EVENT PRESENTING SPONSORSHIP





# SPONSORSHIP OPPORTUNITIES

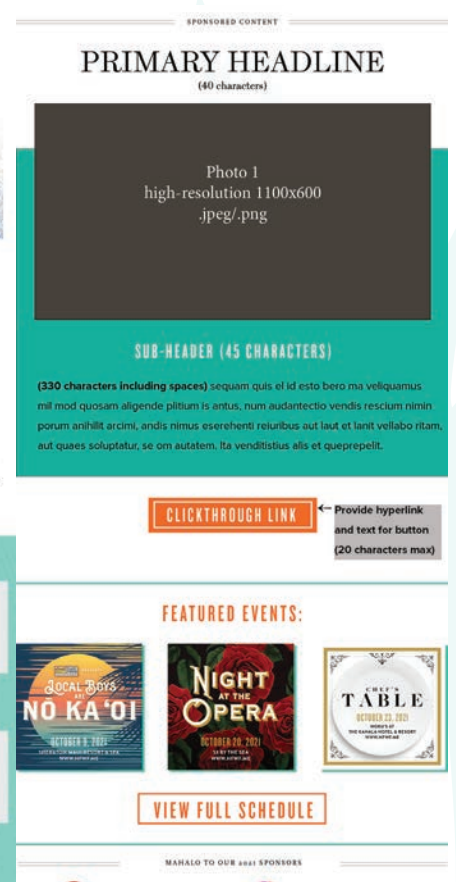
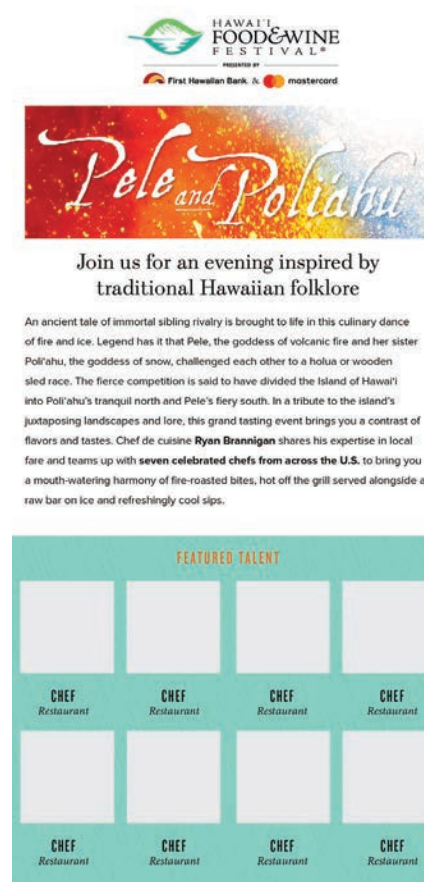
## PROMOTIONS, SWEEPSTAKES & SPONSORED CONTENT



## SOCIAL MEDIA



## NEWSLETTER





# WHAT SPONSORS ARE SAYING...



"Through our partnership with HFWF, we've successfully promoted our beautiful island home as an award-winning culinary destination via in-flight programming, influencer collaborations, social media sweepstakes and editorial tie-ups. At our signature event, we thoughtfully curate an interactive space that showcases our Featured Chefs and Master Sommelier, creating a highly engaging and memorable experience for attendees."

- Jennifer Gee, Marketing Promotions Manager  
Hawaiian Airlines

"The Hawai'i Food & Wine Festival shines a spotlight on Hawai'i as culinary destination, bringing together talented chefs, producers, growers and people who want to explore the many unique tastes of the Islands. King's Hawaiian is proud to support the visionary leadership of Roy, Alan and Denise as they work tirelessly to promote Hawai'i's innovative approach to agricultural sustainability and culinary excellence."

- Mark Taira, Chief Executive Officer  
King's Hawaiian



"Hawai'i Food & Wine Festival is a perfect platform for us to showcase what we catch here in Hawai'i. It captures a huge audience from various backgrounds and you have hundreds of people coming to one place to enjoy various types of seafood prepared differently."

- Roger Dang, President  
Fresh Island Fish



# WHAT SPONSORS ARE SAYING...



“What makes Hawai‘i Food & Wine Festival unique for Hyatt Waikiki is that it brings so many cultures and people together to celebrate the uniqueness of Hawai‘i. The Festival brings together the upcoming chefs, the master chefs, the flavors, the culture and the food and they spread that throughout the island and it permeates across the world and that’s what makes a difference for Hawai‘i.”

- Irby Morvan, General Manager  
Hyatt Regency Waikiki Beach Resort and Spa



“Hawai‘i Food & Wine Festival brings the best of the best, year after year. It allows us to partner our premium brands with the community, and allows us to collectively work together to give back to the community.”

- Tony D'Agostino, Associate Marketing Manager  
Beam Suntory



“Hawai‘i Food & Wine Festival has given us wonderful opportunities to interact with people, as well as to introduce Japan’s traditional craft spirit Shochu. They also allow us to familiarize ourselves with Hawai‘i’s food and bar culture. Now, the Festival has become the greatest gateway for us.”

- Masato Aso, Sales Manager  
iichiko



# MAHALO

To our 2021 Sponsors





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FOOD & WINE  
FESTIVAL®

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mastercard.

If you are interested in sponsorship or discussing potential partnership,  
please contact Vice President, Aya Leslie.

**EMAIL: [AYA@HAWAIIFOODANDWINEFESTIVAL.COM](mailto:AYA@HAWAIIFOODANDWINEFESTIVAL.COM)**

**PHONE: 858-201-8512**

“It’s really special that Hawai‘i Food &  
Wine Festival brings not only the food and  
beverage industry, but all Hawai‘i businesses  
together for the same cause, to promote  
Hawai‘i and the future of Hawai‘i.”

- June Yamamura, *Director of Marketing*  
*Odom Corporation*

