



solving homelessness together

# 2019 TELETHON

Presented by **IHS, The Institute for Human Services, Inc.** & **Hawaii News Now**

**Saturday, October 26, 2019**

Hilton Hawaiian Village – The Great Lawn

## SPONSORSHIP BENEFITS

All guests may access a \$165 per night rate for stays at the Hilton Hawaii Village for the nights of Saturday, Oct. 26 and Sunday, Oct. 27 only. Email Jacque Vaughn at [JacqueV@ihshawaii.org](mailto:JacqueV@ihshawaii.org) for details on how to **book by October 10**. A limited number of rooms are available so early reservations are recommended.

### \$100,000 Alaka'i Sponsor

- Two tables of 12 attendees
- Banner lit up on the Hilton lagoon
- Logo table cloth in telethon room
- Televised check presentation
- Premium table location
- Champagne & premium wines for each table
- Limo service to and from event for table host on request
- Complimentary gift for all guests
- Event Recognition that could include: Naming of fireworks show, concert stage signage with TV exposure
- Six rooms at the Hilton Hawaiian Village for one-night during the event weekend
- Inclusion in the annual report & website
- Complimentary valet parking for all guests

#### Premiere Media Sponsorship (Advertising Value: \$50,000)

Logo on all promos for the event airing on KGMB, KHNL and K5  
Display ads with a 100,000-impressions minimum with your messaging to air on HawaiiNewsNow.com leading up to event  
Open and closing billboard sponsor recognition in the LIVE broadcast  
Twelve :30 commercials in the three-hour LIVE broadcast (sponsor provides commercial)  
One Long-form message about your connection to IHS to air in LIVE Broadcast on K5  
HI Now 3-minute segment airing on KGMB, KHNL and K5

### \$50,000 Ho'okipa Sponsor

- One table of 12 attendees
- Logo table cloth in telethon room
- Televised check presentation
- Event recognition could include naming of the telethon room
- Premium table location
- Champagne & premium wine
- Three rooms at the Hilton Hawaiian Village for one-night during the event weekend
- Inclusion in the annual report & website
- Complimentary valet parking for all guests

#### Premiere Media Sponsorship (Advertising Value: \$23,500)

Logo on all Promos for the event airing on KGMB, KHNL and K5  
Display ads with a 50,000-impressions minimum with your messaging to air on HawaiiNewsNow.com leading up to event  
Open and closing billboard sponsor recognition in the LIVE broadcast  
Six :30 commercials in the three-hour LIVE broadcast (sponsor provides commercial)  
HI Now 3-minute segment airing on KGMB, KHNL and K5



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## \$20,000 Malama Sponsor

- 1 table of 10 attendees
- Two rooms at the Hilton Hawaiian Village for one-night during the event weekend
- Boosted social media content about the sponsor
- Televised check presentation
- Inclusion in the annual report & website
- Complimentary valet parking for all guests

### Media Sponsorship (Advertising Value: \$5,000)

Display ads with a 20,000-impressions minimum with your messaging to air on HawaiiNewsNow.com leading up to event  
Billboard sponsor recognition within the LIVE broadcast  
Three :30 commercials in the three-hour LIVE broadcast (sponsor provides commercial)

## \$10,000 Lokahi Sponsor

- 1 table of 10 attendees
- Recognition during the event
- Inclusion in the annual report & website
- One room at the Hilton Hawaiian Village for one-night during the event weekend
- Complimentary self-parking

### Media Sponsorship (Advertising Value: \$3,200)

Display ads with a 10,000-impressions minimum with your messaging to air on HawaiiNewsNow.com leading up to the LIVE broadcast  
Billboard sponsor recognition within the LIVE broadcast  
Two :30 commercials in the three-hour LIVE broadcast (sponsor provides commercial)  
Televised check presentation

## \$5,000 Kuleana Sponsor

- 1 table for 8 attendees
- On-Air mention
- Inclusion in the annual report & website
- Telethon incentive offer to callers who make a donation during a certain period.
- Complimentary self-parking



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Mahalo for your support of IHS, The Institute for Human Services. Send the completed form to IHS Corporate Relations Officer **Jacque Vaughn at [JacqueV@ihshawaii.org](mailto:JacqueV@ihshawaii.org)** or call **619.961.5553**.

## Company Information (“Sponsor”) - for use in acknowledgements

**Company Name:**

**Street Address:**

**City, State, Zip:**

**Primary Contact:** For Guest List, Marketing & Event Logistics

**Contact Name:**

**Phone:**

**Email:**

**Payment Method:** Payment is due prior to event

**Billing Name:**

**Billing Contact Name:**

**Billing Contact Email:**

**Billing Address:**  
if different from above

**City, State, Zip:**

**Check Enclosed:** Make checks payable to: IHS

**Contact:** [JacqueV@IHSHawaii.org](mailto:JacqueV@IHSHawaii.org) if an invoice/purchase order is required or to pay by credit card.