



VISITOR INDUSTRY CHARITY WALK 2025

Maui



ABOUT THE EVENT



The Charity Walk, founded in 1974 and expanded statewide in 1978, is now Hawai'i's largest single-day fundraising event by a non-profit organization. Since its inception, more than \$42.8 million has been raised to support hundreds of local charities throughout the state. Spearheaded by the Hawaii Lodging & Tourism Association and its non-profit arm Hawaii Hotel Industry Foundation, the Charity Walk is traditionally held every May on Hawai'i, Kaua'i, Lāna'i, Maui, Moloka'i, and O'ahu. Money raised on each island or county stays there.

Maui County's walk hosts 1,500 participating walkers from across the island and in 2024, successfully raised \$1.5 million benefiting 60+ Maui County non-profit organizations. Since the Maui Hotel & Lodging Association started hosting the Maui Charity Walk in 1980, we have raised a cumulative total of \$19.4 million in Maui. We continue to achieve and surpass our goals year after year with the continued support of our amazing community! We invite you to join in this tradition of giving and enjoy a morning of fitness, fun, entertainment, and giveaways while raising funds and awareness for our island charities.



HAWAII LODGING & TOURISM
ASSOCIATION



Maui Hotel & Lodging
ASSOCIATION



HAWAII HOTEL INDUSTRY
FOUNDATION



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SPONSOR OPPORTUNITIES

Rubbah Slippah Sponsor | \$2,500

- Logo placement on the event website
- Company banner placement on the event field
- Sponsor name mention from the event entertainment stage
- Sponsor name mention on event Mahalo digital media.
- Name mention at CharityWalk Allocation Breakfast reception program.
- Two invitations to Charity Walk Allocation Breakfast



Fancy Slippah Sponsor | \$5,000



- Logo placement on the event website
- Prominent company banner placement on the event field
- Sponsor name mention from the event entertainment stage
- Sponsor name mention on Mahalo digital media.
- Logo placement on Charity Walk Allocation Breakfast reception program.
- Two invitations to Charity Walk Allocation Breakfast reception.
- Logo placement on Maui Charity Walk online fundraising platform (GiveSmart)
- Sponsor name mention online/social media promotions and advertisements

Silver Slippah | \$7,500

- Sponsor engraving on Silver Slippah Awards
- Stage assistance during Silver Slippah Awards presentation from the event stage
- Premier location at entertainment stage
- Premier sponsor mention on a radio campaign, live radio interviews and in-studio promotions
- Premier logo placement on the event website
- Premier company banner placement under the event field
- Sponsor name mention from the event entertainment stage
- Premier sponsor name mention on Mahalo digital media.
- Premier logo placement on Charity Walk Allocation Breakfast reception program.
- Award presentation assistance at the Charity Walk Allocation Breakfast Reception
- Two invitations to Charity Walk Allocation Breakfast reception.
- Logo placement on Maui Charity Walk online fundraising platform (GiveSmart)
- Sponsor name mention online/social media promotions and advertisements



Contact info@mauihla.org or more info or call (808) 244-8625