



## VISITOR INDUSTRY CHARITY WALK 2024



# 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 2023, successfully raised \$1.3 million benefiting 63 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 \$17.8 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



# VISITOR INDUSTRY CHARITY WALK 2024



## 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](mailto:info@mauihla.org) or more info or call (808) 244-8625

## 2024 VISITOR INDUSTRY CHARITY WALK, MAUI SPONSOR FORM

YES, I will be participating as a sponsor of the 2024 Maui Charity Walk on May 4.

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FIRST NAME	LAST NAME	TITLE	
REGISTERED BUSINESS NAME	WEBSITE		
COMPANY STREET ADDRESS	CITY	STATE	ZIP
EMAIL	PHONE	FAX	
POINT OF CONTACT	TITLE		
EMAIL	PHONE	FAX	

### SPONSOR PACKAGE

Please elect your sponsor package:

SILVER SLIPPAH - \$7,500

RUBBAH SLIPPAH - \$2,500

FANCY SLIPPAH - \$5,000

AID STATION - **SOLD OUT**

### PAYMENT METHOD

MY CHECK IS ENCLOSED. (PLEASE MAKE CHECK PAYABLE TO "MAUI HOTEL & LODGING ASSOCIATION")

MY CREDIT CARD PAYMENT:

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CREDIT CARD NUMBER	EXPIRATION DATE	CVC
CREDIT CARD BILLING ADDRESS	CITY, STATE, ZIP	

Please submit your Sponsorship Form, company logo, and payment no later than Friday, April 26, 2024, by 4pm to:

Charity Walk, Maui Headquarters  
c/o Maui Hotel & Lodging Association  
85 N. Church Street  
Wailuku HI 96793

For more information, please contact:  
Email: [info@Mauihla.org](mailto:info@Mauihla.org)  
Ph: 808-244-8625

Please submit your company logo as an EPS digital file, JPEG, PNG or TIFF file to the email address above. Slippah Package Sponsors are responsible for delivering company banners no larger than 6'x3' to the Charity Walk Headquarters or to the event filed no later than Friday, May 3. Please contact the office to further coordinate.