



About Maui's Whale Day Celebration

A benefit for marine education programs for Maui schoolchildren

Whale Day is Maui's largest and longest running celebration of its famous wintertime residents, the humpback whales! This free, all-day celebration-in-the-park is hosted by the nonprofit Pacific Whale Foundation and includes live music by some of Hawaii's top recording stars, great food by popular Maui restaurants, a gigantic craft fair featuring more than 100 local artists, environmental displays, activities for children, a parade and lots of information about whales! Whale Day is free and open to all. It takes place on Saturday, February 20 from 9 a.m. to 6 p.m. at Kalama Park in Kihei.

Who Attends Whale Day?

- About 15,000 people attended Whale Day in 2009.
- As a family event, most festival patrons are between the ages of 10 and 60.
- Half of the attendees are full-time or seasonal Maui residents; half are visitors to Maui.
- 48% of Whale Day attendees were convinced to come to the celebration because they want to support the purpose of Whale Day.
- 18% of Whale Day attendees came based on the event's reputation.
- 33% of Whale Day attendees come every year.
- 33% of Whale Day attendees came for the first time but plan to attend again.
- 42.3% of the attendees plan to attend the event month(s) in advance.



About Our Marine Education Programs

A nonprofit organization, Pacific Whale Foundation is Maui's oldest and largest marine conservation organization, founded in 1980. Since that time, Pacific Whale Foundation has offered its award-winning marine education programs to school classes on Maui, serving tens of thousands of children.

Your sponsorship of Whale Day will help us continue to offer new learning opportunities for kids to explore the wonders of the ocean around them, to learn firsthand that science is fascinating and relevant, and to understand their role in ocean stewardship.

In our Discovery Center classrooms alongside Maui's Ma'alaea Bay, children use lab and computer equipment that may not be available in their schools. Hands-on science learning opportunities like these can help reverse declining science test scores.

We provide programs for every grade level – from preschool through high school. All are created by our team of professional marine educators and all are correlated to state and national science standards. Our award-winning programs inspire curiosity, wonder and an interest in science.

Most of all, we hope to inspire kids to find ways to make eco-friendly choices in their daily lives and do their part to protect the whales' ocean habitat. All of our programs promote conservation. Your support of Whale Day is an investment in the future of the environment and our planet's oceans.

Your Sponsorship Makes a Difference for Kids – and the Marine Environment



- Give high school students the opportunity to monitor water quality at their favorite beaches – using scientific equipment not typically found in Hawaii's schools.
- Let elementary students embark on a tidepool exploration – and grasp concepts such as "ecosystem" and "symbiosis".
- Make it possible for middle school kids to observe whales at sea and to try their hand at marine mammal research. Encounters with whales are unforgettable experiences that motivate kids to do their part to protect the whales' ocean habitat.



2010 Whale Day Sponsorship Registration Form

A benefit for marine education programs for Maui schoolchildren

Yes, count me in as a sponsor of Whale Day 2010.

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

Email: _____ http:// _____

I would like to donate:

___ Cash: \$ _____

___ Check enclosed (Please make check payable to Pacific Whale Foundation, the host of Maui Whale Festival.)

___ Please charge \$ _____ to my credit card #: _____ Exp. Date: _____ 3-digit sec. code: _____

___ In-kind Goods or Services. Value of: \$ _____

Description: _____

Sponsorship Levels (Please see other side for descriptions of sponsorship benefits.):

___ Principal Sponsor \$10,000 or above

___ Supporting Sponsor \$7,500

___ Contributing Sponsor \$5,000

___ Participating Sponsor \$1,000

___ Patron Sponsor \$500

___ General Sponsor under \$500

We welcome your donation of goods or services for our Silent Auction at Whale Day.

Please sign me up for a special sponsorship (Please see other side for descriptions of these special sponsorships.):

___ Whale Day Celebration Entertainer Sponsor \$7,500

___ Whale Day Celebration Keiki Eco-Fair Sponsor \$7,500

___ Whale Day Celebration First Aid/Information Tent Sponsor \$2,500

___ Whale Day Eco-Alley Sponsor \$2,500

___ Whale Day Dining Tent Sponsor \$2,500

___ Laugh in the Park Entertainment Sponsor \$2,000

___ Laugh in the Park "Local Foods" Dinner Sponsor \$1,500

Pacific Whale Foundation is the host of Whale Day and Maui Whale Festival. Pacific Whale Foundation is a nonprofit 501 (c) (3) organization. Donations to Pacific Whale Foundation and Whale Day are U.S. tax deductible to the extent allowed by law.

Please return this form by mail:

Maui Whale Festival, c/o Pacific Whale Foundation
300 Ma'alaea Road, Suite 211, Wailuku, HI 96793

Questions? Need additional information?

Call (808) 856-8325 to speak with Ashley Justice, Event Coordinator.
Or email ashley@pacificwhale.org

To view our complete sponsorship package, go to
www.mauiwalefestival.org

Whale Day Sponsorship Levels

Principal Sponsor

\$10,000 or above

- Company name and logo on banner on stage at Whale Day celebration and displayed at the Run for the Whales and Parade of Whales
- Two additional company banner placements at Whale Day celebration
- Logo on Maui Whale Festival website with link to sponsor's homepage
- Company name and logo on event advertisements and posters
- Company name and logo in Whale Day celebration program
- Five VIP passes to all Maui Whale Festival events with on-site parking at Whale Day
- 10 foot by 10 foot display space (booth tent, table and chairs provided) at Whale Day celebration
- Stage time at Whale Day celebration to talk about your company/products (up to 5 minutes)



Supporting Sponsor

\$7,500 or above

- Company name and logo on banner on stage at Whale Day celebration and displayed at the Run for the Whales and Parade of Whales
- One additional company banner placement at Whale Day celebration
- Name on Maui Whale Festival website with link to sponsor's homepage
- Company name and logo on event advertisements and posters
- Company name in Whale Day celebration program
- Two VIP passes to all Maui Whale Festival events with with on-site parking at Whale Day celebration
- 10 foot by 10 foot display space (booth tent, table and chairs provided) at Whale Day celebration
- On stage recognition by emcee at Whale Day celebration



Contributing Sponsor

\$5,000 or above

- Company name and logo on banner on stage at Whale Day celebration and displayed at the Run for the Whales and Parade of Whales
- Company name in Whale Day celebration program
- One VIP pass to all Maui Whale Festival events with on-site parking at Whale Day
- Company name in "Mahalo" (Thank you) advertisement in The Maui News after the Whale Day celebration

Participating Sponsor

\$1,000 or more

- Company name in Whale Day celebration program
- One VIP pass to all Maui Whale Festival events with on-site parking at Whale Day
- Company name in "Mahalo" (Thank you) advertisement in The Maui News after the Whale Day celebration

Patron Sponsor

\$500 or above

- Company name in program
- Company name in "Mahalo" (Thank you) advertisement in The Maui News after the Whale Day celebration

General Sponsor

under \$500

- Company name in "Mahalo" (Thank you) advertisement in The Maui News after the Whale Day celebration

Whale Day Special Sponsorship Opportunities

Whale Day Celebration Entertainer Sponsor

\$7,500

Sponsor one of the Whale Day entertainment acts with your sponsorship donation of \$7,500. You will receive the benefits of our Supporting Sponsor (see previous page) plus special recognition on stage during the performance.

Whale Day Celebration Keiki Eco-Fair Sponsor

\$7,500

Sponsor the rides, games and activities of the Keiki (Children's) Eco-Fair at Whale Day with your donation of \$7,500. You will receive the benefits of our Supporting Sponsor (see previous page) plus special recognition at the Keiki Carnival for your donation.

Whale Day Celebration First Aid/Information Tent Sponsor

\$2,500

This tent is located at the entrance of Whale Day. By sponsoring this tent, you will be eligible to display your banner right on the tent, in a high-traffic area. Plus, you will be eligible for all of the other benefits of a Participating Sponsor (see previous page).

Whale Day Eco-Alley Sponsor

\$2,500

Eco-Alley features displays about Maui's environment by more than 15 environmental groups and government agencies, including Haleakala National Park, Hawaiian Islands Humpback Whale National Marine Sanctuary and others. We provide free booth space to all of these exhibits, thanks to our Eco-Alley Sponsor. Your banner will be displayed at the entrance to Eco-Alley, plus you will enjoy the benefits of a Participating Sponsor (see previous page). What a great way to show you care about the environment!

Whale Day Dining Tent Sponsor

\$2,500

At Whale Day, as with other festivals in Hawaii, shade is much appreciated! The big 40' x 40' Whale Day Dining Tent provides shade, plus comfortable seating for over 150 festival-goers at a time. As the Whale Day Dining Tent sponsor, you may post your banner at up to two locations in the Dining Tent, plus enjoy all of the benefits of a Participating Sponsor (see previous page).

Laugh in the Park Entertainment Sponsor

\$2,000

Augie T, voted "Entertainer of The Year" by *Midweek* and the *Honolulu Star Bulletin*, will host a Laugh in the Park. His radio show (aired daily from 6am-10am on 93.1 The Zone KQMQ) was chosen as one of Hawaii's favorite Radio Shows in the Honolulu Advertiser's Best of the Best competition. Augie is a two time Na Hoku Hanohano Award Winner with record selling DVDs including "Live at Hawaii Theatre" and "Then and Now". As the Entertainment Sponsor you will receive the same benefits of a Participating Sponsor as well as have a banner on stage for the night plus special on stage recognition.

Laugh in the Park "Local Foods" Dinner Sponsor

\$1,500

Taking place under the stars, a comedy show by Hawaii's own "Augie T" will be enjoyed during a delicious three-course dinner featuring locally grown and produced menu items. As a food sponsor you will be supporting local farmers through the use of their products for the dinner. As the Laugh in the Park "Local Foods" Dinner Sponsor, you will enjoy the same benefits as a Participating Sponsor plus (see previous page) on stage recognition.