

# SPONSOR DELIVERABLES



[www.mauikiteandwingfest.com](http://www.mauikiteandwingfest.com)



MAHALO NUI LOA FOR YOUR SUPPORT IN THE  
PATAGONIA MAUI KITE & WING FEST 2022  
WHICH TOOK PLACE JUNE 3RD-5TH AT KANAHA  
BEACH PARK IN A WEEKEND FULL OF ACTION,  
CAMARADERIE, AND ALOHA UNDER THE SUN IN  
THE BEAUTIFUL KINGDOM OF HAWAII.

THE NOW-FAMOUS EVENT WAS A HUGE  
SUCCESS, WELCOMING COMPETITORS FROM  
AROUND THE WORLD TO RIDE IN THE  
BIRTHPLACE OF BOTH KITE AND WING  
SURFING, AS WELL AS HUNDREDS OF  
SPECTATORS THAT GATHERED ON THE BEACH  
TO WITNESS THE ACTION.



81 ATHLETES SHOWED UP TO COMPETE IN FREESTYLE AND RACING WING SURFING DIVISIONS, AS WELL AS IN THE KITE RACING AND EXTREME BIG AIR DIVISIONS.

THE TWO INITIAL DAYS WERE DEDICATED TO RUNNING WING SURFING DIVISIONS, FREESTYLE AND RACING, AS WELL AS KITE RACES IN FOIL, SURF, AND TWIN TIP DIVISIONS.

THE THIRD AND FINAL DAY WAS DEDICATED TO RUNNING THE LAST PART OF THE WING SURFING FREESTYLE DIVISIONS. TO CLOSE OFF WITH A BANG, THE WIND PICKED UP AND ALLOWED THE EXTREME BIG AIR RIDERS TO GO FULL SEND AND SHOWCASE THEIR TALENT.



# RedBull King of the Air

OFFICIAL QUALIFIER EVENT

A pool of international athletes came together to compete in a unique talent showdown that featured once again a Red Bull King of the Air Qualifier Event. Since the wind did not pick up to KOTA standards, the competitors who want to participate in the KOTA video contest selection will be given priority thanks to their participation in the Patagonia Maui Kite & Wing Fest 2022.





# TITLE SPONSOR PATAGONIA



Reo Stevens, professional kitesurfer from O'ahu and Patagonia rider, deep in the barrel. Photo by Damea Dorsey

Patagonia is excited to be the Title Sponsor of the Maui Kite and Wing Fest as it fits perfectly with our ethos, our love for self-propelled sports, and staying wet in-between surfs. As well as supporting our family, friends, our community, our shapers - the wing, foil and kiteboards that are designed and shaped by Fletcher Chouinard and the crew at FCD Surfboards.

[maukiteandwingfest.com/news](https://maukiteandwingfest.com/news)

HOME 2022 RESULTS SCHEDULE GALLERY FORMAT WOO CHALLENGE GOPRO QUIK OFFSET

May 2022

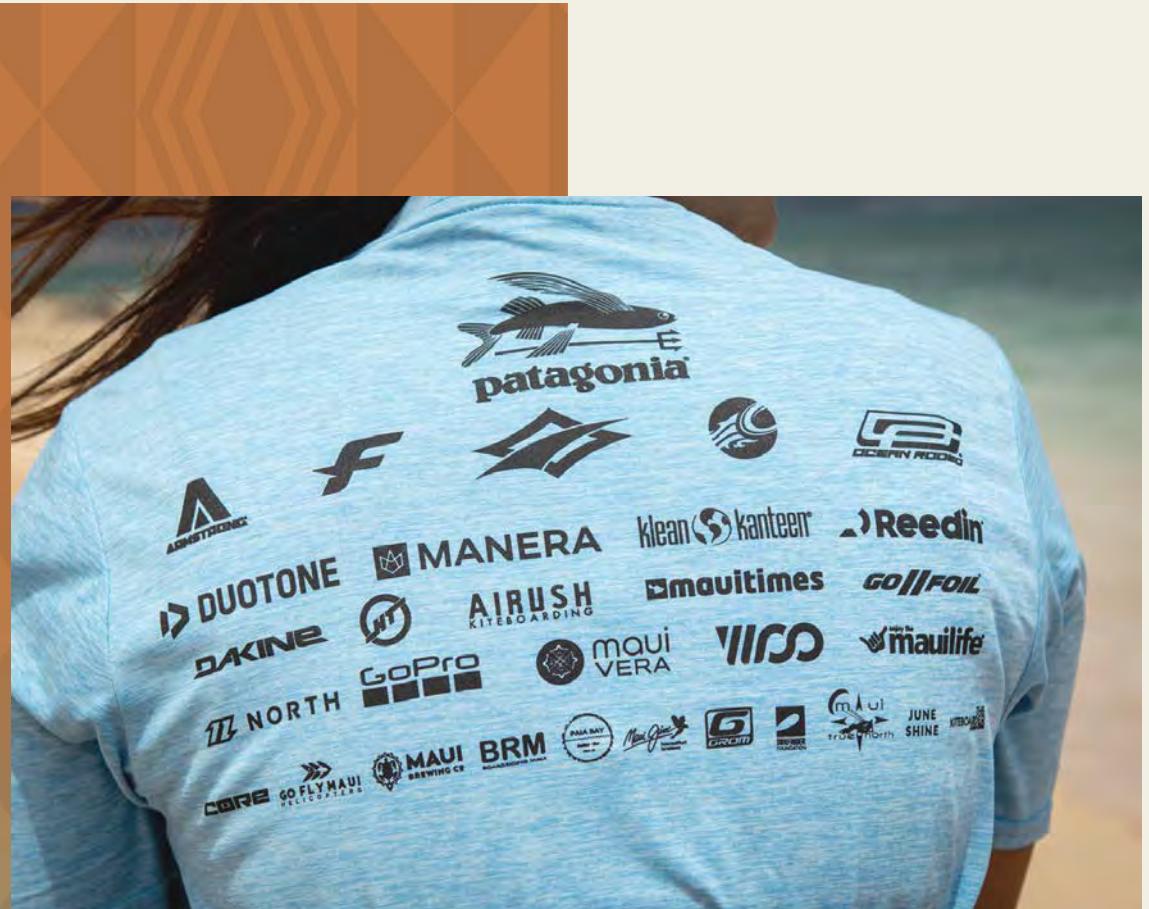
The Maui Kite & Wing Fest is proud to announce its partnership with Patagonia

A brand that lives up to the standards it set itself by pushing for sustainability across the board.



**GOLD SPONSORS**

OCEAN RODEO  
CABRINHA  
REEDIN  
ARMSTRONG  
F-ONE & MANERA  
NAISH  
HIGH PEAKS CBD  
DUOTONE  
KLEAN KANTEEN





## SILVER SPONSORS

AIRUSH

WOO

GOFOIL

GOPRO

DAKINE

NORTH

HITECH

ENJOY THE MAUI LIFE

MAUI VERA

MAUI TIMES





## BRONZE SPONSORS

BRM

SURFRIDER

PAIA BAY COFFEE

MAUI JIM

JUNESHINE

CORE

GROM

MAUI BREWING CO.

THE KITEBOARDER

GOFLY MAUI



# BEACH CLEAN UP IN PARTNERSHIP WITH



Surfrider Foundation is a non-profit environmental organization dedicated to the protection and enjoyment of the world's oceans, waves, and beaches for all people, through conservation, activism, research, and education. During the event, Surfrider led a beach clean-up in which contestants, sponsors, and attendees contributed to the cause.



# INSPIRED TO TAKE ACTION

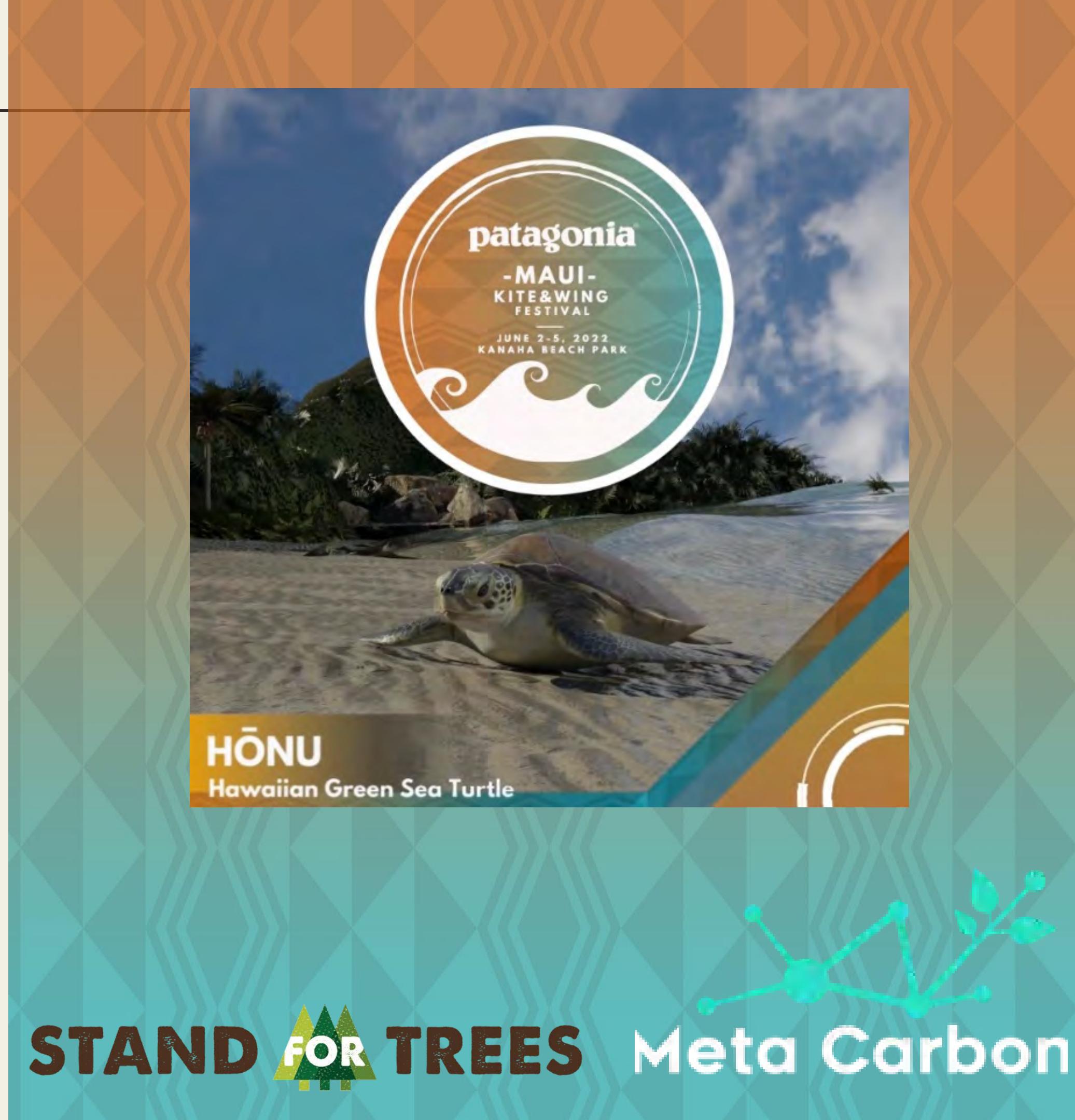
In lieu of the UN World Oceans Day on June 8th, the Patagonia Maui Kite & Wing Fest has taken measures to decarbonize its footprint and become a role model in the water sports industry events.

LIMITED EDITION NFT for carbon credits are available on our website in partnership with

[www.standfortrees.org](http://www.standfortrees.org)

[www.meta-carbon.com](http://www.meta-carbon.com)

[www.carboncreatures.com](http://www.carboncreatures.com)



**STAND FOR TREES** Meta Carbon

# PROMOTING UN SUSTAINABILITY GOAL #14

THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT, ADOPTED BY ALL UNITED NATIONS MEMBER STATES IN 2015, PROVIDES A SHARED BLUEPRINT FOR PEACE AND PROSPERITY FOR PEOPLE AND THE PLANET, NOW AND INTO THE FUTURE. AT ITS HEART ARE THE 17 SUSTAINABLE DEVELOPMENT GOALS (SDGS), WHICH ARE AN URGENT CALL FOR ACTION BY ALL COUNTRIES - DEVELOPED AND DEVELOPING - IN A GLOBAL PARTNERSHIP.

The ocean covers more than 70 percent of the earth's surface. We are using our "self propelled water sports" event and messaging as a tool to engage and inspire our industry to take measurable action in our companies and individual lives through fun and engaging activities. The ocean also contributes to current and future sustainable economic growth. A healthy, productive, sustainable and resilient ocean is fundamental to life on our planet and to our future.

In June, the Goal of the Month editorial looks at Goal 14 (Life under Water). We explore the impacts of the decline of the ocean, the ocean-climate nexus, and what science-based solutions are available.

If you have not offset your carbon, you can do so in our [website](#)



# Honoring & Respecting Hawaiian Traditions

The Patagonia Maui Kite & Wing Fest is committed to honoring and respecting Hawaiian traditions, therefore the event officially opens with a traditional Hawaiian Blessing asking the land and elements for their permission to perform the event, and it closes with a traditional Hawaiian Hula performance and Luau.





# SPONSOR MERCHANDISING & BRANDING



patagonia®  
-MAUI-  
KITE & WING  
FESTIVAL

JUNE 2-5, 2022  
KANAHA BEACH PARK

[www.mauikiteandwingfest.com](http://www.mauikiteandwingfest.com)

# ATHLETE JERSEYS



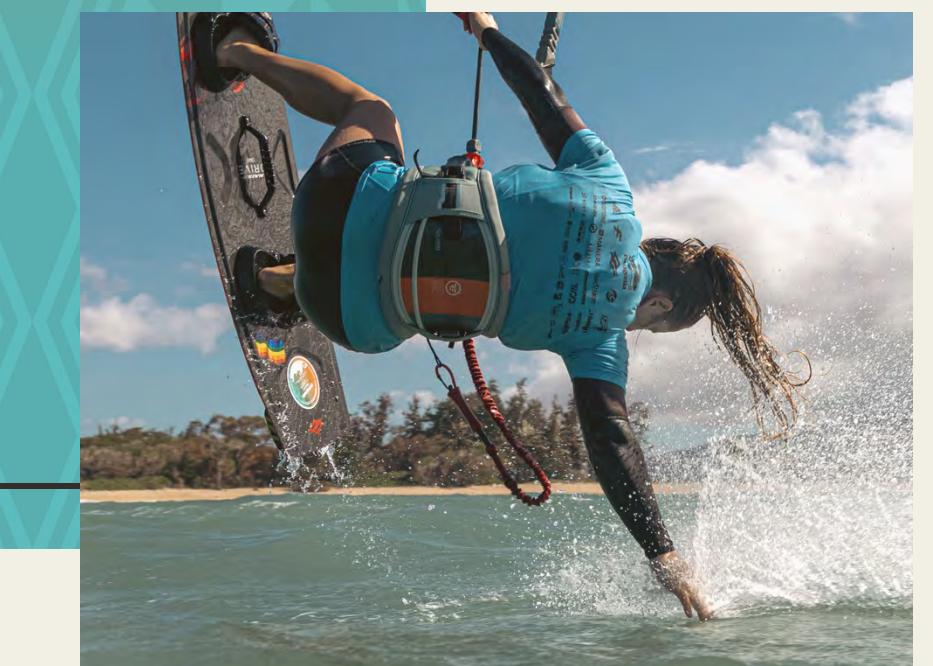
# ATHLETE & VIP GOODIE BAGS



# EVENT & PRODUCT CO-BRANDING



# BOARD STICKERS & MEDAL BRANDING



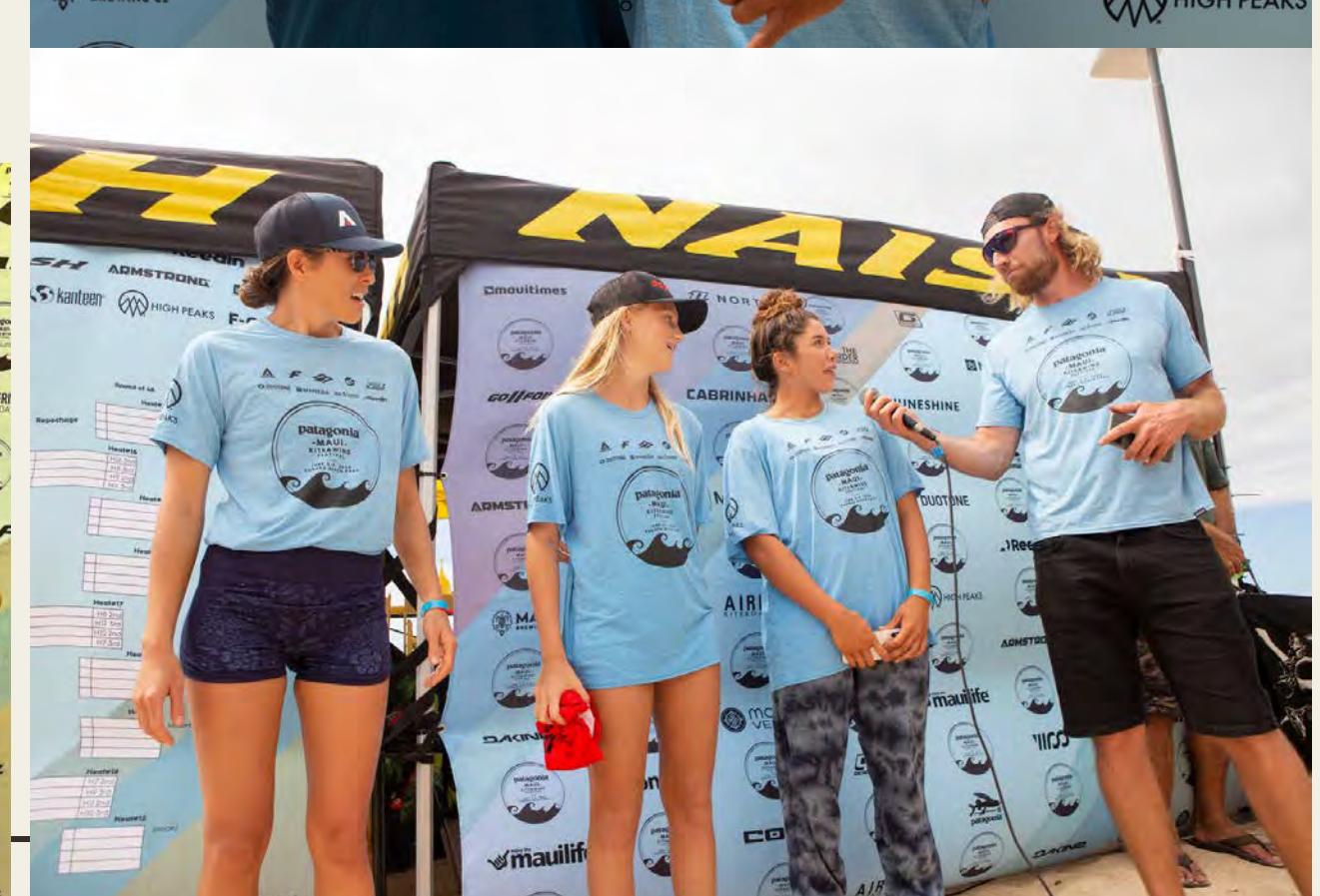
# ON-SITE BRANDING

THE EVENT TITLE, GOLD & SILVER SPONSORS HAD THE BENEFIT OF SETTING UP A TENT AND FLAGS ON THE BEACH TO SHOWCASE THEIR PRODUCTS TO THE PARTICIPATING ATHLETES AND TO THE HUNDREDS OF SPECTATORS THAT ATTENDED THE 3 DAY EVENT.

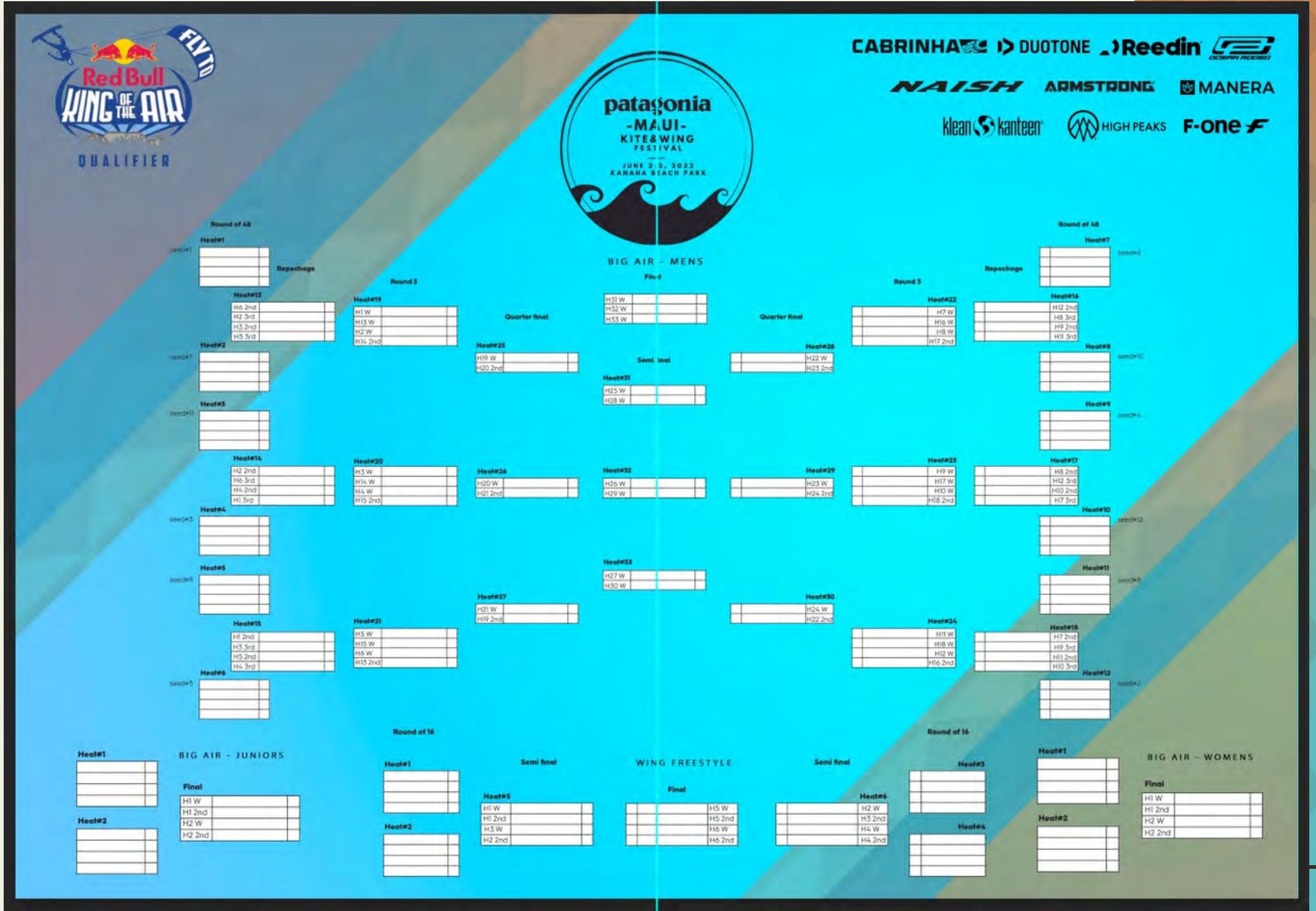


# PHOTO BACKDROP

## PHOTO BACKDROP AT OPENING & CLOSING PARTIES FOR RIDER HEADSHOTS, SKIPPERS MEETING & INTERVIEWS



# COMPETITION LADDER AT EVENT SITE



# AWARDS CEREMONY BACKDROP AT EVENT SITE

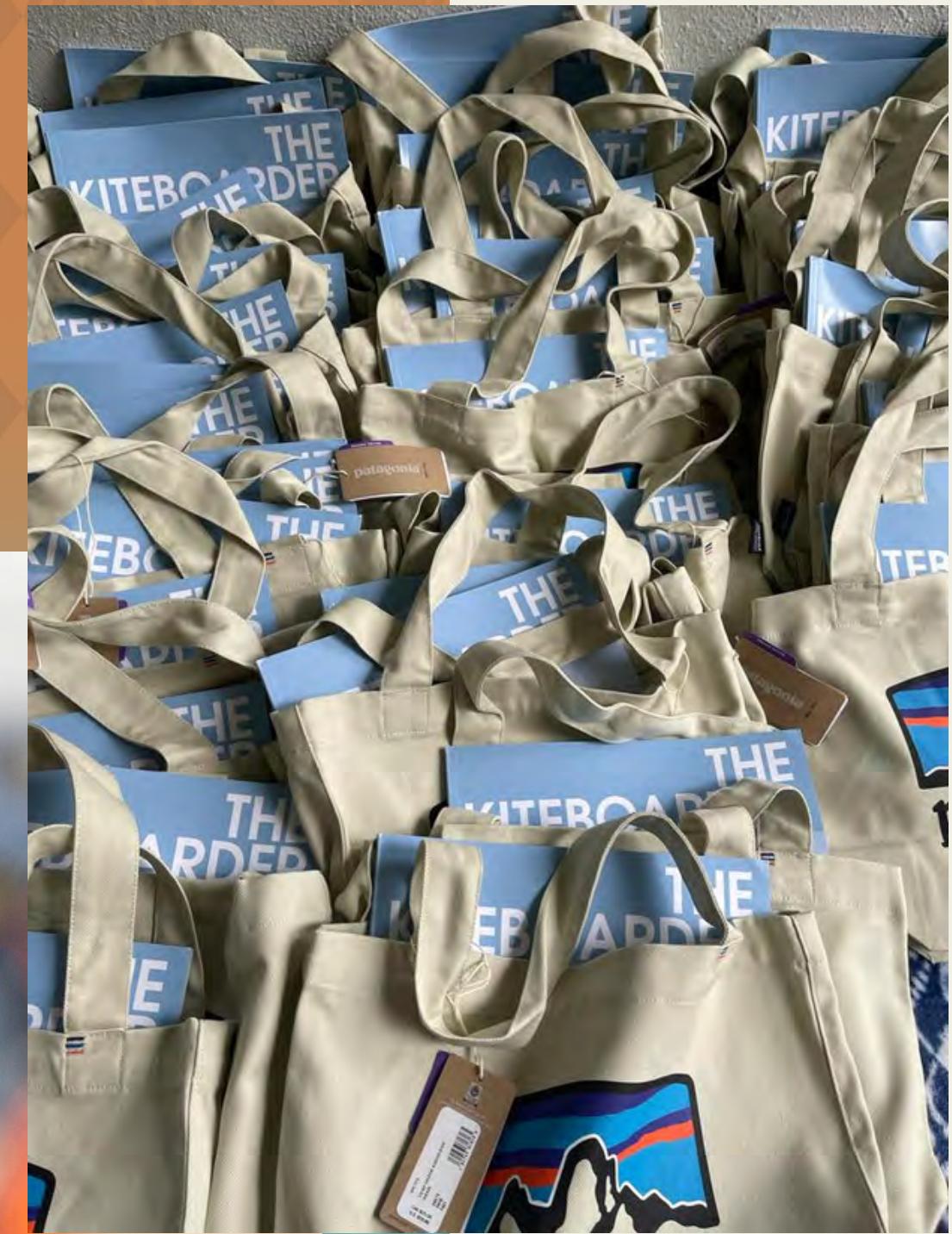


# AWARDS CEREMONY BEAM BANNERS



# PRODUCT PLACEMENT

SPONSOR PRODUCTS INCLUDED IN  
ATHLETE & VIP GOODIE BAGS





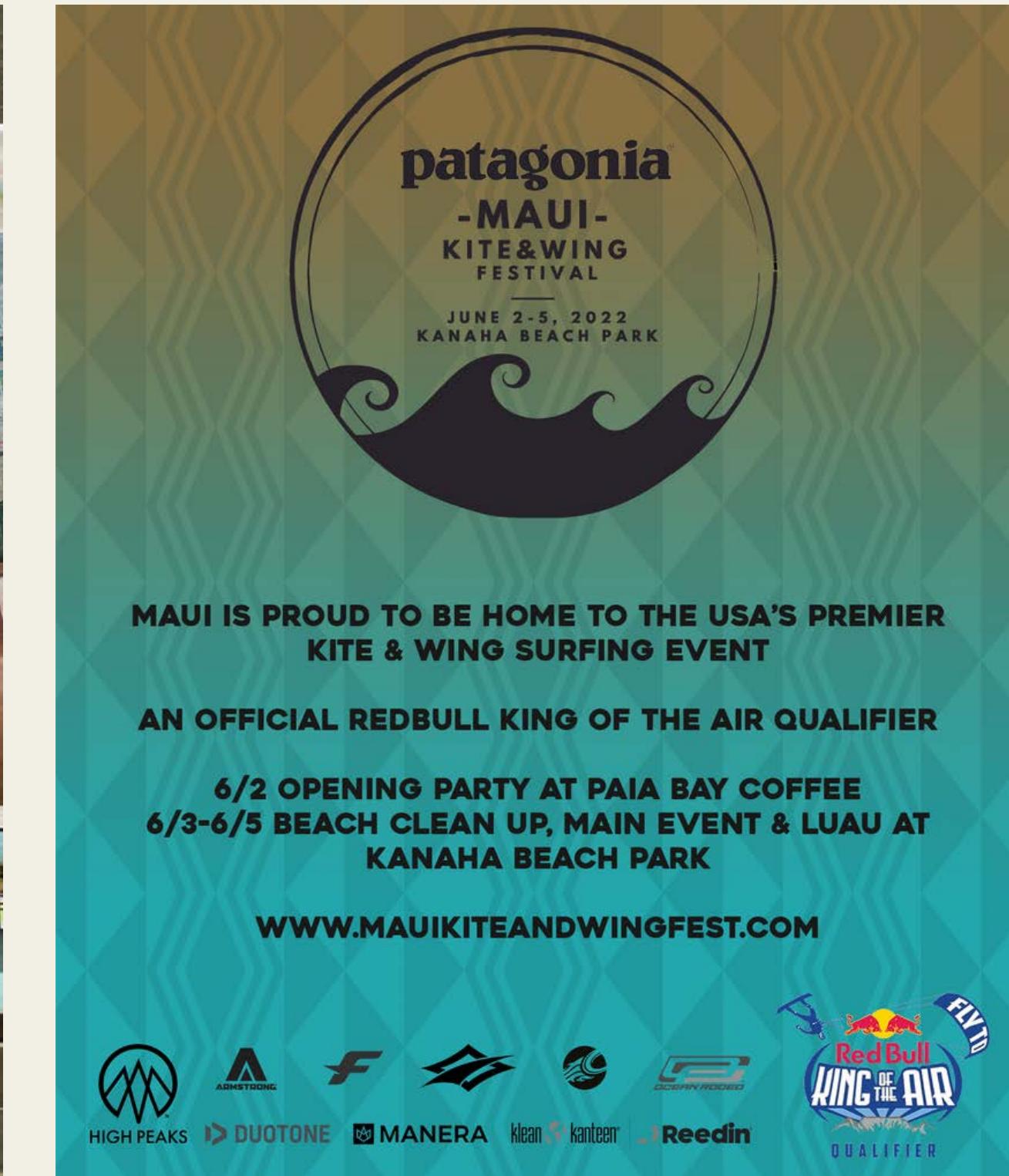
# SPONSOR BRANDING IN EVENT MARKETING MATERIALS

[www.mauikiteandwingfest.com](http://www.mauikiteandwingfest.com)



# EVENT AD FEATURED IN THE MAUI TIMES

MAUITIMES IS MAUI'S  
PREMIER NEWS, ARTS,  
AND ENTERTAINMENT  
MEDIA SOURCE  
REACHING THOUSANDS  
OF LOCAL  
HOUSEHOLDS



# EVENT POSTER DISTRIBUTED LOCALLY AND DIGITALLY

Hub Hawaii is an inter-island wide platform for local events and classified ads  
<https://hubhawaii.com/events/Maui/2022/6/2/?>

The screenshot shows a web browser displaying the Hub Hawaii website. The URL in the address bar is <https://hubhawaii.com/events/Maui/2022/6/2/?>. The page header includes the Hub Hawaii logo, a search bar, and navigation links for 'Classifieds' and 'Events'. A user profile for 'Aloha, Paula Rosales!' is shown with 'My Profile' and 'Logout' options. Below the header, a weekly calendar for Maui shows events for each day from Thursday, June 2, 2022, to Monday, June 6, 2022.

- Thursday**, June 2, 2022:  
Alexander Academy Presents The Sleeping Beauty (Thumbnail: Ballerina)
- Friday**, June 3, 2022:  
Patagonia Maui Kite & Wing Fest 2022 (Thumbnail: Festival logo)  
Magic Classes At The Fairmont Kea Lani by The Magical Mystery Show! (Thumbnail: Magician)
- Saturday**, June 4, 2022:  
N/A
- Sunday**, June 5, 2022:  
N/A
- Monday**, June 6, 2022:  
N/A



# EVENT POSTER DISTRIBUTED LOCALLY AND DIGITALLY

Friends of Kanaha Facebook Group & Facebook Community Page/ Event Page

The screenshot shows a Windows desktop environment with a taskbar at the bottom containing various application icons. Two Facebook event pages are displayed side-by-side in a browser window.

**Left Event Page:** A post from Paula Rosales on the "Friends of Kanaha" group. It features a large circular logo for the Patagonia Maui Kite & Wing Fest. Below the logo, it lists the event details: Thursday 6/2 Registration & Opening Party @ Paia Bay Coffee, Friday 6/3 @ Kanaha Beach Park 9am Beach Cleanup with Surfrider Foundation, Friday 6/3, Saturday 6/4 & Sunday 6/5 10-4pm @ Kanaha Beach Park Kite & Wing Competition, Red Bull King of the Air Qualifier, Woo Challenge, and Sunday 6/5 4pm Luau & Awards Ceremony @ Canoe Hale. It also includes the website [www.mauikiteandwingfest.com](http://www.mauikiteandwingfest.com) and logos for various sponsors like Duotone, Manera, Reedin, and Red Bull King of the Air.

**Right Event Page:** A detailed view of the event page for the Patagonia Maui Kite & Wing Fest. It shows the same event details and includes a "Details" section with information such as 74 people responded, the event is by Patagonia Maui Kite & Wing Fest, location is Kanaha Beach Park, duration is 4 days, and it's public - anyone on or off Facebook. It also mentions the USA's Premier Kite & Wing Surfing Event and an official Red Bull King of the Air Qualifier.



# EMAIL MARKETING CAMPAIGNS & WEB NEWS

STORYTELLING &  
BRAND RECOGNITION FOR GOLD  
SPONSORS  
WITH SOCIAL MEDIA SUPPLEMENTARY  
POSTS, WEB NEWS, IG HEADLINE LINKS  
& SOCIAL MEDIA HASHTAGS

The Instagram profile for mauikiteandwingfest features a banner for Patagonia Maui Kite & Wing Fest. The bio describes it as "The USA's Premier Kite & Wing Surfing Event" and includes links to the event's website and latest news. A post from April 2022 shows two people kiteboarding on a blue ocean.

An email marketing campaign from Maui Kite and Wing Fest. The subject line is "Live free, ride free with Cabrinha". The body of the email features a large image of a kiteboarding competition and the Patagonia Maui Kite & Wing Fest logo.

An Instagram post from mauikiteandwingfest featuring a video of kiteboarding. The caption reads: "The Patagonia Maui Kite & Wing Fest is proud to welcome @cabrinhakites on board! Maui is the birthplace of @cabrinhakites and today remains the epicentre for the brand's marketing and R&D, and the wind and wave-rich setting of the island has played a key role in the development of every product. "With world class conditions and a host of international riders in attendance, it's going to be a fantastic event, and we can't wait to be part of it" shares the Cabrinha crew. Read the full story in the link on our bio." The post includes hashtags #LiveFreeRideFree, #cabrinha, #cabrhinateam, #wingfoiling, #maui, #hawaii, #mauikiteandwingfest2022, and #mauikiteandwingfest.

# BRAND ACTIVATED PROMOTIONS

## WOO ALOHA CHALLENGE GOPRO MEDIA CHALLENGE

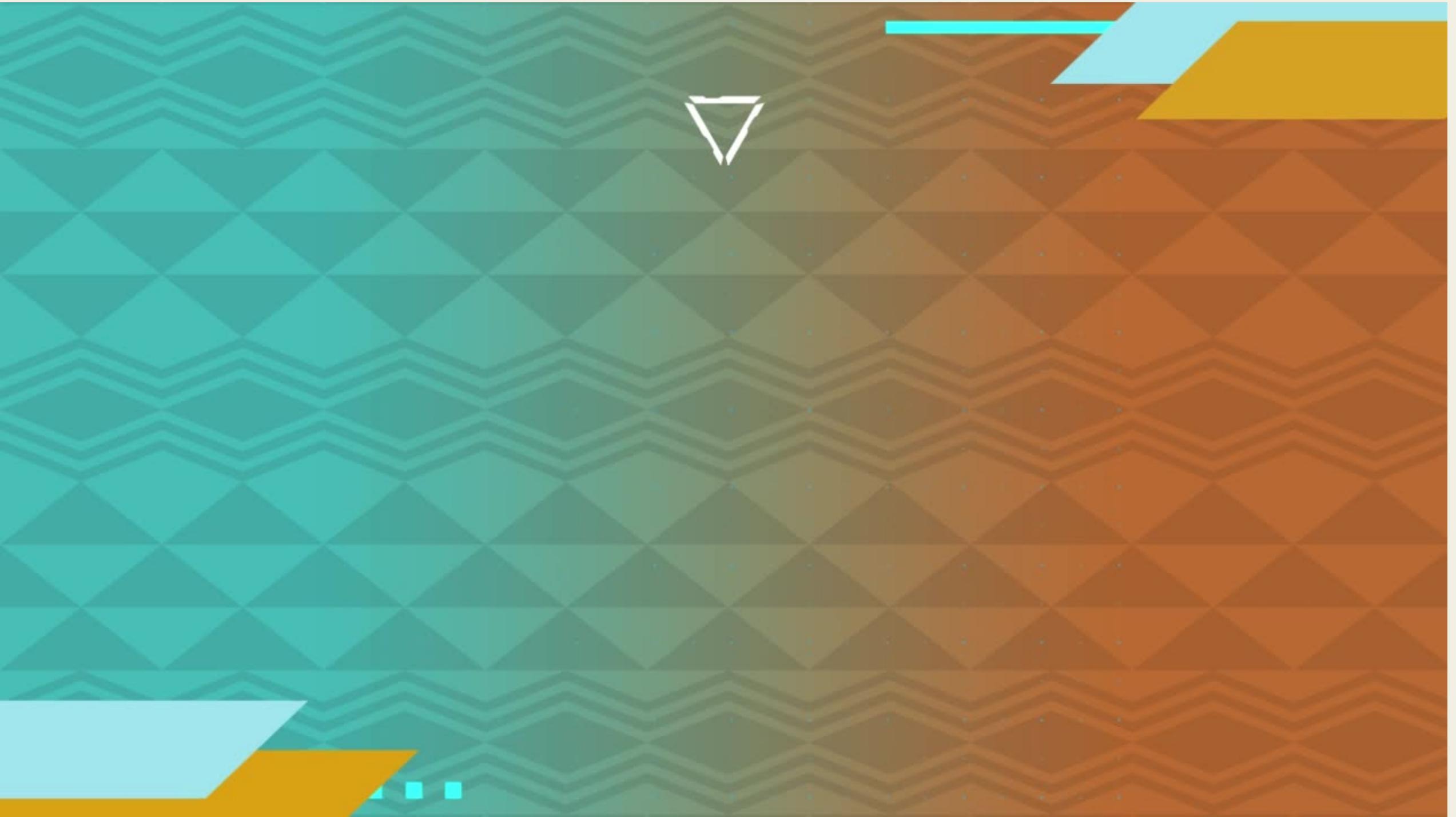


# BRAND MENTIONS IN LIVE EVENT AUDIO



[Click this link for the full list  
of event announcements](#)

[Click The Video to Play Event  
Sponsor Announcements](#)



# FACEBOOK ENGAGEMENT & ANALYTICS

Click this link for Overview  
of Social Media Analytics

Patagonia Maui Kite & Wing Fest

482 total likes

504 Total follows

Visitor photos



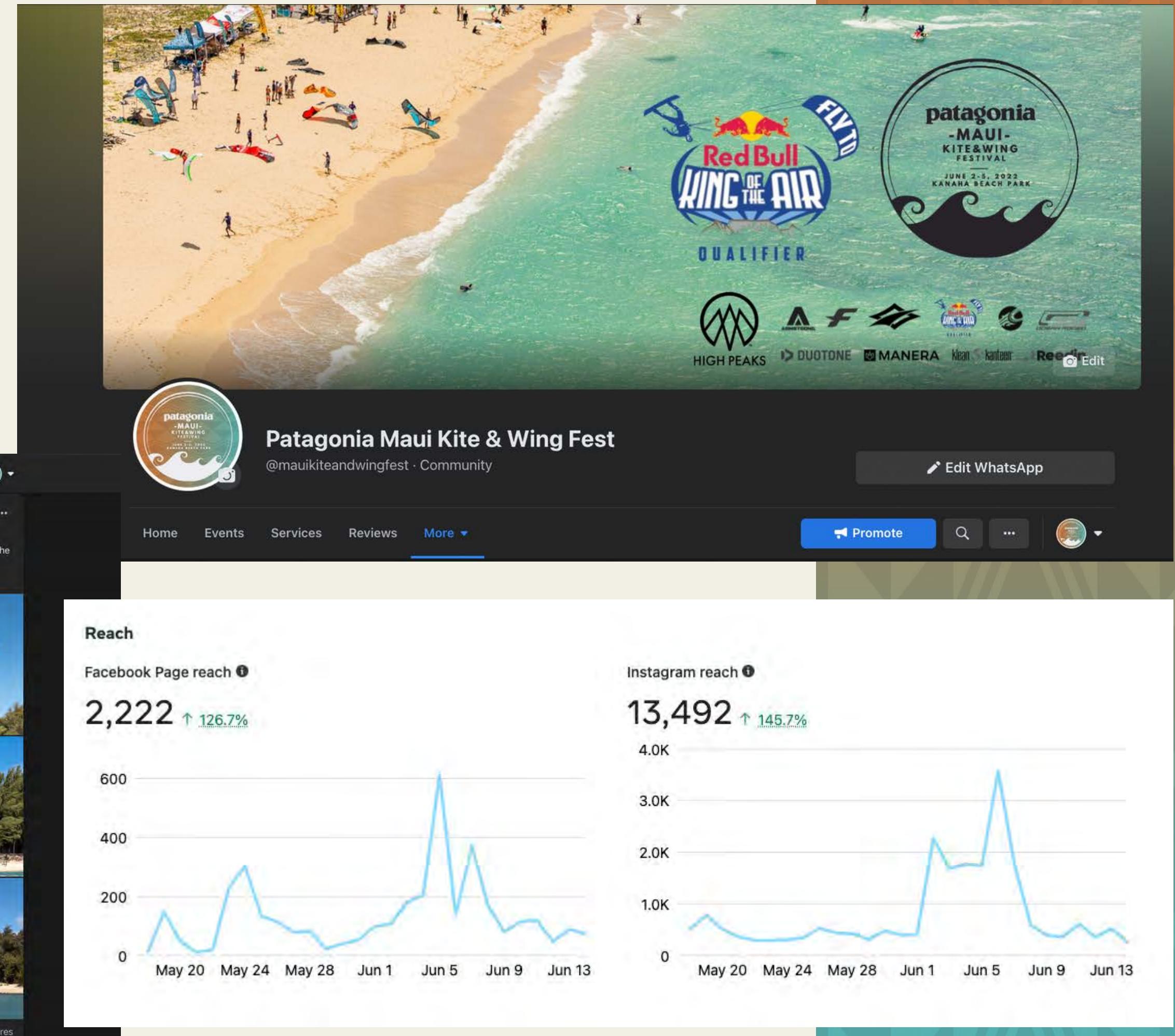
Kai Lenny June 7 at 2:06 PM · [Promote](#)

First time competing on the Wing at the Patagonia Maui Kite & Wing Fest I had a blast competing with all the rippers and look forward to doing more competitions in the future. Winds may have been light, but the stoke was strong! 🤘

Hurley TAG Heuer Red Bull CARIUMA GoPro KT Surfing

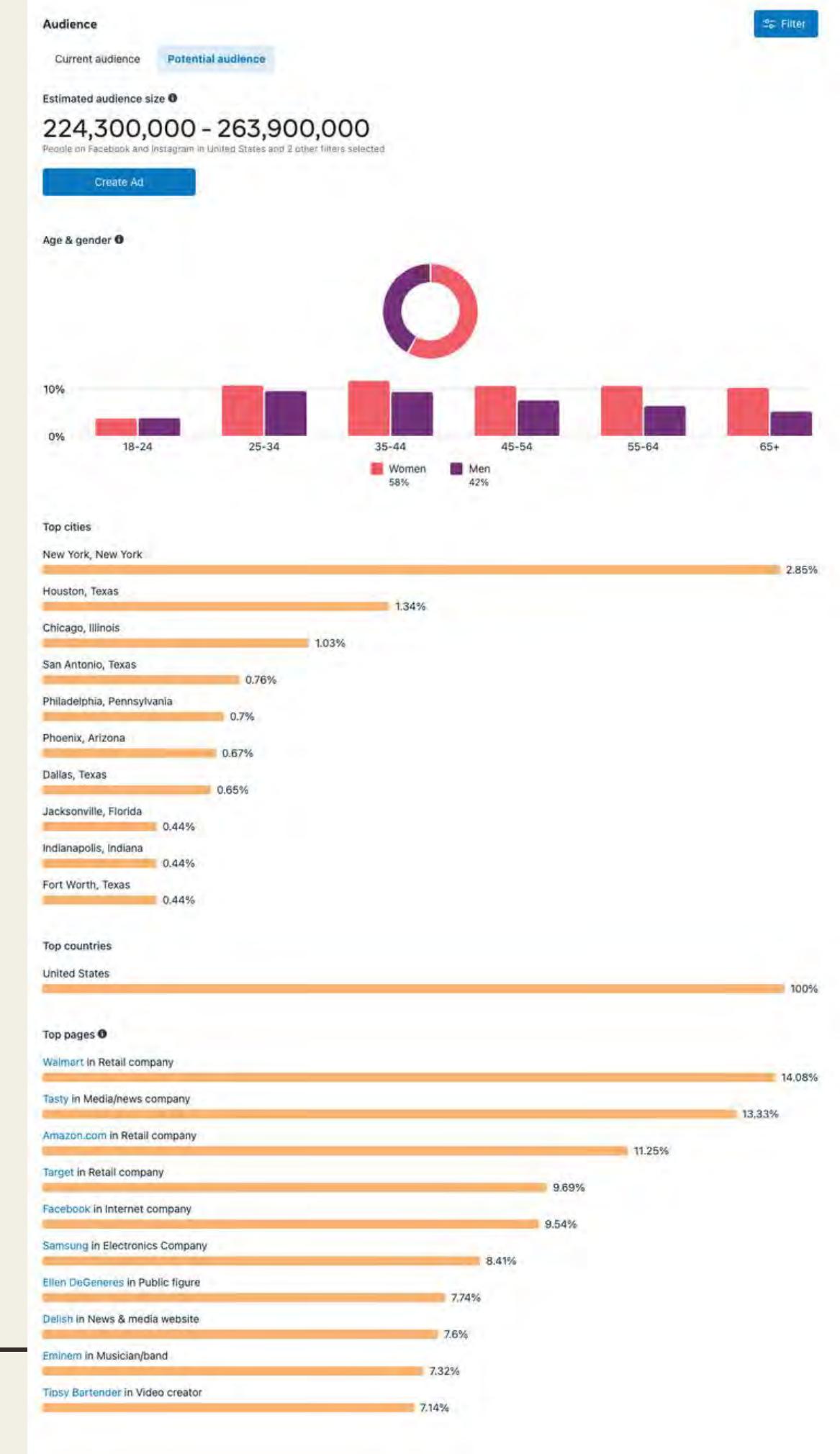
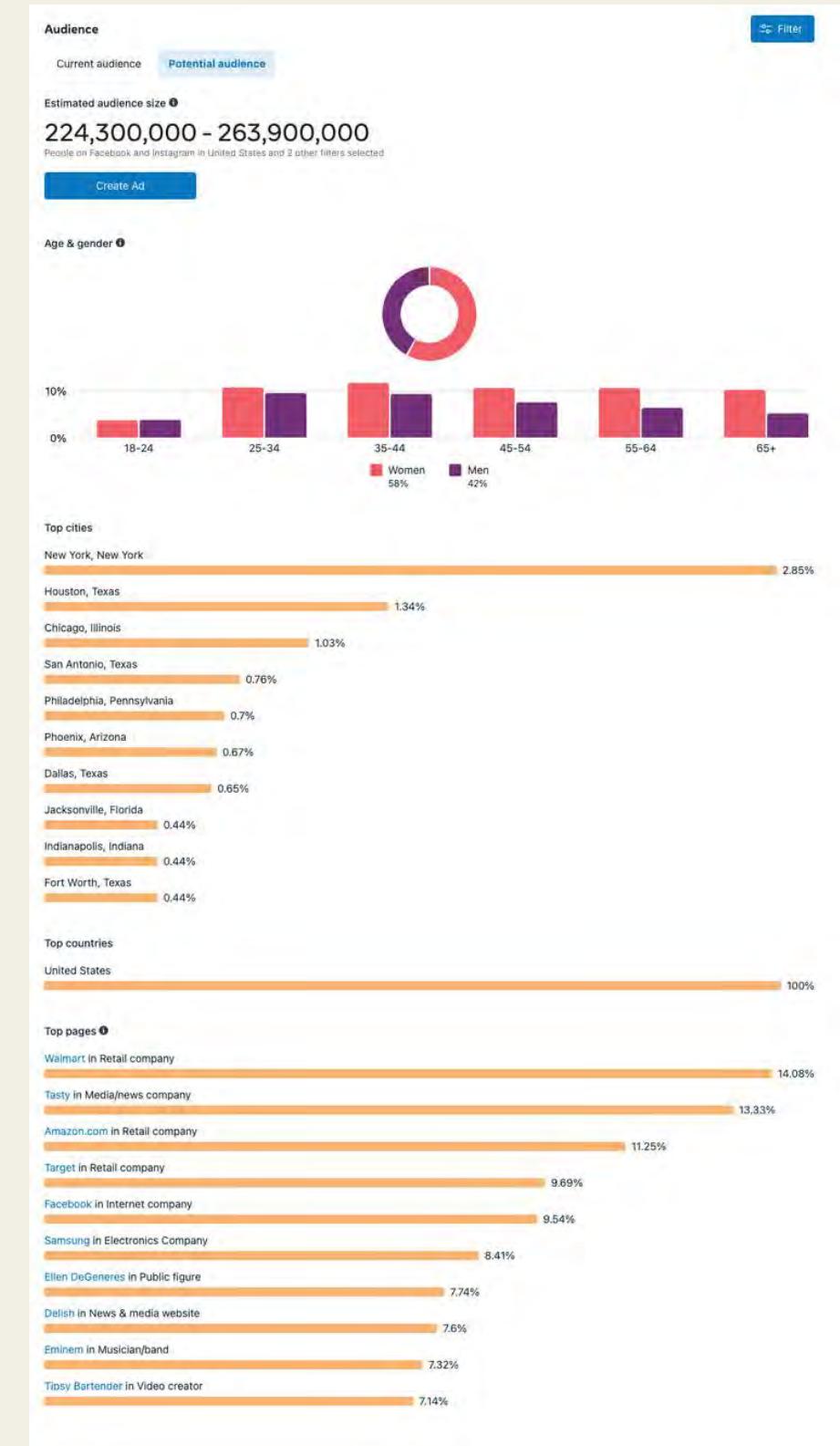
Privacy · Terms · Advertising · Ad Choices · Cookies · More · Meta © 2022

2.2K 29 Comments 63 Shares



# FACEBOOK ENGAGEMENT & ANALYTICS

Click this link for [Overview of Social Media Analytics](#)





**THE ULTIMATE  
KITEBOARDING &  
WINGSURFING EVENT TO  
SHOWCASE YOUR BRAND**





# MEDIA ASSETS

The Patagonia Maui Kite & Wing Fest is an amazing platform for your brand to be recognized in a well curated industry of adventure seeking consumers with more than 300+ spectators onground, 1k+ on Social Media - Click the links for assets folder

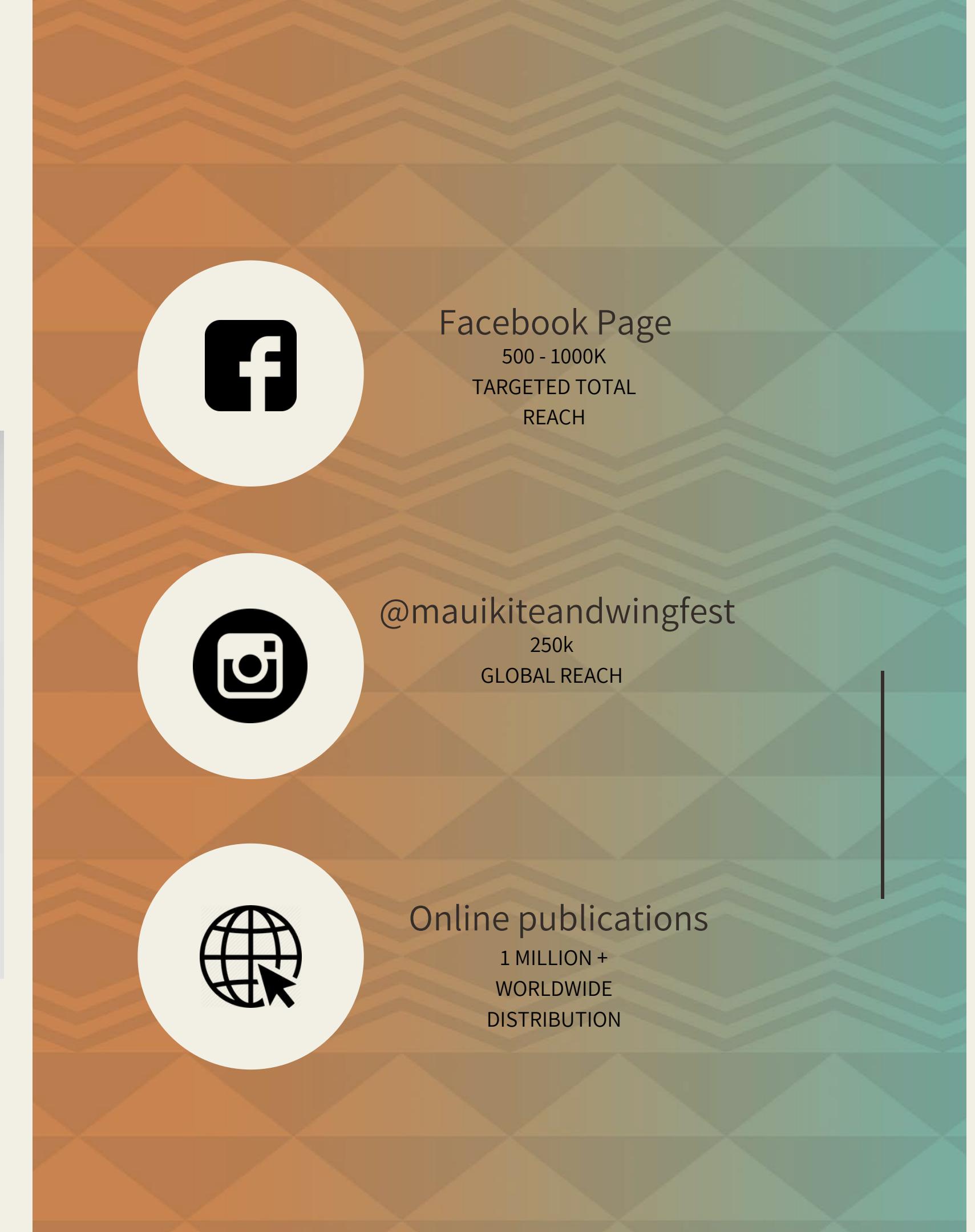
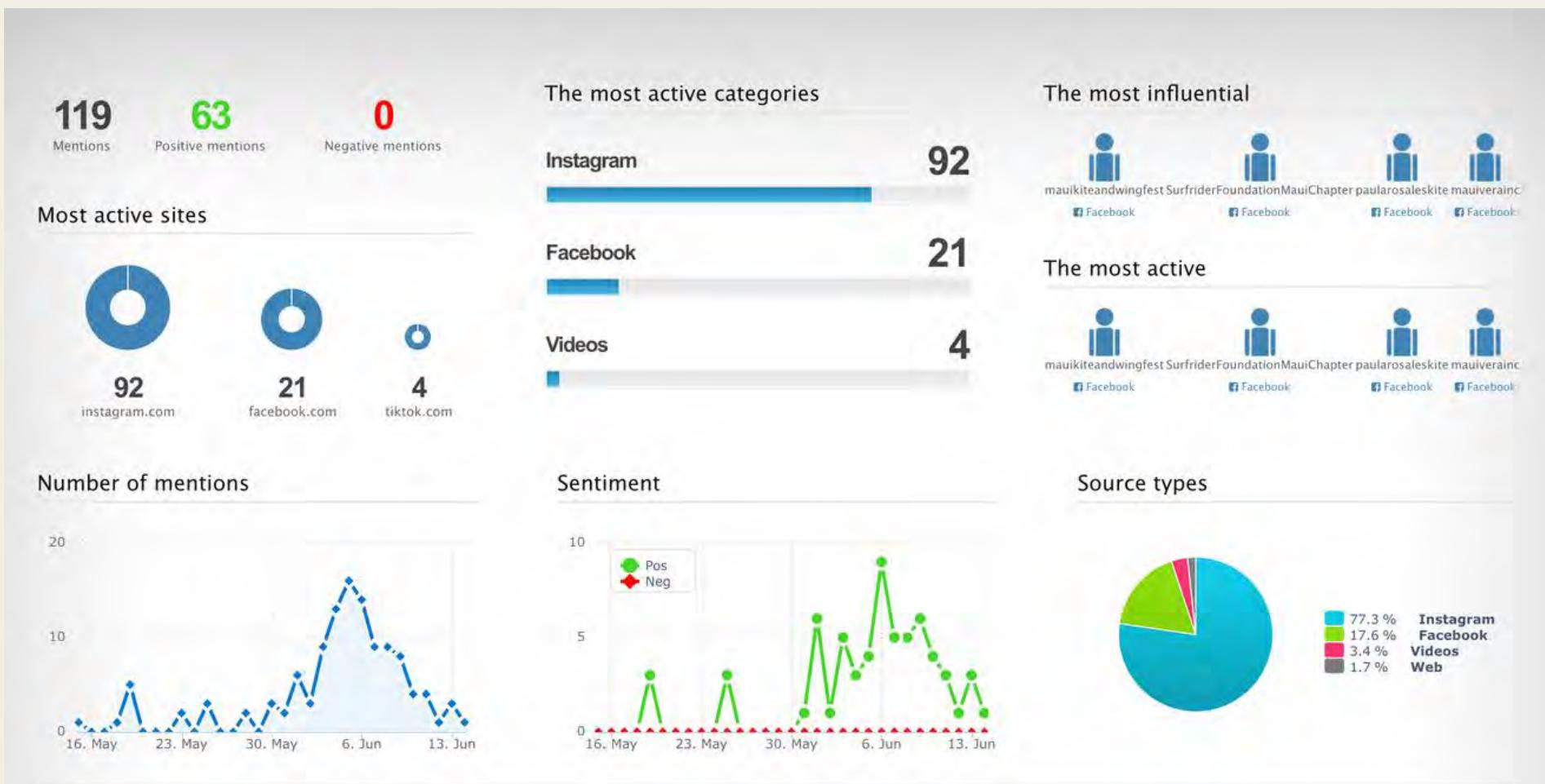


## Gallery.



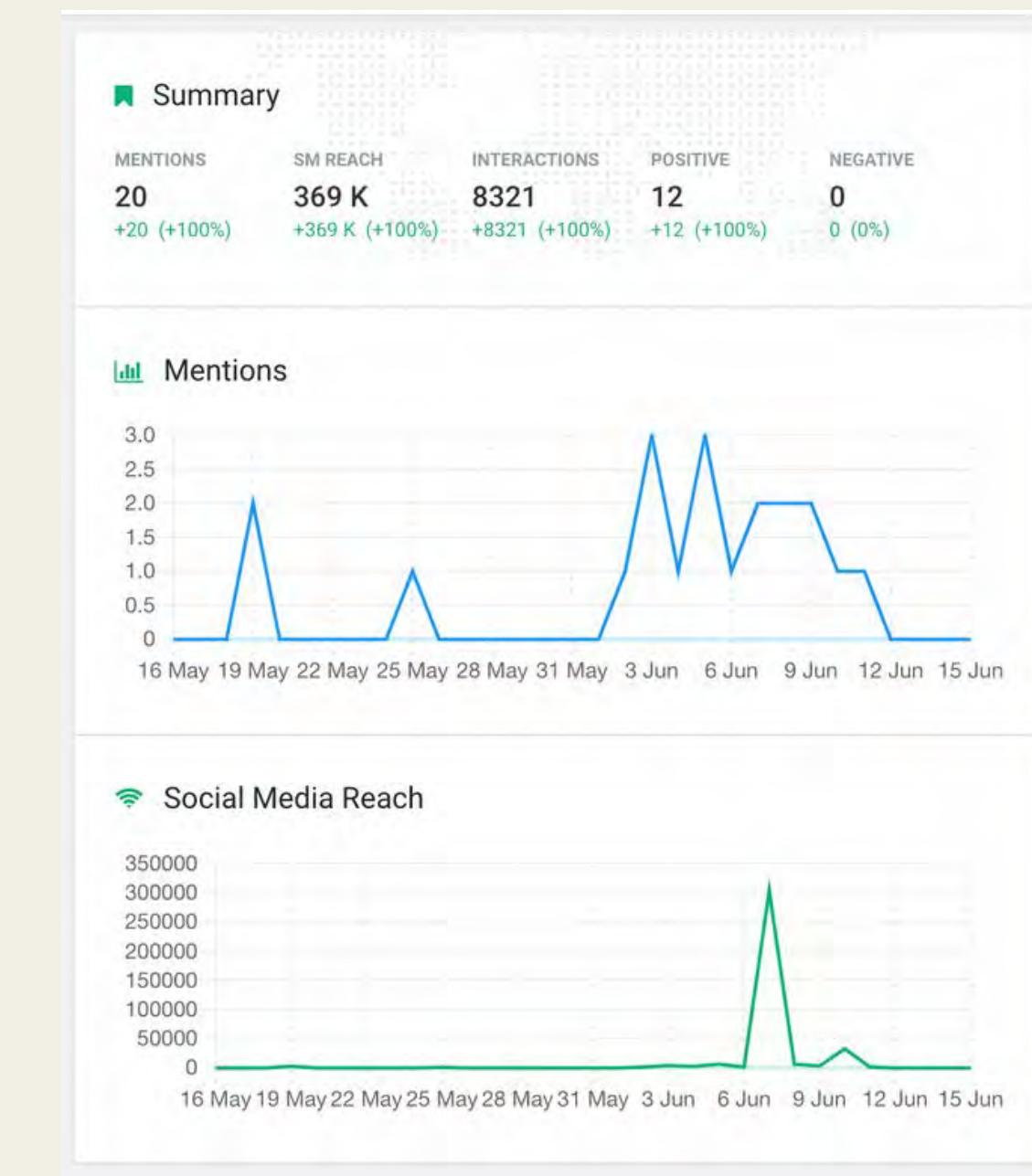
# MEDIA ALANYTICS

Click this link for Overview of Social Media Analytics



# MEDIA ALANYTICS

[Click this link for Overview of Social Media Analytics](#)



**Click ME to play the**  
**Patagonia Maui Kite & Wing Fest 2022 Recap**



# Click the video thumbnails to play the daily highlight Videos of the Patagonia Maui Kite & Wing Fest 2022





Livestream - Day 2 - Patagonia Maui Kite and Wing Fest 2...

Patagonia Maui Kite & Wing Fest



# LIVESTREAM

The event had a livestream broadcast on YouTube together with brand commercials for our Title and Gold Sponsors





# #THELIVINGROOM

Ray Borg, from the Frothmasters, and Naish Pro Athlete Austin Kalama provided entertainment onsite and to our live stream viewers featuring interviews with pro-riders and industry personalities.

Watch the full livestream on our youtube channel to check out the interviews, live commentary, sponsor mentions & entertainment from this duo

# UPCOMING



Post-event articles featuring professional photography from renowned action sports photographer Frank Berthout will be published via our Media Partners:

THE KITEBOARDER MAGAZINE  
MAUI TIMES  
FOILING MAGAZINE  
THE KITE MAG  
KITEWORLD  
to name a few



**WE LOOK FORWARD  
TO YOUR  
PARTICIPATION IN**

**2023**