



www.mauikiteandwingfest.com



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THE USA'S PREMIER KITE & WING SURFING EVENT IS BACK!

FOR ITS 4TH EDITION,
THE MAUI KITE & WING FEST
WILL ONCE AGAIN BE AN OFFICIAL

REDBULL
KING OF THE AIR
QUALIFIER EVENT

GRANTING OUR SPONSORS AND
PARTNERS WORLDWIDE EXPOSURE.

RedBull King of the Air

OFFICIAL QUALIFIER EVENT



THIS POOL OF EXTREME ATHLETES
COMES TOGETHER TO COMPETE IN A
UNIQUE TALENT SHOWDOWN THAT
WILL FEATURE ONCE AGAIN A RED
BULL KING OF THE AIR QUALIFIER
EVENT WITH THE WINNER TO BE
GRANTED A WILDCARD TO COMPETE
IN THE ACCLAIMED REDBULL KOTA IN
SOUTH AFRICA.



A CONVERGENCE OF WIND PORTS

BESIDES THE KOTA BIG AIR DISCIPLINE, THE EVENT WILL FEATURE AGAIN OTHER EXCITING DISCIPLINES IN MEN'S, WOMEN'S, AND GROM DIVISIONS, AS WELL AS THE MUCH ACCLAIMED WINGFOILING DIVISIONS.



WORLD CLASS TALENT

THE MKWF HAS NOW
BECOME A RENOWNED
COMPETITION THAT BRINGS
TOGETHER KITEBOARDING
AND WING-FOILING
ENTHUSIASTS FROM ACROSS
THE GLOBE, AS WELL AS
MAUI'S BEST OCEAN
ATHLETES

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WING FOILING IS BACK ON THE SCHEDULE!

**THE WING-FOILING
DIVISIONS WERE SO
SUCCESSFUL IN 2022 WITH
ALL THE ATHLETES PUTTING
ON SUCH A SICK SHOW
THAT WE HAVE BROUGHT IT
BACK THIS YEAR!**



COMMUNITY DRIVEN

THE MKWF NOT ONLY BRINGS
TOGETHER PROFESSIONAL
TALENT FROM AROUND THE
WORLD, BUT IT IS ALSO A
COMMUNITY-DRIVEN EVENT THAT
ENGAGES THE LOCAL
KITEBOARDING AND
WING-FOILING COMMUNITY
ENCOURAGING YOUTH
PARTICIPATION WITH THE
SUPPORT OF LEADING INDUSTRY
BRANDS.



LEADING INDUSTRY BRAND SUPPORT

THE MKWF IS SPONSORED
BY THE LEADING
INDUSTRY BRANDS, AND
ITS CONTRIBUTORS
INCLUDE A VARIETY OF
LOCAL MAUI BUSINESSES
AND LOCAL LEGENDS
SUCH AS ROBBY
NAISH AND KAI LENNY.





FOR 2023 THE MKWF HAS ONCE AGAIN PARTNERED UP WITH SURFRIDER FOUNDATION TO CONTINUE SPREADING THE MESSAGE OF THE IMPORTANCE OF TAKING CARE OF OUR OCEANS AND BEACHES BY CREATING AWARENESS OF SUSTAINABLE PRACTICES, AND BY LEADING THE NOW TRADITIONAL MAUI KITE & WING FEST BEACH CLEAN UP IN WHICH MEMBERS OF THE MAUI COMMUNITY AND ATHLETES ALIKE COME TOGETHER TO SHOW LOVE AND RESPECT FOR THEIR PLAYGROUND.



THE ULTIMATE EVENT TO SHOWCASE YOUR BRAND



MAUI HAS BECOME A HIGHLY COVETED LOCATION FOR PRO RIDERS AND LEADING INDUSTRY BRANDS WHO SEEK THIS ISLAND PARADISE AS A TRAINING GROUND, R&D, AND AS AN IDEAL STAGE FOR PRODUCT SHOOTS.

HOWEVER, NOT ONLY PROS MAKE THEIR WAY OVER, AMATEUR RIDERS ALSO JOURNEY TO MAUI TO RIDE IN ONE OF THE MOST FAMOUS WIND DESTINATIONS IN THE WORLD, ALL OF THIS MAKING THE MKWF AN IDEAL PLATFORM FOR YOUR BRAND TO REACH ITS TARGET AUDIENCE.

THE MKWF IS AN IDEAL PLATFORM
FOR YOUR BRAND TO BE RECOGNIZED
ON A STAGE THAT BRINGS TOGETHER
ADVENTURE-SEEKING CONSUMERS
WITH HUNDREDS OF ON-SITE
SPECTATORS AND THOUSANDS OF
IMPACTS ON SOCIAL MEDIA.



Media Exposure



WATERBORN MEDIA

2023 MKWF OFFICIAL MEDIA PARTNER

TheKiteMag

Now on its 50th issue, TheKiteMag has been bringing the latest kiting news to readers since 2015. With stories of adventures from pro riders, travel guides, interviews from designers, and gear reviews, all accompanied by photos from the kiting world's best photographers. TheKiteMag is the top source of kite news for thousands of the kiting public.

Instagram: @thekitemag (112k followers)

TikTok: @thekitemag (4.5k followers)

Facebook: @thekitemaginternational (30.3k followers)

Foiling Magazine

Foiling Magazine is the world's biggest and best resource for top-notch foiling adventure, gear reviews, and news. Epic photography, pro rider action, and in-depth dives into the latest and greatest gear – all in beautiful printed format.

Instagram: @foilingmagazine (25.6k followers)

TikTok: @foilingmagazine (1.7k followers)

Facebook: @foilingmagazine (6.9k followers)



MEDIA PARTNER

AUDIENCE OVERVIEW

CLICK FOR THE FULL REPORT



2022 MKWF RECAP VIDEO

[CLICK HERE TO WATCH](#)



2022 MKWF SPONSOR DELIVERABLES REPORT



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SPONSOR DELIVERABLES



[CLICK FOR THE
FULL REPORT](#)



2023 SPONSORSHIP OPPORTUNITIES



BRANDING

- RIGHTS TO EVENT NAMING
- BRAND LOGO IN EVENT LOGO
- BRAND LOGO + LINK IN EVENT WEBSITE
- BRAND LOGO IN EVENT JERSEY (TOP TIER)
- BRAND LOGO IN EVENT POSTER (TOP TIER)
- ABILITY TO BRAND RIDER'S BOARDS WITH STICKERS
- ABILITY TO CREATE TROPHIES WITH BRAND LOGO
- ABILITY TO SPONSOR EVENT LIVE STREAM

TITLE SPONSOR

10,000USD

MARKETING

- LOGO PLACEMENT IN ALL EVENT MARKETING & PROMOTIONS
- LIVE ACKNOWLEDGEMENT ONSITE
- ABILITY TO MARKET ACROSS ALL EVENT MEDIA PLATFORMS
- BRAND EXCLUSIVE EMAIL + SOCIAL MEDIA BLAST

EVENT SPACE

- ABILITY TO OFFER PRODUCT DEMO
- TWO 10X10 EVENT TENTS ONSITE
- ABILITY TO SHOWCASE BRAND AT OPENING PARTY
- ABILITY TO SHOWCASE BRAND AT AWARDS CEREMONY
- ABILITY TO HOST OPENING PARTY AT SPONSOR HQ

MERCHANDISING

- ABILITY TO PRODUCE LIFESTYLE PHOTOS WITH PRODUCT PLACEMENT ON SITE
- PRODUCT PLACEMENT IN EVENT BAG
- ABILITY TO OFFER PRODUCT SAMPLING DURING OPENING & CLOSING PARTY



GOLD SPONSOR

3,500USD

BRANDING

- BRAND LOGO IN EVENT JERSEY (TIER 1)
- BRAND LOGO IN EVENT POSTER (TIER 1)
- BRAND LOGO + LINK IN EVENT WEBSITE

MARKETING

- LOGO PLACEMENT IN ALL EVENT MARKETING & PROMOTIONS
- LIVE ACKNOWLEDGEMENT ONSITE
- ABILITY TO MARKET ACROSS ALL EVENT MEDIA PLATFORMS
- BRAND EXCLUSIVE EMAIL + SOCIAL MEDIA BLAST

EVENT SPACE

- ONE 10X10 EVENT TENT ONSITE
- ABILITY TO SHOWCASE BRAND AT OPENING PARTY
- ABILITY TO SHOWCASE BRAND AT AWARDS CEREMONY

MERCHANDISING

- ABILITY TO PRODUCE LIFESTYLE PHOTOS WITH PRODUCT PLACEMENT ON SITE
- PRODUCT PLACEMENT IN EVENT BAG



SILVER SPONSOR

2,000USD

BRANDING

- BRAND LOGO IN EVENT JERSEY (TIER 2)
- BRAND LOGO IN EVENT BAG (TIER 2)
- BRAND LOGO IN EVENT POSTER (TIER 2)

MARKETING

- LOGO PLACEMENT IN ALL EVENT MARKETING & PROMOTIONS
- LIVE ACKNOWLEDGEMENT ONSITE
- ABILITY TO MARKET ACROSS ALL EVENT MEDIA PLATFORMS

EVENT SPACE

- ONE 10X10 EVENT TENT ONSITE

MERCHANDISING

- ABILITY TO PRODUCE LIFESTYLE PHOTOS WITH PRODUCT PLACEMENT ON SITE
- PRODUCT PLACEMENT IN EVENT BAG



BRONZE SPONSOR

1,000USD

BRANDING

- BRAND LOGO IN EVENT JERSEY
(TIER 3)
- BRAND LOGO IN EVENT BAG
(TIER 3)
- BRAND LOGO IN EVENT
POSTER (TIER 3)

MARKETING

- LOGO PLACEMENT IN ALL EVENT
MARKETING & PROMOTIONS
- LIVE ACKNOWLEDGEMENT ONSITE
- ABILITY TO MARKET ACROSS ALL
EVENT MEDIA PLATFORMS

MERCHANDISING

- PRODUCT PLACEMENT IN EVENT BAG