

SHARING THE STOKE FOR THE USA'S PREMIER
KITEBOARDING & WING FOILING EVENT

JUNE 2-5, 2022

MAUI KITE&WING FEST 2022

KANAHA BEACH PARK

www.mauikitefest.com



THE MAUI KITE & WING FEST HAS NOW BECOME ONE OF THE USA'S PREMIER KITEBOARDING AND WING FOILING EVENT, AND ONCE MORE A 2022 OFFICIAL REDBULL KING OF THE AIR QUALIFIER EVENT, GRANTING OUR SPONSORS AND PARTNERS EVEN MORE EXPOSURE.





BRINGING TOGETHER THE BEST

This epic 3-day competition brings together Maui's best kiters and wing foilers, the USA's top riders, as well as wind enthusiasts from across the globe.

Now that Wing Foiling has been added to the mix, we expect to have more than 100 competitors in 2022's edition.

www.mauikitefest.com

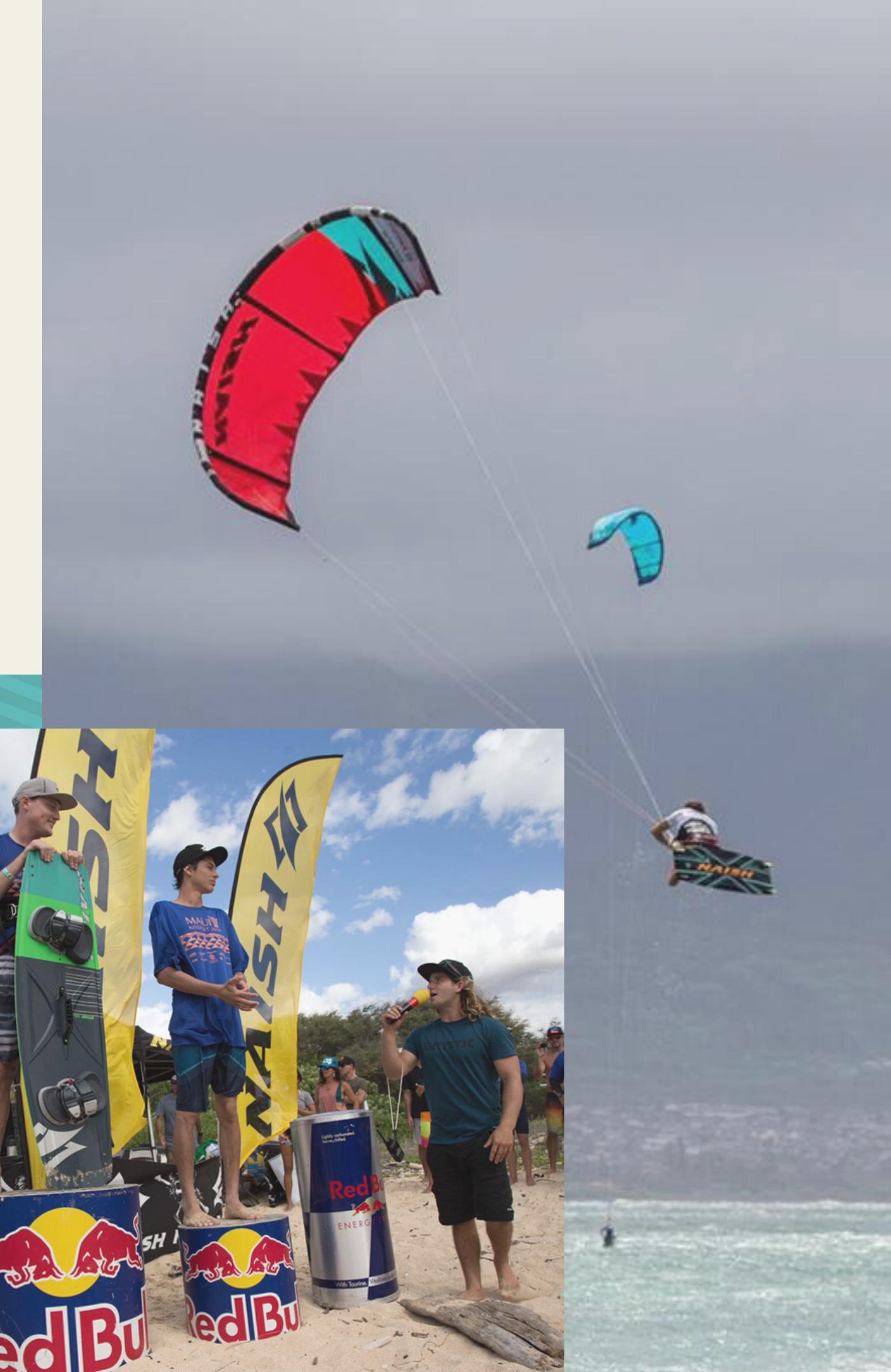


RedBull King of the Air

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 Red Bull KOTA in South Africa.



www.mauikitefest.com

A CONVERGENCE OF KITE & WING SPORTS

BESIDES THE KOTA BIG AIR DISCIPLINE THE EVENT WILL FEATURE, AS IT DOES EVERY EDITION, OTHER EXCITING DISCIPLINES IN MEN'S, WOMEN'S, AND GROM'S DIVISIONS.

THIS YEAR THE EVENT WILL ALSO FEATURE WING FOILING FREESTYLE AND RACE DIVISIONS.

www.mauikitefest.com



COMMUNITY DRIVEN

The Maui Kite & Wing Fest is community-driven as it engages the local kiteboarding and wing foiling community, and encourages youth participation with the support of leading brands in the kiteboarding & wing foiling industry.

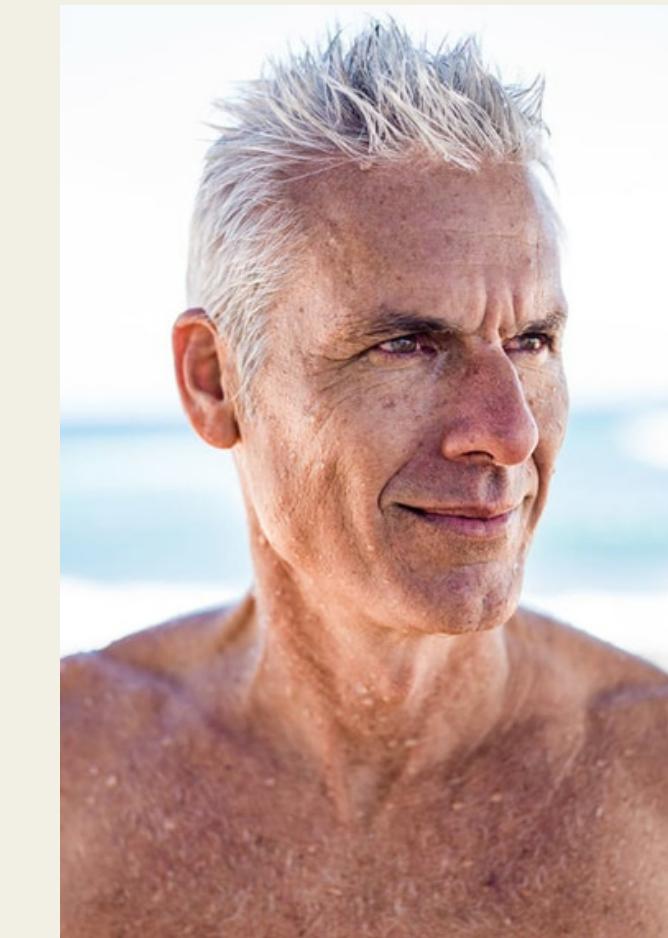
www.mauikitefest.com





www.maukitefest.com

Contributors include a variety of local Maui businesses and kiteboarding legends Robby Naish and Pete Cabrinha.



Pro rider and local Maui legend Jesse Richman leads the event's team of professional judges who follow Red Bull KOTA official judging criteria for the Big Air discipline. For the 2022 edition the event has partnered up with Surfrider Foundation and Hawaii Wildlife Fund to continue setting a precedent for the importance of taking care of our oceans and beaches by creating awareness of sustainable practices, 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.



SURFRIDER
FOUNDATION

MAUI



www.mauikitefest.com





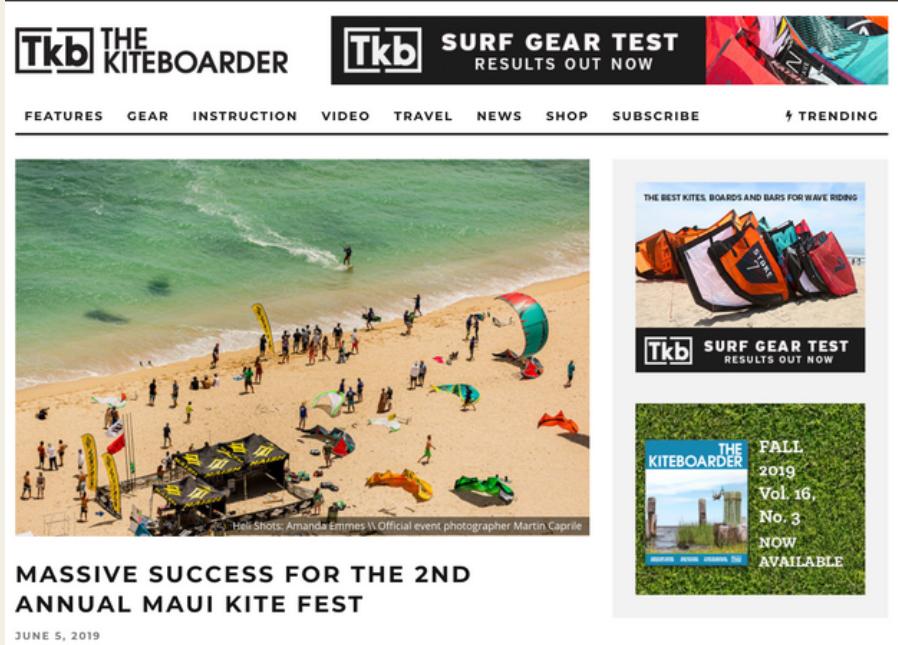
www.mauikitefest.com

THE ULTIMATE KITEBOARDING & WINGFOILING 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, gear testing and as an ideal stage for product shoots. However, not only pro's make their way over, amateur riders also journey to Maui to ride in one of the most famous kite and wingfoiling destinations in the world.

Media Exposure



Facebook Page
Maui Kite and Wing Fest
500 - 1000K
TARGETED TOTAL REACH



Instagram
@maukiteandwingfest
100K
GLOBAL REACH



Online publications
1 MILLION +
WORLDWIDE
DISTRIBUTION

www.maukitefest.com

MEDIA ASSETS



The 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 onsite, an ever growing number of followers on Social Media.



Gallery



Official Media Partner

HAWAIIAN EXTREME SPORTS TV

Content Producer for Redbull TV

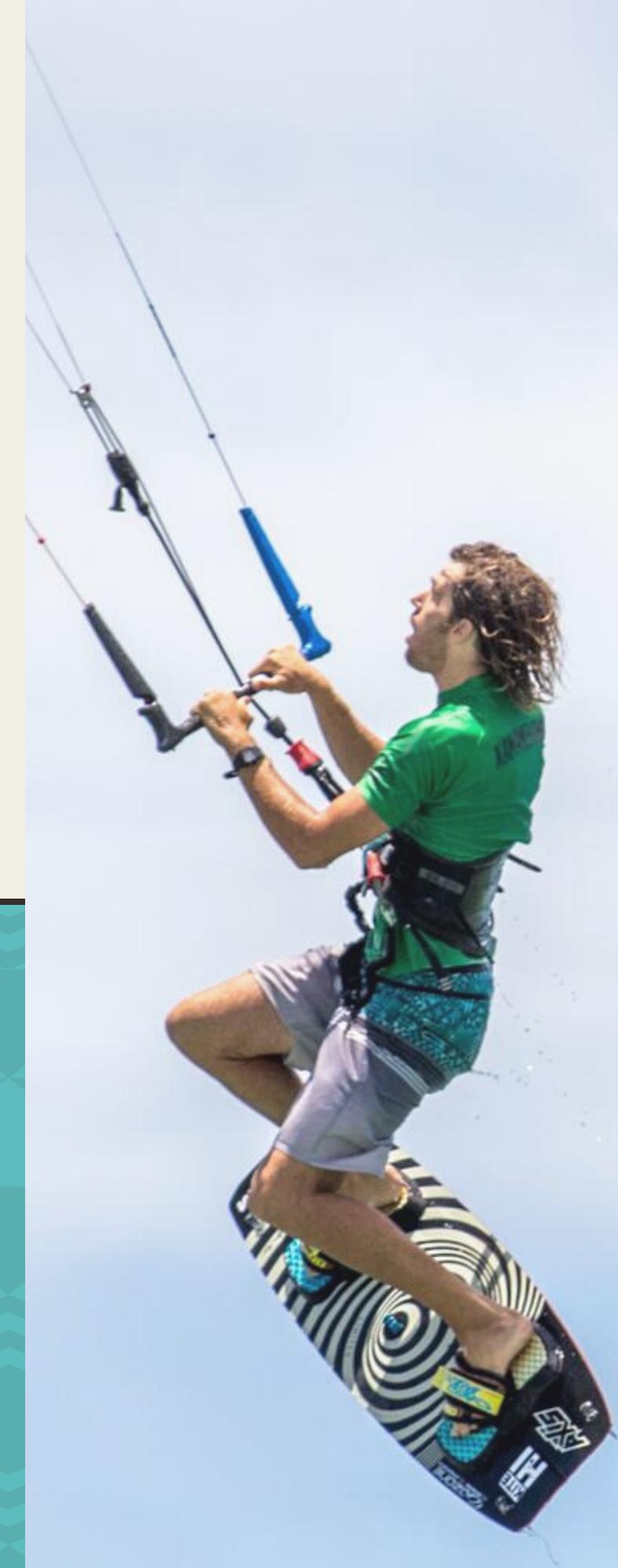
AIRED IN +50
COUNTRIES

PRIMETIME NETWORK
AND OUTSIDE TV
NETWORK WITH 50
MILLION VIEWERS

AIRED LOCALLY IN
HAWAII ON
SPECTRUM OC16



HAWAIIAN XTREME SPORTS TELEVISION



Click the video image to play the Maui Kite Fest 2019 Recap



DISTRIBUTION NETWORK

INTERNATIONAL

- TREK HD: France & Overseas Territories Belgium, Luxemburg, Andorra, Monaco, Switzerland, French speaking Africa, Mauritius, Madagascar and Turkey
- Huawei 4k: 22 countries - all of South America and Caribbean
- HD1: Russia + 11 countries (Russian Federation)
- CANAL OFF / Globosat: Brazil - all 3 shows
- Garage Entertainment: New Zealand (Australia + South East Asia streaming)

- Hawaii: Spectrum OC 16 – 365,000 HHs 88% penetration (31,500 Hotel Rooms)

SPECTRUM OC16 [®]	OCEAN PADDLER TELEVISION	HXS HAWAIIAN XTREME SPORTS	WHAT'S UP
Hawaii: 365,000 Households 88% Penetration			
Weekly Airtimes	10	10	10
Monthly Viewers AVG 2018	312,364	304,102	358,530
Average watch time	58%	57%	56%
Cumulative Ratings / Month	26.09	25.36	29.73

- USA: Outside Television: avail to 50 million HHs – subs 15 million

Outside tv	ITZ IN THE ZONE
Avail.: 50 Million HHs in USA	
Weekly Airtimes	6
AVG Prime Time Viewers	151,352
Annual Viewers from Prime Time	20,538,466
Median Age	41
College Educated	76%



SPONSORSHIP OPPORTUNITIES

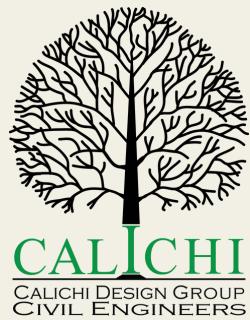
FORMER SPONSORS



NAISH



Maui Jim®



DUOTONE

DAKINE



BRANDING OPPORTUNITIES



FRONT



BACK



MERCHANDISE OPPORTUNITIES



MERCHANDISE OPPORTUNITIES



MERCHANDISE OPPORTUNITIES FOR
PRODUCT VISIBILITY TO VARIOUS TIER
SPONSORS

- BEACH FLAGS & BEACH TENTS
- RAFFLE PRIZES & ONLINE AUCTION
- LOGO ON AWARDS BACKDROP FOR TITLE & MAJOR SPONSORS





MARKETING OPPORTUNITIES



MARKETING HIGHLIGHTS ON
SOCIAL MEDIA PLATFORMS & POSTER
DISTRIBUTED AROUND MAUI ISLAND

- FACEBOOK EVENT & PAGE COVER PAGE
- FACEBOOK, INSTAGRAM & TIKTOK POSTS WITH HASHTAGS AND RELEVANT LINKS
- BRAND LOGO ON OFFICIAL WEBSITE

A screenshot of a Facebook event page for "Maui Kite Fest 2019". The event details are identical to the poster: "MAY 31ST / 6PM PAIA BAY COFFEE" and "JUNE 1ST & 2ND KANAHĀ BEACH PARK 8AM TIL SUNDOWN". The "BIG AIR SHOWDOWN" is mentioned. The event is described as the "2ND ANNUAL MAUI KITE FESTIVAL OFFICIAL RED BULL KING OF THE AIR 2020 QUALIFIER". The page shows a photo of the festival and the date "Jun 2, 2019". The "About" and "Discussion" tabs are visible at the bottom.

MARKETING OPPORTUNITIES



 Maui Kite & Wing Fest
Published by Paula Rosales · May 19, 2019 ·

NAISH Maui Jim ABC GoPro AKTAI BRM DUOTONE CALICHI

 HAWAII WILDLIFE FUND

JUNE 1ST / 8AM BEACH CLEAN UP WITH HAWAII WILDLIFE FUND

12 DAYS TO GO

WE STRONGLY BELIEVE THAT THE OCEAN IS OUR HOME AND ULTIMATE LIFE SOURCE. WE ENCOURAGE EVERYONE TO COME AND JOIN US FOR A BEACH CLEAN, TO PROTECT THE CLEANLINESS OF OUR PLAYGROUND, OUR HOME, THE OCEAN.

Red Bull KING OF THE AIR Maui KITE FEST

WWW.MAUIKITEFEST.COM 2ND ANNUAL MAUI KITE FESTIVAL #MAUIKIFEST @MAUIKITEFEST OFFICIAL RED BULL KING OF THE AIR 2020 QUALIFIER

Maui Kite & Wing Fest ▶ Maui Kite Fest 2019
May 19, 2019 · Kahului, HI, United States ·

We are very excited for this year's festivities, but first up - ocean lovers and fellow riders - we please show your love for your playground and join us for a ... See more — at Kanaha Beach Park.

 Maui Kite & Wing Fest
Published by Sirena Maui · May 28, 2019 ·

Beyond stoked to have Deep Relief // Peak Performance present at the 2nd Annual Maui Kite Fest!



Paddle Imua is at Hawaiian Canoe Club.
May 7, 2019 · Kahului, HI, United States ·