

# *I wai no 'u*

## **Give me water**

### *A call to challenge!*

Historically, the life of the Kanaka Maoli, the indigenous Hawai'i people, devoted a large amount of time to games, amusements, and fitness. Many games were developed to practice the skills of war such as strength, endurance, coordination, intelligence, and water sports.

Everyone agrees that our families and communities deserve the best possible health and education services. Think of the exposure that will come from involvement with cultural athletic activities. Reach our communities and schools with your message using the vehicle of sports!

The Makahiki Athletic Association (MA'A) is committed to this ideal, and to the belief that a quality education does not begin or end in the classroom.

In the next years, the MA'A – through your support and the cooperative efforts of our community and schools – we will provide cultural opportunities for all participants in Hawaii to compete on a fair and equitable basis in cultural athletic programs that produces vital health and social benefits.

MA'A will sponsor championship cultural programs through which all teams and more than 70 athletes will be crowned champions each year. Through participation in these athletic programs, an estimated 10,000+ individuals annually will have extended opportunities to receive lessons in leadership, aloha and culture . . . lessons not normally taught in the classroom.

Between 9 cultural sports (hukihuki – tug of war; hakoko – wrestling; hakamoa – chicken fight; kukini – foot racing; ulu maika – stone rolling; moa pahee – dart sliding; konane – Hawaiian checkers; uma – arm wrestling; kaula kio – spear sham battle), MA'A will host a culminating state championship event, with this event spanning a two-day (semi-final and championship) weekend. The level of competition will draw spectators from all over the world to witness the finest displays of cultural athleticism in Hawaii!

Sponsors of the MA'A play an important role in providing a memorable, elite championship experience for participants, from the young to the old. At these events, MA'A corporate sponsors will *experience prime exposure and visibility*. Corporate support at these events makes an unforgettable imprint on the memories of the individuals who participate in these events and their family. The sponsors who invest in our events and show their support of these individuals make a positive impression on Hawaii's young athletes, impressions that they will take with them as they carry those into adulthood.

#### **What does your sponsorship mean?**

The MA'A has established itself as a community-based organization. We endeavor to provide cultural pathways and educational opportunities for all children and adults in Hawaii and become active citizens in local, state and national communities. MAA helps individuals become physically active and they learn important life-skills such as teamwork, leadership, discipline, and self-identity. All sponsorship funding is directly invested into the sport and is used to manage and improve our school and community cultural services.

**Historical Statistics:**

Partnerships:	10+
Students:	3,000+
Community Members:	11,000+
Schools:	10+

**Areas of expenditure include:**

- Athletic Services and Events
- Officials and Certification
- Admin and Personnel
- General Services Fiscal, Tech, Contracting
- Compliance and Conferences
- Utilities, Insurance
- Communications
- Recognition and Awards
- Academic Enrichment and Work-Study
- Scholarships and Employment

**Average participant profile:**

90% youth, 10% adult  
50% male, 50% female  
Average Gross Income: Below \$40k  
High Poverty, Low Income

**Demographics:**

The MA'A is an amateur cultural sports league administered by Unda Kava 808. We are involved for the love of the sport and approximately 95% of all participants may live in underserved communities.

## **Sponsorship Packages:**

MA‘A has designed a number of tiered packages which will give potential sponsors the opportunity to support us at any and all levels.

<b><u>Event Fund Donor</u></b>		<b><u>Categories</u></b>	<b><u>Available</u></b>	
1.	‘O‘o ‘Ihe	Spear Throwing	100,000 and over	1
2.	‘Ulu Maika	Stone Rolling	50,000 - 99,999	1
3.	Kukini	Foot Racing	25,000 - 49,999	1
4.	Kōnane	Hawaiian Checkers	10,000 - 24,999	1
5.	Uma	Arm Wrestling	5,000 - 9,999	1
<b><u>Annual Donor</u></b>		<b><u>Categories</u></b>	<b><u>Available</u></b>	
6.	Moa Pahee	Dart Sliding	2,500 - 4,999	3
7.	Pa Uma	Standing Arm Wrestling	1,000 - 2,499	3
8.	Kukini	Foot Racing	500 - 999	6
9.	Hukihuki	Tug-of-War	0 - 499	6

## 1. 'O'o Ihe Sponsor (Title Sponsor)

The ihe, a symbol of power and authority, shall be responsible for the well-being of the community and aina. An 'O'o Ihe sponsorship results in premium exposure to all members, spectators, clubs and media in Hawaii. It is premium advertising for anyone looking to increase brand awareness and sales across Hawaii as you will receive the naming rights to all MA'A education, training, and competitions as well as many other benefits. As the 'O'o Ihe Sponsor, you will become an integral part of MA'A success and your commitment to making a change in our schools and community. and we will promote your brand as best as we can.

\*\*\*Only one 'O'o Ihe Sponsorship is available\*\*\*

### **In return of your investment you will receive the following benefits:**

#### **Naming rights:**

- Your business will hold the naming rights to the 2020 Makahiki Championships e.g. The “your business name here” 2020 Makahiki Championships! This means the event will have your business logo on it such as the website, printed marketing, and media.

#### **Advertising Benefits:**

- Your logo will appear on the chest area of the MA'A official playing jersey
- Your name/logo will be placed on our Home and Event page on the website including a link to your website.
- Your logo will appear on any and all MA'A promotional flyers, website, social media.
- You have the opportunity to place signage and a 10x20 tent at the MA'A Championships to promote your business, offer discounted or free products and services.
- Sponsor mentions included in the event open “Brought to you by \_\_\_\_\_ “
- Two :30 second spots run during course of the event.
- One on-air interview with your company representative during half-time, and pre-game.
- You have the opportunity to present the Half-Time 'O'o Ihe Challenge Awards at the 2020 Makahiki Championships.
- You have the opportunity to present the 'O'o Ihe Championships Awards at the 2020 Makahiki Championships.
- You have the opportunity to present the Overall Title Award at the 2020 Makahiki Championships.
- You will receive a framed event collage two weeks after the Championships.
- VIP Seating for 8 - Includes meal, drinks, and snacks.
- A complementary Konane Kit

## 2. 'Ulu Maika Sponsor

The game of the "Nobles", 'Ulu Maika was the most favorite among the chiefs. Every man, woman, and child hand-made their own 'ulu maika and became highly cherished. This sponsorship is perfect for those looking for high exposure across members, spectators and media while also enjoying the benefits of watching games through the hospitality package. We would welcome you as part of our family and you will have multiple opportunities to promote your company. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great cause are just some of the beneficial aspects.

\*\*\*Only one 'Ulu Maika Sponsorship is available\*\*\*

**In return of your investment you will receive the following benefits:**

### **Advertising Benefits:**

- Your logo will appear on the sleeve of the MA'A official playing jersey
- Your name/logo will be placed on our Home and Event page on the website including a link to your website.
- Your logo will appear on any and all MA'A promotional flyers, website, social media.
- You have the opportunity to place signage and a 10x20 tent at the MA'A Championships to promote your business, offer discounted or free products and services.
- Sponsor mentions included in the half-time 'ulu maika challenge "Brought to you by \_\_\_\_\_"
- One :30 second spot run during course of the event.
- One on-air interview with your company representative during post-game.
- You have the opportunity to present the Half-Time 'Ulu Maika Challenge Awards at the 2020 Makahiki Championships.
- You have the opportunity to present the 'Ulu Maika Championships Awards at the 2020 Makahiki Championships.
- You will receive a framed event collage two weeks after the Championships.
- VIP Seating for 6 - Includes meal, drinks, and snacks.
- A complementary Konane Kit

### **3. Kukini Sponsor**

The fastest runners were highly prized by the chiefs for their ability to carry messages over great distances in the shortest amount of time. Kukini is a test of endurance, stamina, and agility. Looking for good exposure across spectators and media at minimal costs? The Kukini Sponsorship is for you. In return for your investment you will receive a variety of opportunities to promote and network your business and being part of a great community culture are just some of the beneficial aspects. This package provides a variety of promotional opportunities to expose your business.

\*\*\*Only one Kukini Sponsorship is available\*\*\*

**In return of your investment you will receive the following benefits:**

#### **Advertising Benefits:**

- Your name/logo will be placed on our Home and Event page on the website including a link to your website.
- Your logo will appear on any and all MA'A promotional flyers, website, social media.
- You have the opportunity to place signage and a 10x20 tent at the MA'A Championships to promote your business, offer discounted or free products and services.
- One :30 second spot run during course of the event.
- You have the opportunity to present the Kukini Championships Awards at the 2020 Makahiki Championships.
- You will receive a framed event collage two weeks after the Championships.
- VIP Seating for 4 - Includes meal, drinks, and snacks.
- A complementary Konane Kit

#### **4. Konane Sponsor**

A favorite strategy game among the chiefs, Konane has trained Kamehameha to be the most skilled war strategist of his time. Konane trains the mind and critical thinking skills. As a Konane sponsor, you will be a vital member of the MAA community. In return for your investment you will get to promote and network your business through various marketing activities. Your company will be well looked after and we will promote your business to the best of our ability.

\*\*\*Only one Konane Sponsorship is available\*\*\*

**In return of your investment you will receive the following benefits:**

##### **Advertising Benefits:**

- Your name/logo will be placed on our Home and Event page on the website including a link to your website.
- Your logo will appear on any and all MA'A promotional flyers, website, social media.
- You have the opportunity to place signage and a 10x20 tent at the MA'A Championships to promote your business, offer discounted or free products and services.
- One :15 second spot run during course of the event.
- You have the opportunity to present the Konane Championships Awards at the 2020 Makahiki Championships.
- You will receive a framed event collage two weeks after the Championships.
- VIP Seating for 3 - Includes dinner, drinks, and snacks.
- A complementary Konane Kit

## **5. Uma Sponsor**

Calling it arm wrestling is a bit of a misnomer. To succeed in arm wrestling, you must get your entire upper body into the movement as you pin your opponent. Some muscles, such as those in your forearm, are more important than others, but they all work together to give your arm the power to defeat your competitor. The best arm wrestlers were also the best warriors. As an Uma sponsor, you will be a vital member of the MAA community. In return for your investment you will get to promote and network your business through various marketing activities.

**\*\*\*Only one Uma Sponsorship is available\*\*\***

**In return of your investment you will receive the following benefits:**

### **Advertising Benefits:**

- Your name/logo will be placed on our Home and Event page on the website including a link to your website.
- Your logo will appear on any and all MA‘A promotional flyers, website, social media.
- You have the opportunity to place signage and a 10x10 tent at the MA‘A Championships to promote your business, offer discounted or free products and services.
- One :15 second spot run during course of the event.
- You have the opportunity to present the Uma Championships Awards at the 2020 Makahiki Championships.
- You will receive a framed event collage two weeks after the Championships
- VIP Seating for 2 - Includes dinner, drinks, and snacks.
- A complementary Konane Kit

### **Annual Sponsor:**

Annual sponsors of MA‘A have the greatest level of exposure to our audience year round. An annual sponsor receives the benefits of an “Uma” sponsor, but with an approximate 20% cost savings. In addition, annual sponsorships will be able to present an Award at the 2020 Makahiki Championships.



### **MA‘A Acknowledgement and Recognition**

1. All gifts to MA‘A, no minimum size and from whatever source, will be acknowledged separately by a thank-you letter signed by the executive director. Letters for gifts in full or pledged over \$1,000 shall be signed by the President. Acknowledgment letters will be mailed no later than 48 hours after receipt of the gift.
2. All members and contributors’ names shall be displayed in annual reports for that year. All new contributors shall be displayed in agency newsletters for that period’s issue. Passive permission for this display shall be granted to MA‘A through agreement of a statement to be printed in MA‘A thank you correspondence.
3. Top 10 percent annual members and contributors will belong to MA‘A Major Gifts program and will be personally solicited for major upgraded gifts annually via volunteers and not included in annual mailings for renewal.
4. Top 10 percent contributors will be personally invited by MA‘A to an annual donor recognition program (annual meeting) to receive certificates of appreciation.
5. Top organization volunteer leadership will be invited to this program and to other special events that are presented by MA‘A.
6. The following table indicates levels of annual fund recognition
7. All donors and members, whether corporate, individual or organization, will receive MA‘A annual report, and an invitation to the annual meeting at which major donors and volunteers and new board shall be recognized. All donors are recognized in newsletters, annual reports and newspaper advertisements.
8. Full recognition of a gift shall be made whether annual gifts are made in full or pledged over the course of the year.
9. Donors who contribute the entire annual budget of an operational program of their choice will tagline that program’s name for the year.
10. If the irrevocable gift of any restricted contribution is sufficient to perpetually endow a program or service, that program or service shall be named in perpetuity after the donor’s preference. If the organization prefers to discontinue that program for whatever reason in the future, it will inform the donor/donor representative of this decision and provide program-funding alternatives in similar areas/value.

### **MA‘A Acceptance**

*“In order to protect MA‘A and its contributors, the following is provided to assure that all contributions to MA‘A are accepted to provide the best benefit to all. The standards below apply to current gifts only. These standards are intended to encourage the funding of MA‘A with resources that will not prove to cost more than benefit it. These standards are intended to serve as guidelines, recognizing that common sense and flexibility must be of primary concern since individual situations may be complicated. Above all, the decisions of the MA‘A development committee will be final regarding consideration of these rare instances.”*

### **Outright Gifts**

- \*1. Cash gifts shall be discouraged in direct mail projects and personal solicitation situations at all times unless absolutely necessary. All cash contributions shall be receipted immediately if solicited by a volunteer, and delivered to the development office as soon as possible. Cash gifts received through the mail shall be recorded, receipted and secured immediately. All checks must be made payable to MA‘A and shall not be made payable to an employee, volunteer or other agent.
- \*2. Gifts offered which are questionable regarding charitable intent or appropriateness shall first be reviewed by the fundraising committee prior to official acceptance and graciously refused if necessary.

\*3. Gifts offered with financial or other obligations inherent in them shall be reviewed by the fundraising committee prior to official acceptance and graciously refused if necessary.

\*4. Gifts of real estate shall not be accepted without prior approval of the development committee. All such gifts shall be first appraised by a professional party hired by MA'A who shall have no relationship with the donor. No real estate encumbered by a mortgage shall be accepted. Gifts of property may be immediately sold. Disposal of gifts of properties will be treated on a case-by-case basis.

\*5. Publicly traded securities traded on the New York or American Stock Exchange shall be accepted and immediately sold. Closely held securities may be accepted only after approval by the development committee and will be disposed of with the approval of the development committee.

\*6. Gifts of tangible personal property shall not be accepted unless approved by the development committee for auction purposes or program budget line-item purposes.

\*7. In-kind gifts shall be recorded by description only for purposes of acknowledgment. Current market value or estimate thereof for internal purposes only shall be inserted in files. No appraisal of such gifts shall be made by the organization. Donors will be recognized for current market value.

\*8. Gifts with conditions attached shall be reviewed by the fundraising committee prior to acceptance and may be graciously refused if necessary.

\*\*9. In accepting all donations, the organization will insure that:

a. All donors will be regularly informed of the mission of this organization, of the way this organization intends to use donated resources and of its capacity to use donations effectively for stated purposes.

b. All donors will be regularly informed of the identity of those who serve on the board, and may expect that the board will exercise prudent judgment in its stewardship of donations.

c. All donors will have access to the organization's most recent financial statements.

d. All donors will have the assurance that their gifts will be used for the purposes for which they were given.

e. All donors will receive appropriate acknowledgment and recognition.

f. All donors will be assured that information about their donations will be handled with respect and with confidentiality to the extent provided by law.

g. All donors may expect that relationships with employees and volunteers of the organization will be professional in nature.

h. All donors will be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

i. All donors have the right to have their names deleted from the mailing list upon request.

j. All donors should feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

\*\*\*10. Prior to creating a solicitation situation which will result in the acceptance of community support, annual special events and direct mail projects need to be approved by the development or fundraising committee in light of the event or project's value and appropriateness, with regard to the organization's mission, goals and objectives.