



Sponsorship Packages

Showcase your company at BayFest 2014

October 17-19, 2014

Please contact the MCCS Sponsorship Coordinator if you would like to become a sponsor at this year's event

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BayFest 2014

Marine Corps Base Hawaii

BayFest Expo Sponsorships

BayFest, is Marine Corps Base Hawaii's premier concert and entertainment extravaganza, estimated to draw over 35,000 people over the weekend. Be a part of one of the largest events happening in Hawaii in 2014, by signing up to be an exhibitor at the BayFest Expo. Located inside Hangar 101, the expo serves as the entry point through which everyone enters BayFest to access the midway of rides, food and entertainment. This allows exhibitors the opportunity to demonstrate their products and services, hand out information or lead generate to all those coming to BayFest 2014! If you are an individual or business interested in showcasing your product or service, we'd love to hear from you!

Single Booth (approximately 8' by 10') \$1000

Add \$500 if approved to sell products at booth

- One 8' x 10' indoor curtain and rod style exhibition booth space for product sampling, couponing or other mutually agreeable product display
- Skirted table (1), chairs (2) and waste basket (1)
- Sponsor logo & link on BayFest website

Double Booth (approximately 8' by 20') \$1500

Add \$750 if approved to sell products at booth

- One 8' x 20' indoor curtain and rod style exhibition booth space for product sampling, couponing or other mutually agreeable product display
- Skirted tables (2), chairs (4) and waste basket (1)
- Sponsor logo & link on BayFest website

Triple Booth (approximately 8' by 30') \$2000

Add \$1000 if approved to sell products at booth

- One 8' x 30' indoor curtain and rod style exhibition booth space for product sampling, couponing or other mutually agreeable product display
- Skirted tables (3), chairs (6) and waste basket (1)
- Sponsor logo & link on BayFest website

Each exhibitor package includes limited electrical availability

(*Vendors must provide extension cords)

For the latest information on BayFest 2014, please email me at yorimototh@usmc-mccs.org

BayFest 2014

Marine Corps Base Hawaii

Special Event Sponsorships

Several special events are held within BayFest, offering potential sponsors proprietary naming rights. Sponsor is credited in all promotion of the sponsored event. Levels of sponsorship vary depending on the event. Cash and in-kind product sponsorships will be considered for events.

New Car Sponsor

New Car Site(s) over the Entire Weekend

The BayFest New Car Site(s) will be strategically located on the fair grounds near the BayFest Main Stage, EK Fernandez Midway and military static displays. This is a great opportunity for your dealership to showcase its new cars to the masses, and at a GREAT price!

New Car Show Sponsor Benefits

- Sponsor will be able to display up to nine (9) new cars at BayFest New Car Site(s) for duration of the event.
- Sponsor will receive a 10' x 20' tent within the New Car Site(s) of BayFest, (3) tables and chairs.
- Sponsor will receive three (3) dealership mentions on the p.a. each day onsite, and at least nine (9) over the weekend.
- Sponsor will receive Fifteen (15) complimentary festival admission passes for staff working in the car show during the event. Five (5) passes per day.
- Sponsor may display up to six (6) banners onsite at BayFest 2014.
- Sponsor will receive one month of marquee message advertising on the MCCA base marquee.
- Sponsor will receive a full page ad in future MCCA Activities Magazine.

SPONSORSHIP REQUEST: \$8,000
(Limited to a max of 3 dealers)

***If interested in custom sponsorship packages, please contact me to discuss opportunities**

For the latest information on BayFest 2014, please email me at yorimototh@usmc-mcca.org

Body Search Fitness Challenge

Tentatively scheduled for October 18, 2014

Personal fitness achievement is showcased in this competition that draws slim, trim and muscle-brimmed men and women from around the islands. Contestants are judged on physique, personality and interviewing skills as they vie for the title of Mr. and Ms. BayFest, as well as cash and prize packages. One of the most popular contests held during BayFest, this event draws many competitors and hundreds of spectators.

Body Search Title Sponsor Benefits

- Company name/logo on fitness challenge banner displayed on stage during the event
- Corporate banner displayed on stage
- Two judging slots for company representatives at the event
- Recognition in live p.a. announcements during the event
- Your company's products & literature placed in Body Search prize packages (1st, 2nd, 3rd male & female)
- Title recognition on all fitness challenge flyers and posters
- Double-space booth in the BayFest Expo (8' x 20')
- Mentions in all publicity related to the fitness challenge
- Additional corporate banners displayed on festival site
- Credit in print advertising for the event
- Complimentary festival admission for up to Five (5) company representatives each day
- Credit on MCBH electronic marquee (two weeks)
- Two free concert admissions (one performance) for use by staff or for use in promotions.
- Credit on BayFest website (www.bayfesthawaii.com) with link back to Sponsor's site (on sponsor and contest pages)

SPONSORSHIP REQUEST: \$5,000
(Minimum \$4000 Cash and balance in prizes)

***In-kind merchandise, products and gift certificates are also needed for prize packages.
Benefits to be negotiated based upon value.

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Fest Tent Stage Sponsorship

Sponsorship over the Entire Weekend

The Fest Tent Stage is located in our Beer Garden and will be used for the many BayFest contests, some live music, and nightly “after-parties”

Fest Tent Stage Sponsor Benefits

- High impact Fest Tent stage signage
- Single booth (8’ x 10’) in BayFest Expo
- Banner display of up to two (2) corporate provided banners in and around BayFest
- Sponsor will be credited in P.A. announcements made throughout the weekend
- Sponsor will be credited in publicity related to Fest Tent entertainment. Including print advertising, MCCS social media and MCCS website.
- One (1) full-page advertisement in an upcoming MCCS Activities magazine.
- Offer Sponsor up to ten (10) BayFest General Admission tickets per day.

SPONSORSHIP REQUEST: \$3,000

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About BayFest

From its humble beginnings as a small windward community festival, BayFest has matured into one of Hawaii's premier concert events. This year we celebrate the 23rd BayFest, one of Hawaii's largest music festivals featuring national recording artists.

Who Attends BayFest?

BayFest draws an average of 35,000 people annually. The following statistics are based on exit polls from previous BayFests.

Gender

| | |
|--------|-----|
| Female | 52% |
| Male | 48% |

Residence

| | |
|-----------------|-----|
| Windward | 35% |
| Central Oahu | 22% |
| Leeward | 19% |
| Hnl-Hawaii Kai | 18% |
| Mainland | 3% |
| North Shore | 2% |
| Neighbor Island | 1% |

Marital Status

| | |
|---------|-----|
| Married | 48% |
| Single | 52% |

Military Affiliation

| | |
|-----------------------|-----|
| Civilian | 32% |
| Active Duty | 35% |
| Active Duty, family | 18% |
| Retired member/family | 7% |
| DoD Employee (MCCS) | 5% |
| Reserve/Guard/family | 3% |

Age

| | |
|------------|-----|
| 17 & under | 7% |
| 18-24 | 19% |
| 25-29 | 16% |
| 30-34 | 19% |
| 35-39 | 11% |
| 40-44 | 9% |
| 45-49 | 8% |
| 50-54 | 5% |
| 55+ | 6% |

Branch of Service

| | |
|--------------|-----|
| Marine Corps | 18% |
| Navy | 16% |
| Army | 12% |
| Air Force | 7% |
| Coast Guard | 1% |

- Overall, BayFest attracts a good mix of civilians and military visitors.
- The majority of patrons are under 35 years of age.
- Music, carnival, and fireworks are the biggest draw each year.
- Word-of-mouth rates highest in how people learn about BayFest, followed by radio advertising, military publications, MCCS promotion, TV and website.

There are numerous custom sponsorship opportunities available for businesses to partner with MCCS at BayFest 2014. Set-up a meeting to discuss your business and how we can work together to provide outstanding marketing opportunities, branding awareness and more.

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