



**PARTNERS IN DEVELOPMENT**  
FOUNDATION

# *Ulu Hana*

PEWA AWARDS: CELEBRATING HAWAII'S UNSUNG COMMUNITY HEROES

**AUGUST 21 - 23 HAWAII NEWS NOW**



# ALOHA MAI,

On behalf of the Board of Directors and leadership of Partners in Development Foundation, I wish to extend an invitation for you to join us as part of this year's Ulu Hana: Pewa Awards.

Although we are unable to gather in person, we hope to bring the same fellowship and enjoyment to our broadcast, which will be televised on the Hawaii News Now network on August 21, 22, and 23rd.

We look forward to sharing a lively program with you that highlights the impact of our mission within the community while celebrating Hawai'i's unsung heroes who work to equip 'ohana for success.

We hope that you will join us as a broadcast partner for this year's event. The next page outlines the different levels and benefits your company will receive.

Mahalo piha,

KIMO TODD  
BOARD MEMBER &  
ULU HANA: PEWA AWARDS CHAIR

Shawn Kana'iaupuni  
PRESIDENT & CEO



# Your Sponsorship

## SPONSORSHIP BENEFITS

[WWW.PIDF.ORG/ULU-HANA](http://WWW.PIDF.ORG/ULU-HANA)

	<b>Broadcast Presentation</b> (AIRING THREE TIMES)	<b>Nā Mele</b> (limit one) \$10,000	<b>Pewa</b> (limit two) \$7,500	<b>Mo'olelo</b> (limit three) \$5,000	<b>Kōkua</b> (limit three) \$3,500	<b>Ho'omaika'i</b> \$2,500
Musical Performance mention	✓					
Segment mention			✓	✓		
Inclusion in all 00:15 "tune-in" promos	✓		✓	✓		
00:30 commercials to run in each airing (must be ready to air)		5X	3X	2X	2X	
Logo in closing credits	✓	✓	✓	✓	✓	✓
<b>Overall</b>						
Company mentions on social media	✓	✓	✓	✓		
Company recognized in produced material		by logo	by logo	by name	by name	by name

## OUR IMPACT

91% Foundation funds went to serving the community

51% People served are native Hawaiian

100K Over 100,000 family members served across the state



# 2021 SPONSORSHIP FORM

## AIRDATES AND TIMES

August 21, 2021 at 6pm on KGMB  
 August 22, 2021 at 1pm on KHNL  
 August 23, 2021 at 7pm on K5

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Logo in closing credits	✓	✓	✓	✓	✓
<b>Overall</b>					
Company mentions on social media	✓	✓	✓		
Company recognized in produced material	by logo	by logo	by name	by name	by name

I would like to be a:

\$10,000 Na Mele Sponsor  
 \$7,500 Pewa Sponsor  
 \$5,000 Mo'olelo Sponsor

\$3,500 Kōkua Sponsor  
 \$2,500 Ho'omaika'i Sponsor

I am unable to Sponsor this year but please find my donation of \$\_\_\_\_\_ enclosed.

**Please complete this form and email it to [jguess@pidfoundation.org](mailto:jguess@pidfoundation.org) or mail it to 2040 Bachelot Street, Honolulu, Hawaii 96817.**

Company Name (to be used in program):

Contact name:

Phone number:

Email:

Address:

City:

State:

Zip:

Additional contact for marketing media (logo, commercial):

Contact name:

Phone:

Email:

**For more information on this event please call 808-595-2752 or visit [www.pidf.org/Ulu-Hana](http://www.pidf.org/Ulu-Hana)**

Ho'oulu a ho'olako 'o Partners in Development Foundation  
i nā 'ohana me nā kaiāulu e loa'a ka lei o ka lanakila  
a e lawelawe pono ma o ka mo'omeheu  
a me ka maui ola Hawai'i.

Partners in Development Foundation inspires and equips  
families and communities for success and service using  
timeless Native Hawaiian values and traditions.



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