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KLA 5th WAVE CELEBRATION

KAUAI'S LIFEGUARDS ~ GUARDS FOR LIFE

- A Celebration that helps save lives
- Ocean minded community campaign
- Public programs for visitors and residents alike
 - A salute to Kauai's Lifeguards

The KAUAI LIFEGUARD ASSOCIATION (a non-profit 501 c-3) works in conjunction with the County of Kauai's Ocean Safety Bureau to HELP SAVE LIVES at guarded and unguarded beaches. Our efforts to communicate safety, provide lifesaving equipment for our LIFESAVERS, as well as programs that prepare the public for ocean safety has been most effective, "ONE LIFE LOST IS ONE TOO MANY!"

Our 5th Wave Celebration on **Friday, July 27, 2018 doors open 5-6pm.** Kauai Marriott Resort in the Grand Ballroom, followed by dinner, concert, salute to our lifeguards and more! Your support this year gives you different opportunities and tie-in selections that support our community minded safety campaigns.

All monies go to support lifesaving programs in efforts to prevent drownings and protect our lifeguards with appropriate equipment. A direct donation to KLA is always welcome!

In 2018, we will continue with our *Ocean Minded Community Campaign* with a focus on our LIFEGUARDS and the heroic actions that they do on a daily basis.

With twice as many people frequenting Kauai's life-guarded beaches over the past five years, we have the need for more equipment, more safety messages, more community programs, and even more towers. The attached 2018 sponsorship packages will help us meet our objectives.



Your SPONSORSHIP Opportunities: Kauai Lifeguards ~ Guards for Life

- **GOLDEN CIRCLE SEATS \$5,000** ~ Prime seating table of ten and your first choice of "OCEAN MINDED" tie-in option highlighting your business name.
(Exclusive ten tables in this category with a \$4,200 tax deductible)

- **VIP SEATS \$3,500** ~ VIP table of ten and your choice of "OCEAN MINDED" tie-in option highlighting your business name.
(Fifteen tables in this category with a \$2,700 tax deductible)

- **RESERVED SEATS \$3,000** ~ table of ten and your choice "OCEAN MINDED" tie-in option highlighting your business name.
(Twenty-five tables in this category with a \$2,200 tax deductible)

- **COMMUNITY MINDED SEATS \$2,000** ~ table of ten
(Ten tables in this category with a \$1,200 tax deductible)

- **DIRECT DONATIONS WELCOMED IN ANY AMOUNT** ~ all monies go to support lifesaving programs and equipment.

To be a SPONSOR please contact:

Chantal Zarbaugh

Phone: 808.651.8913

Email: kauailifeguards@gmail.com

Donation Mailing Address:

Kauai Lifeguard Association

Attn: Dr. Monty Downs

160 Lani Ali'i Place

Kapa'a, HI 96746

*Direct mail please indicate what level and "Ocean Minded" Tie-in sponsorship chosen...
Please send in your sponsorship by: March 15, 2018



"OCEAN MINDED" SPONSORSHIP TIE-INS:

LIFEGUARD TOWER SPONSORSHIP: We promote ten different towers on Kauai over the year focusing on the lifeguard team at each location and encouraging all beach goers to rely on our lifeguards for information, as well as, where our safest beaches and tower locations are. You can choose which of the ten towers you wish to represent. Support of the **Tower of Power** award for the "*team of the year*" is cross promoted in all media.

ROVING PATROL SPONSORSHIP: There are three roving patrols island wide, with sponsorship of any one of the three available. Roving patrols have prevented drownings and rescues for tens of thousands of lives at unguarded beach locations. Roving patrols consist of trucks, trailers, jet skis, paddleboards, rescue equipment, PA systems and first aid kits. The highly trained patrolling lifeguards give Kauai a broader reach for safety. There are 60 beaches on Kauai with 10 operating towers. Having patrols at unguarded beaches is a proactive measure to HELP SAVE LIVES daily.

OCEAN TRAILER SPONSORSHIP: KLA has two trailers. One is an 18-foot trailer equipped with TV screens on the side that show safety videos and displays for the public to see, with regards to ocean safety equipment and safety actions. This trailer is used in parades, festivals, fairs and schools, making a positive impression and taking the lifeguards out of the tower and into the community. The second trailer serves as a transport vehicle for the increased need for equipment during the Keiki Junior Lifeguard program.

RESCUE TUBE SPONSORSHIP: Over 220 rescue tube stands with displays on how to use them properly are positioned at beaches island-wide for use 24 hours a day, every day! This rescue tube program is responsible for saving hundreds of lives. There are hundreds of documented rescues by the general public that wouldn't be possible without a massive effort in serving and maintaining the tubes as well as illustrating how to properly use them. Your sponsorship in one of the three regions helps support this program annually.

KEIKI OR JUNIOR LIFEGUARD TRAINING SESSIONS SPONSORSHIP: Our program has grown from 75 keiki the first year to 550 keiki this past year, ages 8-17 years old. In 2018, a strategy includes training for up to 900 keiki. The free program has delivered 13 state championships in the past 14 years, with our top performers competing in national competitions. You will have a chance to either sponsor a training session, competition at a local or state national event, travel assistance for competitions or awards to be given to our top performers who demonstrated Aloha! (Title sponsorships also available)

BROCHURE SPONSORSHIP: Over 220,000 brochures made available for distribution annually and they are an educational piece found at concierge desks, businesses and hotel rooms. They illustrate how to recognize rip currents and what to do when caught in one, how to snorkel, how to use rescue tubes, emergency safety measures and where there are life guarded beaches/towers. As a sponsor, your logo will be displayed on the brochure in areas of need.

SAFETY VIDEO SPONSORSHIP: A six minute video details what to expect when at Kauai's beaches. The video shows the viewer how to recognize a rip current, how to use a rescue tube properly, how to snorkel safely and where our life guarded beaches are located. The video can be downloaded online. Free copies of the DVD are also available with or without captions. It is shown in retail stores, the airport and hotel rooms.



KLA 5th WAVE CELEBRATION

We believe in our WAVE events as it brings people together for a great cause! These events raise much needed funds to meet our goals and objectives. Your support is needed and truly appreciated!

5th WAVE CELEBRATION Includes:

- 5-6pm: Doors open featuring local island artist
- Dinner Buffet
- Junior Lifeguard and Statewide Program
- Makana and Friends
- Salute to Kauai Lifeguards
- Special guest performance
- And MORE!

Additional Promotional Tie-Ins:

ENTERTAINMENT SPONSOR: Your business associated with our entertainers and main stage.

KLA GRAND PRIZE DRAWING SPONSOR: Your donated prize will be featured via display that evening and promoted as a key attraction at our event. Minimum prize value: \$4000

KLA MAYORS LIVE AUCTION SPONSOR: Your donated prize. Minimum value \$4000 will be featured on stage with the Mayor and our emcee(s). The winning bid will benefit life saving efforts for Kauai's community and visitors alike.

5TH WAVE MAIN EVENT SPONSOR: Exclusive presenter complete with lead line sponsorship, logos and banners on site. It is the most prestigious overall position that KLA can offer for a community minded business that supports our goal TO HELP SAVE LIVES.

MEDIA COMMUNICATIONS

Every one of the above packages includes extensive OCEAN MINDED COMMUNITY media support on promotional material. Your support is shown and listed in many ways during the year using the following media strategy as well as logo placement within the appropriate program.

KONG RADIO GROUP: Combined four stations reaching over 73% of Kauai's listeners.

GARDEN ISLAND NEWSPAPER: Full color illustrative ads complete with your business logo.

WALA'AU TV: Mentioned in a thirty minute segment.

KLA WEBSITE AND SOCIAL MEDIA: Mention on both areas.

*Extensive Interview mentions!