



APRIL 24-30, 2021

### WHAT IS HOT PURSUIT?

Navian Hawaii's popular annual fundraiser will once again take place virtually. Hot Pursuit is known as Hawaii's only "Amazing Race" style fundraising event. Although we are unable to physically come together to race through the streets of Kakaako, we are keeping the tradition alive with fun and engaging activities that can be done anytime and anywhere. This year, we will encourage teams to choose a spot outdoors to participate—at the park, beach, or even their backyard!

### HOW WILL YOUR SPONSORSHIP SUPPORT NAVIAN HAWAII?

Since 1979, Navian Hawaii (formally Hospice Hawaii) has been dedicated to offering our community a comprehensive, interdisciplinary program of comfort and care. We are here to guide and assist patients and their families through difficult times, providing Integrated Care to patients battling serious illnesses or delivering Hospice Care to patients nearing their end-of-life journey. We strive to provide a sense of purpose, dignity and hope for everyone involved. Our service and care are available to anyone who qualifies for it, regardless of their ability to pay. As a non-profit organization, we appreciate and rely on the support of our sponsors and donors to achieve this.

### SPONSORSHIP PACKAGES:



#### PRESENTING SPONSOR - \$7,500

- A minimum of three on-air mentions on HI Now, valued at \$15,000
- Invitation to join Navian Hawaii president on HI Now segment to talk about the event and partnership
- Invitation to be included in the Hot Pursuit promo spot to be aired from January 30 – April 30
- Invitation to submit a pre-recorded welcome message for the opening ceremony video
- Add company logo to all digital banner assets
- ALL shining star benefits listed below



#### SHINING STAR SPONSOR - \$2,500

- Your company/brand will be featured in an interactive "passport challenge" within the virtual race
- Prominent logo placement on half-page mahalo ad in Star Advertiser, valued at \$12,960
- Prominent logo placement on TV promo spot to be aired on Hawaii News Now news stations (1/30 – 4/30)
- Prominent logo placement in the April and July issue of Navian Hawaii's quarterly printed newsletter, distributed to 10,000 constituents (need commitment at least one month prior to issue date)
- Prominent logo in all Hot Pursuit related e-blasts, distributed at least monthly to 4,000 constituents (February-May)
- Prominent logo placement on the registration page, website event page, and finisher's certificate
- Acknowledgment in the Hot Pursuit opening and closing ceremony videos
- Distribution of special offers/digital coupons to race participants
- One dedicated post on Facebook (2k followers) and Instagram (1k followers)
- Registration of up to ten (10) teams (2-5 participants on each team)



#### GUARDIAN SPONSOR - \$1,250

- Your company/brand will be featured in an interactive "passport challenge" within the virtual race
- Logo placement on half-page mahalo ad in Star Advertiser, valued at \$12,960
- Logo included on TV promo spot to be aired on Hawaii News Now news stations (1/30 – 4/30)
- Logo placement in the April and July issue of Navian Hawaii's quarterly printed newsletter, distributed to 10,000 constituents (need commitment at least one month prior to issue date)
- Logo placement in all Hot Pursuit related e-blasts, distributed at least monthly to 4,000 constituents (February-May)
- Logo placement on the registration page, website event page, and finisher's certificate
- Distribution of special offers/digital coupons to race participants
- Registration of up to five (5) teams (2-5 participants on each team)



## ETERNAL FRIENDS SPONSOR - \$500

- Logo placement in the April and July issue of Navian Hawaii's quarterly printed newsletter, distributed to 10,000 constituents (need commitment at least one month prior to issue date)
- Logo placement in all Hot Pursuit related e-blasts, distributed at least monthly to 4,000 constituents (January-May)
- Logo placement on the registration page, website event page, and finisher's certificate
- Distribution of special offers/digital coupons to race participants
- Registration of up to two (2) teams (2-5 participants on each team)



## TEAM REGISTRATION - \$50

- Registration for one (1) team - \$50 per team (2-5 participants)



We'd like to make a \_\_\_\_\_ sponsorship commitment.

Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_ Check, payable to Navian Hawaii for \_\_\_\_\_

\_\_\_\_\_ Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Number: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please return to Navian Hawaii ASAP to take advantage of full sponsorship benefits, no later than March 1, 2021*

via email: [HotPursuit@NavianHawaii.org](mailto:HotPursuit@NavianHawaii.org)  
or mail: 860 Iwilei Road, Honolulu, HI 96817  
P: 791-8067 | F: 922-9161 | [HotPursuitHI.com](http://HotPursuitHI.com)

