



Holo Kohola™

Saturday January 10, 2009

Packet pickup

Carbo Luau

Sunday January 11, 2009

Maui Paradise Marathon

Aloha Half-Marathon

Mahalo 5K

Holo Kohola Keiki's Races

**2009 Sponsorship
Packages**

Marathon

Half Marathon

5K

Keiki Races

For More Information Contact
Jerry Levey
rd@mauiparadisemarathon.com
800-551-2769

Maui Paradise Marathon

An Inaugural Eco-Friendly Marathon & Associated Events



**The Inaugural
Maui Paradise Marathon
Aloha Half Marathon,
Mahalo 5K &
Keiki Events
Sunday, January 11, 2009
Kihei, Maui
Hawaii**

Maui is a runners' paradise, where tropical scented breezes cool you down and every run can end with a soothing dip in the blue Pacific. Sounds good? It gets better. Imagine sharing your run along the ocean with our most magnificent of creatures, the whale. The race will be in the middle of the whale migration season so you will have lots of opportunity to have this experience of a lifetime. Here you can continue your training for that spring marathon, get a suntan and have an amazing vacation at the same time. The picturesque beauty of the island of Maui, both coastal and inland provides a setting for so many activities that you will have a hard time making choices.

Maui Paradise Marathon is a brand new 'eco-friendly' race. Our mascot is Holo Kohola (Hawaiian for fast whale) to remind us of the importance of taking care of our environment, and with your help our race will leave behind little more than footprints and good memories. For a start, there will be no plastic bags. Every runner will receive a colorful souvenir tote bag and for other race materials such as drink cups we will recycle wherever possible.

Our scenic marathon course starts and finishes in Kalama Beach Park in Kihei, right on the ocean in the south of Maui at the base of Haleakala volcano. With a 6:00 am start heat won't be a problem and your friends and family can be both at the start and the finish. At the finish line you will not only have the encouragement of the cheering crowds to bring you in over those last tough yards, but you'll also experience the personal touch and exuberance of the bilingual 'master of ceremonies', Whit Raymond. I assure you that this will be an experience you won't forget.

If you want all the excitement of the marathon but find the 26.2 a little daunting, there is always our Aloha Half Marathon, starting and finishing at the same place and time as the marathon and with a course just as scenic and challenging.

The Maui Paradise Marathon event is a weekend of entertainment for the whole family, so we have catered for all ages and levels of fitness. For those that like a shorter distance, enter our Mahalo 5K. Once again the start and finish is at Kalama Beach Park. This is a 7:30 start so you will have time to run it and still get back in time to watch your kids run in the Keiki (kids) Races. This is a fun event where every child is a winner and everyone gets an award. They will be varying distances from 25

meters to around 400 meters depending on the ages. We have races for all children 6 and under, yes, as long as they can crawl, tumble, roll, or walk assisted by Mom and Dad, they can enter our Keiki races. It will make for some great 'Kodak' moments for the photo album.

Maui Paradise Marathon is a weekend of activities for runners, friends and families. The Sport and Fitness Expo on Saturday will give you an opportunity to browse, find out what is new in the world of running and stock up on all your running gear for the coming year. It is also a good time to check out the great Maui Paradise Marathon merchandise and take back some great reminders of your Inaugural Maui Paradise weekend.

After an afternoon at the expo or a swim in the glorious pacific, you will have worked up quite an appetite. Be sure to be on time for the Carbo Luau and be well fuelled for the big day on Sunday. This is a great place to exchange tips and tales with other runners and perhaps find a 'buddy' to pace with.

When the hard work is all done it is time to sit back and relax at the Awards Ceremony on Sunday. Here is your chance to exchange email addresses, phone numbers etc. with your new Maui Paradise Marathon friends, and agree to meet back in 2010 to improve on your times, or just relax and enjoy another weekend in paradise, on the island of Maui.

If you would like your organization or company to be a part of this amazing weekend of events that will attract runners, friends and families from all over Hawaii, the USA mainland and many other countries, then contact us at rd@mauiparadisemarathon.com or 800-551-2769. We will be one of the first eco-friendly events in the world and by tying our event into the whale-watching season in Maui we can associate your company with the world-wide eco-awareness and together we can show the rest of the world how we can better take care of our planet by doing little things in paradise.

Take a browse through these different packages, then contact us to be a part of this brand new eco and family friendly world-class event.



Maui Paradise Marathon & Aloha Half Marathon Sponsorship Opportunities

Overall Event Sponsor \$50,000 (One available)

- Recognition as the main event sponsor on all promotional material including Internet Magazine, posters and promotional flyers.
- Logo placement on all course & mile markers and other signs along the route (minimum 50 markers & signs)
- Four-color logo prominently displayed on all finishers certificates
- Large banner (3' by 8') displayed at the runners EXPO
- Corporate promotional collateral displayed at the runners Expo
- 2" logo on 2,000 volunteer and finisher t-shirts
- Large banner (3' by 8') displayed on start and finish line
- Large banner (3' by 8') displayed at official carbo-load party
- Large banner (3' by 8') displayed as backdrop of awards stage
- Recognition as the name sponsor on Maui Paradise Marathon website, www.mauiparadisemarathon.com and in all of the runners email newsletters.
- A full page write up and appropriate link from Maui Paradise Marathon website
- Entry for four to Official Carbo-Load Party
- Complimentary 8' x 20' booth at Sports & Fitness Expo
- Right to promote the race via advertising and promotional activities
- Right to use race logo upon approval
- Four passes to VIP seating/hospitality at finish line
- Public address acknowledgement during the race
- Right to distribute product sample via runners bags



Maui Paradise Marathon & Aloha Half Marathon Sponsorship Opportunities

Race Name Sponsor (marathon, half marathon, 10K & keiki) \$25,000
(Four available – one per race)

- Recognition as a specific race name sponsor on all promotional material including Internet, magazine, posters and promotional flyers.
- Black and white logo prominently displayed on all finishers certificates
- Large banner (3' by 6') displayed at the runners EXPO
- Corporate promotional collateral displayed at the runners Expo
- 1.5" logo on 2,000 volunteer and finisher t-shirts
- Large banner (3' by 6') displayed on start and finish line
- Large banner (3' by 6') displayed at official carbo-load party
- Large banner (3' by 6') displayed as backdrop of awards stage
- Recognition as a race name sponsor on Maui Paradise Marathon website, www.mauiparadisemarathon.com and in all of the runners email newsletters.
- A half page write up and appropriate link from Maui Paradise Marathon website
- Entry for two to Official Carbo-Load Party
- Complimentary 8' x 10' booth at Sports & Fitness Expo
- Right to promote the race via advertising and promotional activities
- Right to use race logo upon approval
- Two passes to VIP seating/hospitality at finish line
- Public address acknowledgement during the race
- Right to distribute product sample via runners bags



Maui Paradise Marathon & Aloha Half Marathon Sponsorship Opportunities

Platinum Sponsor \$15,000 (Two available)

- Recognition as a platinum sponsor on all promotional material including Internet, magazine, posters and promotional flyers.
- Black and white logo prominently displayed on all finishers certificates
- Large banner (2' by 4') displayed at the runners EXPO
- Corporate promotional collateral displayed at the runners Expo
- 1" logo on 2,000 volunteer and finisher t-shirts
- Large banner (3' by 5') displayed on start and finish line
- Large banner (3' by 5') displayed at official carbo-load party
- Large banner (3' by 5') displayed as backdrop of awards stage
- Recognition as a platinum sponsor on Maui Paradise Marathon website, www.mauiparadisemarathon.com and in all of the runners email newsletters.
- A full paragraph write up and appropriate link from Maui Paradise Marathon website
- Entry for two to Official Carbo-Load Party
- Complimentary 8' x 10' booth at Sports & Fitness Expo
- Right to promote the race via advertising and promotional activities
- Right to use race logo upon approval
- Public address acknowledgement during the race
- Right to distribute product sample via runners bags



Maui Paradise Marathon & Aloha Half Marathon Sponsorship Opportunities

Gold Sponsor \$10,000 *(Two available)*

- Recognition as a gold sponsor on all promotional material including Internet, magazine, posters and promotional flyers.
- Large banner (2' by 4') displayed at the runners EXPO
- Corporate promotional collateral displayed at the runners Expo
- 1" logo on 2,000 volunteer and finisher t-shirts
- Large banner (3' by 5') displayed on start and finish line
- Recognition as a gold sponsor on Maui Paradise Marathon website, www.mauiparadisemarathon.com and in all of the runners email newsletters.
- A presence and appropriate link from Maui Paradise Marathon website
- Entry for two to Official Carbo-Load Party
- Complimentary 8' x 10' booth at Sports & Fitness Expo
- Right to promote the race via advertising and promotional activities
- Right to use race logo upon approval
- Public address acknowledgement during the race
- Right to distribute product sample via runners bags



Maui Paradise Marathon & Aloha Half Marathon Sponsorship Opportunities

Silver Sponsor \$5,000 (Four available)

- Recognition as a silver sponsor on all promotional material including Internet, magazine, posters and promotional flyers.
- Large banner (2' by 4') displayed at the runners EXPO
- Corporate promotional collateral displayed at the runners Expo
- Large banner (3' by 5') displayed on start and finish line
- Recognition as a silver sponsor on Maui Paradise Marathon website, www.mauiparadisemarathon.com and in all of the runners email newsletters.
- A presence and appropriate link from Maui Paradise Marathon website
- Entry for two to Official Carbo-Load Party
- Right to promote the race via advertising and promotional activities
- Right to use race logo upon approval
- Public address acknowledgement during the race
- Right to distribute product sample via runners bags