



BECOME A MEMBER

Of A Team That Makes A Difference!

Aloha,

We invite you to share in our dedication to serving Lahaina's businesses and community through exciting and new events that bring awareness and opportunity to Lahaina's unique economy.

Your contribution supports great events such as:

JOIN THE MISSION!

"The mission of the Lahaina Town Action Committee is to promote, preserve, and encourage the historical, cultural, social, commercial and environmental vitality and significance of Lahaina Town."

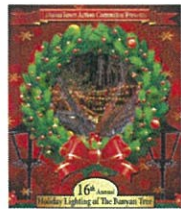


Maui Friday's Lahaina Town Party is celebrated on the second Friday of each month. Located at Front Streets Campbell Park and titled "Concert in the Park", we feature live entertainment, local style cuisine and promotion of Lahaina Merchants through product samples, discounts and presentations.



Halloween 2015 welcomed many families from around the island to participate in our annual Halloween parade on Front Street. Through this event, we bring thousands of patrons to Lahaina Merchants by providing a safe and fun family atmosphere and advertising the shopping and dining opportunities that abound.

The Banyan Tree lighting is yet another celebrated annual event honoring a landmark that has stood through many of Lahaina's waves of change. The privilege of lighting this tree for the holidays is bestowed upon an equally deserving member and contributor of Lahaina's community.



Lahaina stands alone as the only Town that greets its **Cruise Ship** visitors with fresh flowers, Hawaiian music and hula dancing as they arrive in Lahaina Harbor.

Other events include: Whale and Ocean Arts Festival, Prince Kuhio Day, Banyan Tree Birthday, Na Kamehameha Day, Official Lahaina Poster Contest, Annual Golf Tournament Fundraiser, 4th of July Celebration, Emma Farden Sharpe Hula Festival and Festivals of Aloha. For 2016 we have added Mahina Mei a weekend celebration of Hawaiian Music.

Membership awards you benefits that support both commercial and communal service. Enclosed is an application as well as information on membership packages, benefits and options. For further information, please call 808.667-9175 or visit www.visitlahaina.com.

Thank you for your time and consideration

Mahalo nui loa,

648 Wharf Street
Lahaina, Maui, Hawaii 96761
Toll Free Event Hotline
1.888.310.1117
Phone: 808.667.9175

Lynn Donovan
Executive Director &
Lahaina Town Action Committee Board of Directors



2016 Membership Invitation

Name: _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ - _____ Fax: () _____ - _____

E-mail: _____

JOIN THE MISSION!

"The mission of the Lahaina Town Action Committee is to promote, preserve, and encourage the historical, cultural, social, commercial and environmental vitality and significance of Lahaina Town."

We Appreciate Your Support!

Please Select Your **MEMBERSHIP** Level and/or **SPONSORSHIP** Package.

Annual Memberships

All Membership Benefit Packages include a **1-year subscription to LAC's E-Newsletter.**

- \$50 INDIVIDUAL**
Senior Citizens (65+): \$30.00
✓ 20% OFF at the Lahaina Visitor Center
✓ (1) LAC Logo Decal
- \$100 FAMILY**
Senior Citizens (65+): \$50.00
✓ 20% OFF at the Lahaina Visitor Center
✓ (1) LAC Logo Decal
✓ (1) 2014 Official Lahaina Poster
- \$200 BUSINESS**
✓ 20% OFF at the Lahaina Visitor Center
✓ (2) LAC Logo Window Decal
✓ Your Community Events on Lahaina's Event Hotline & Happening now on website. Please notify LAC 2 weeks prior.
✓ (1) 2016 Official Lahaina Poster
✓ Advertise business in Lahaina Visitor Center. (Brochures, coupons, etc.)
✓ Inclusion in all LAC Social Media
- \$500 CORPORATE**
✓ **Business Package Benefits plus:**
✓ Featured in Bi-Annual E-Newsletter
✓ Business ad on LAC's website
✓ (1) 2016 Official Lahaina Poster

Sponsorship Packages

Please see attached for detailed benefits. All package benefits subject to availability.

- \$1,000 KOKUA (Help, Support)**
Support One of The Following:
___ LAC Sponsored Event
___ Prince Kuhio Celebration
___ Festivals Of Aloha
----- Mahina Mei
- \$2,500 PO'OKELA (Excellence) Limit 4 4th of July Sponsorship**
Lahaina lights up with fireworks festivities and fun as 20,000 people visit Lahaina for the day.
- \$5,000 HO'OMAU (Persevere) Limit 4**
Support One of The Following:
___ Whale and Ocean Arts Festival
___ Banyan Tree Birthday
___ 2016 Emma Farden Sharp Hula Festival
___ Annual Lighting of the Banyan Tree & Christmas Celebration
- \$10,000 LOKAHI (Unity) Exclusive HALLOWEEN IN LAHAINA**
Be a sponsor of Lahaina's largest celebration "Halloween in Lahaina." This family, friendly event welcomes over 30,000 patrons.



2016 Event Sponsorship Package Benefits

KOKUA \$1,000

- Corporate Membership Package
- Business Advertisement in e-Newsletter
- Onstage Mention
- Website link on visitlahaina.com

PO'OKELA \$2,500

- Corporate Membership Package
- Business Advertisement in e-Newsletter
- Onstage Mention
- Website link on visitlahaina.com
- Business Ad on Website (2 weeks prior to event)
- Inclusion on social media, website and printed advertisements

HO'OMAU \$5,000

- Po'okela benefits plus
- Continuous onstage mentions
- Product Sampling (Subject to Approval)
- Inclusion in Public Service Announcements
- (5) Reserved Parking Stalls
- (5) Premier Reserved Seats

LOKAHI \$10,000

- Ho'omau benefits plus
- (3) Banner displays throughout event
- Inclusion on Radio Advertisements
- (2) Reserved Parking stalls at Event
- Business ad on website (4 weeks prior to event)
- (10) Event Shirts
- (5) Parking Stalls
- (10) Premier Reserved Seats