

The background features a large, light gray diamond shape centered on a white background. The diamond is formed by two overlapping, slightly offset lines. In the four corners of the page, there are abstract, geometric shapes in shades of blue and green, creating a modern, architectural feel.

# HTA Sports Partnership Strategy 2023-2025

# Overview

HTAs approved Strategic Plan calls for Brand Marketing to *“Take the lead in protecting and enhancing Hawai‘i’s globally competitive brand in a way that is coordinated, authentic, and market-appropriate.”*

Over the next three years, HTA will take a more Partnership focused approach, rather than the traditional event strategy and will act as a branch of that tree and be guided by that directive. It will do so by clearly identifying pillars of partnerships and the metrics by which they will be evaluated. The reasoning behind this switch is that currently we do not have the facilities or the funding to compete for high-profile events as in years past.

HTA will issue two RFPs to seek event partnership opportunities that meet HTA's sports partnership criteria. All proposals received will be thoroughly evaluated by HTA and HTA's strategic partners. In certain cases, different form of procurement may be required.

# International Partnerships

HTA will incorporate more international partnerships to both broaden our portfolio, but also achieve our mandate to generate a positive economic return by reaching target visitors through their preexisting affinity for local-market leagues and teams. Aligning the Hawaiian Islands with the most popular team in our key source markets allows us to stay front of mind for new and return travelers. We have defined the sports in each MMA that have the highest cross-section of fans with the disposable income, interest in Hawai'i, and direct airline service to maximize our market penetration. We will also leverage current partnerships across all markets such as access to IP, Visitor Development Funds, and Events.

- Oceania – Rugby, Golf, Basketball
- Japan – Baseball, Golf, Tennis
- Korea – Golf, Baseball, Soccer
- China – Basketball, Golf, Olympic Sports
- Canada - Hockey (Vancouver, Alberta & Toronto) , Football, Golf

# HTA Sports Partnership Strategic Goals

- Enhance the brand awareness and marketing of the Hawaiian Islands
- Generate Community Benefits
- Produce Economic Benefits

*\*Adopted FY2022 by HTA Board*

# Pillar One – Marquee Partnerships

Partnerships in pillar one will directly couple the Hawaiian islands with globally relevant, instantly recognizable properties. These partnerships will elevate both the brand of Hawai'i worldwide as well as the partnering property and appeal to our defined target travelers.

HTA will strategically prioritize partnerships in the Marquee tier with International Brands and those located in our key domestic source markets. Due to the unique nature of these opportunities, they will be evaluated on a case-by-case basis outside of the standard RFP process.

## KPIs Measured:

- Direct Community benefit (camps, clinics, charitable donation etc.)
- Drive target- traveler consideration
- Increase Brand Affinity Internationally or across Targeted Domestic Markets
- Increase PPPD Spending as a Direct Result of Partnership

# Pillar One – Marquee Partnership Examples



# Pillar Two – Signature Partnership

The overarching purpose of a Signature Event is to draw visitors to the Hawaiian Islands from outside of the State to attend or participate in high profile events. Signature Events will be sports-based and allow for HTA to consider funding for a diverse group of applicants and are designed to have a high level of TV, digital, social and print exposure that highlight the state across multiple markets. Selection for funding will be done through RFP and scoring criteria will consist of the following:

## Evaluation Criteria:

- Total number of event-specific arrivals of at least 25% of event attendance
- Estimated Market Value of estimated PPPD & Total Economic Impact
- Estimated TV and Digital impressions
- Event takes place in-state
- Local execution vs. National promoter

# Pillar Two – Signature Partnership Examples



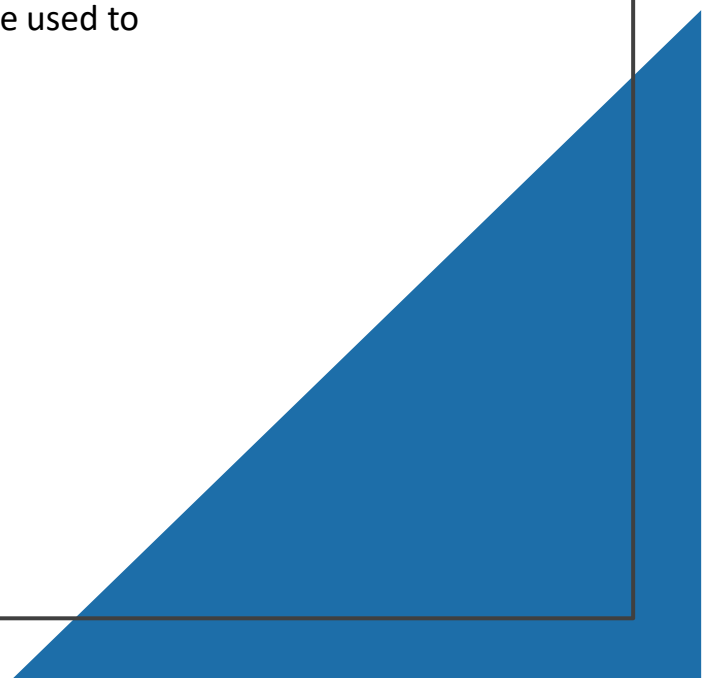


# Pillar 3 – Hawai‘i Authentic

Hawai‘i Authentic events consist only of **surfing, canoe paddling and beach volleyball**. Across all islands, these events will couple traditional Hawai‘i pursuits with existing brands and sponsors. These events will not only draw world-class athletes but provide dedicated funding for local athletes to compete as well. They will offer the opportunity for our communities to view up-close the top performers in sports that many grew up participating in, while nurturing the future generation to carry on the pursuits. An RFP process will be used to evaluate potential offerors and will be based on the following criteria:

## Evaluation Criteria:

- Percent of Local involvement
- Community Benefits generated
- Outside Sponsorship funding
- Estimated Digital and Social Impressions



# Pillar 3 – Hawai‘i Authentic Examples



# Pillar 4 – Community Partnerships

HTA will continue to partner with sports events, activities, and competitions that serve to perpetuate Hawaiian and local culture that are significant to our community. These programs will attract state-wide, country-wide and international competitors, and raise their awareness and understanding of Hawai'i's unique sports history and culture through an authentic experience. These kinds of programs have proven to encourage and inspire healthy communities through interactions and engagement, as well as economic gain for residents and local businesses. Overall, these programs promote our sustainable tourism model. An RFP will be issued to solicit community-based events.

KPI's Considered:

- Grassroots Community Partnerships
- Niche sports formerly in CEP
- Prospect for future event growth
- Ability to rise to Signature Tier with the proper support

# Community Partnership Success

- In 2022 HTA provided funding of \$2.9M for 86 events, festivals and nonprofit programs across Hawai'i through our Community Enrichment Program. The events are often highly attended by Hawaii's residents.
- Los Angeles Rams neighbor island youth clinics
- Los Angeles Clippers donation of an elementary school computer lab
- PGA Tour Charitable Donations of over \$2,000,000 in 2022

**MAHALO**