



HAWAII™

CONVENTION CENTER

Where Business and Aloha Meet

NAMING RIGHTS OPPORTUNITY

JANUARY 2024





AN EVENT DESTINATION LIKE NONE OTHER

Just steps from Waikiki, the Hawai'i Convention Center is a stunning marriage of form and function. Open to sky and sun between the shade of terraces and lanais, graced with courtyards, waterfalls and fishponds, you'll find yourself in a destination that creates a meetings and convention backdrop that is simultaneously tranquil and invigorating.

WHERE BUSINESS AND ALOHA MEET

The staff of the Hawai'i Tourism Authority and the Hawai'i Convention Center are committed to creating memories, built on a foundation of harmony and integrity.

By following these principles, we give guests an unforgettable convention and meetings experience while sharing Hawai'i's beauty with the world in ways that help all our visitors and improve the lives of all who call the islands home.

BRAND MISSION

- To generate economic benefits for the citizens of Hawai'i
- To enhance the quality of life for all who live here
- To treat our guests to the finest convention and meetings experience in the spirit of *ho'okipa* (hospitality) so they will want to return



THE TRUE HAWAII EXPERIENCE

Designed by world-renowned architects, the Hawai'i Convention Center is a luminous structure that shines like a gem tucked into its tropical setting, blending state-of-the-art technology with authentic island ambiance as a monument to the cultural diversity and legendary spirit of aloha that inspires attendees to see the world in a new light.

Located in the heart of the state capital, the renowned facility is ideal for East-meets-West congregating. Located just 8 miles from Daniel K. Inouye International Airport, the centrally located convention center is within walking distance of some of Honolulu's most premier shopping, dining, and entertainment.

And with more than 28,000 hotel rooms located within a 1.5-mile radius, event attendees will delight in staying just steps from the picture-perfect beachfront, with a leisurely stroll to their HCC events.



PROPERTY DETAILS

With 1.1 million square feet of meeting space, the HCC is the largest facility of its kind in the state and can accommodate a variety of events of up to 13,000 attendees.

- 200,000-square-foot Exhibit Hall
- 35,000-square foot Ballroom
- 35,000-square-foot registration lobby
- 47 meeting rooms, many with shaded verandas or direct courtyard access
- Two tiered-seating theaters for up to 329 and 467 people
- A 2.5-acre rooftop events garden, accommodating 1,000-person banquets or 2,500-person receptions overlooking the city

100+

ANNUAL
EVENTS

1.1M

SQUARE
FEET

410K+

ANNUAL
GUESTS



WHY CHOOSE THE HAWAII' CONVENTION CENTER?

The scope and quality of the Hawai'i Convention Center's facilities and services makes it the perfect site for conventions, conferences and tradeshows.

Shaped by the spirit of *aloha*, the facility is truly Hawai'i at heart—in style and service. The open-air design invites gentle sea breezes and an abundance of light, and attendees can mix and mingle in these inviting spaces knowing they are receiving exceptional service by the onsite staff.

Incorporating Hawaiian traditions into each dish and sourcing farm-fresh ingredients for every meal, the HCC food and beverage teams are guaranteed to delight your guests with island flavors and flair.



HAWAII'S ICONIC CAPITAL CITY

Honolulu, the capital of Hawai'i, serves as the gateway to the Hawaiian Islands. As the largest city of the state, Honolulu is an economic hub boasting a diverse social environment.

Honolulu's diverse economy creates a rich meetings ecosystem for organizations across many industries. Recognized for important work in high-tech fields, including volcanology, biology, ocean sciences, geology and green technology, Honolulu's most common employment sectors include accommodation & food services, healthcare & social assistance, retail trade, educational services and public administration.

The city's port is one of the most important between Asia and North America, making it a prime motivator for many businesses to call Honolulu their home.



HONOLULU'S VALUABLE AUDIENCE FOR PARTNERS

Total Population	345,510
Male / Female	50% / 50%
Median HHI	\$76K
Median Age	44
Under Age 24	24%
Age 25-34	15%
Age 35-54	26%
Age 55+	35%
High School Degree+	90%



Due to its attractive geographic location and diverse culture, the state of Hawai'i attracts a more affluent audience, which is reflected in high housing prices and income levels. The island of O'ahu hosts over 6 million visitors each year, with significant disposable income. These factors together generate a valuable audience for sponsor engagement.

DELIVERING QUALITY, DIVERSE PROGRAMMING

The Hawai'i Convention Center event calendar features a variety of conferences and events that serve a diverse audience.

2024 CALENDAR HIGHLIGHTS

- Hawai'i Dental Association Convention
- Slammeduff Hawai'i Car Show
- Pacific Water Conference
- HTDC Tech Fair
- Amazing Comic Con
- Festival of the Pacific Arts and Culture
- Kawaii Kon



VERSATILE VENUE FOR SPORTING EVENTS

The Hawai'i Convention Center also serves as a versatile venue for sports tournaments of any size.

- 28 Volleyball and Badminton Courts
- 19 Basketball Courts
- 11 Futsal Courts (indoor soccer)

2024 CALENDAR HIGHLIGHTS

- TransPacific Volleyball Championships
- Hawaii AAU Grand Prix
- Honolulu Marathon Expo
- Aloho Region Presidents Tournament

Additional sporting events to include the following: Volleyball, Basketball, Wrestling, Indoor Soccer, Table Tennis, Badminton, Group Fitness, Gymnastics, Martial Arts, Dance and Cheer





WHY NAMING RIGHTS?

✔ Brand Awareness, Consideration & Loyalty

Leverage an integrated communication platform that cuts through the clutter of traditional media and delivers a two-way engagement with a uniquely-captive audience.

✔ Community Goodwill & Engagement

Strengthen relationship with the local area through a community-wide partnership that taps into a shared passion for entertainment.

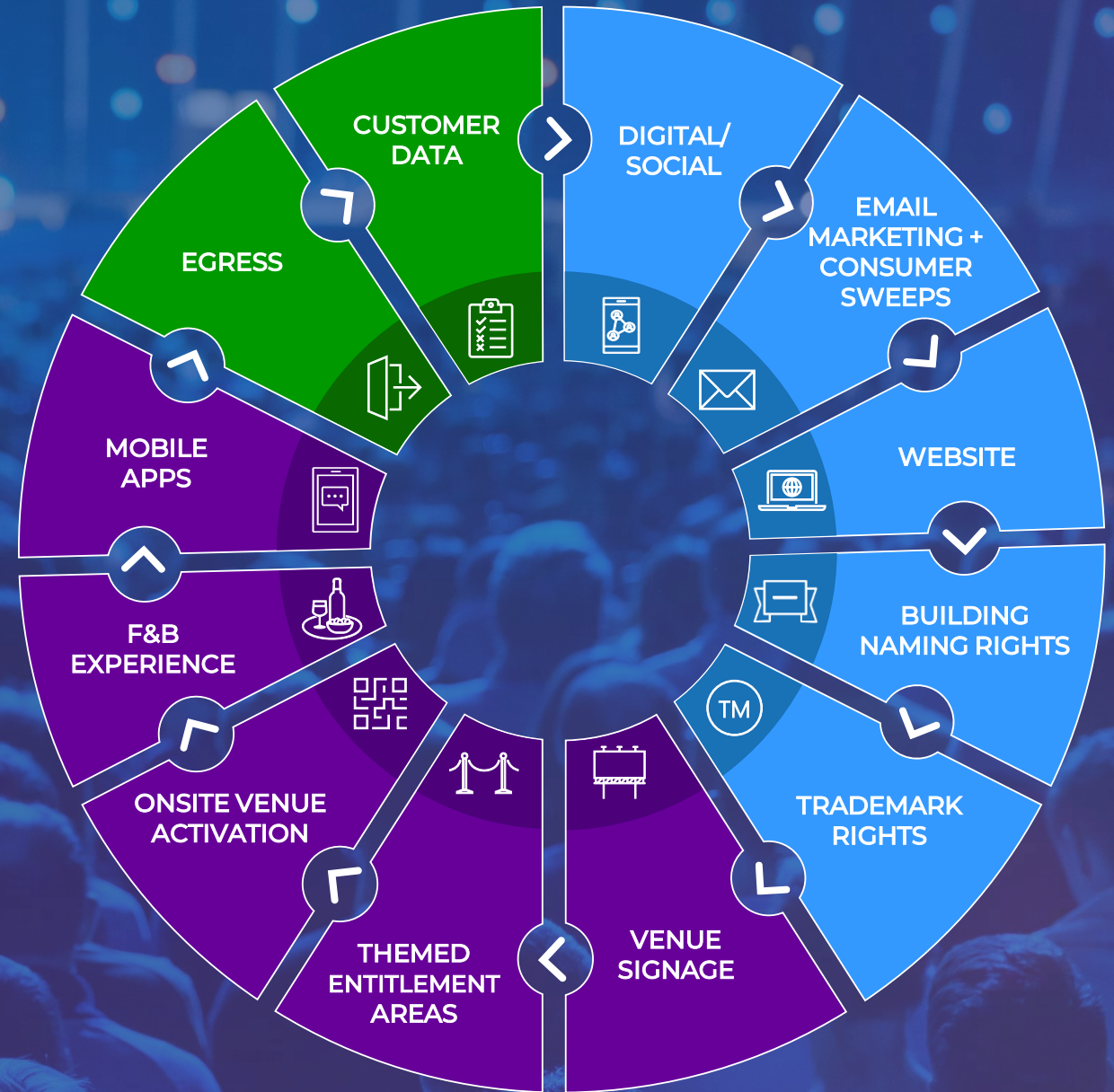
✔ Competitive Advantage & Differentiator

Command a market category by owning top-tier B2B and B2C touchpoints. Simultaneously humanize the brand and translate key values and product benefits through moments and messages communicated via beloved passion points.



CONNECT & ENGAGE

LEVERAGE DEEP ENGAGEMENT TOUCHPOINTS THROUGHOUT THE GUEST JOURNEY TO REACH CUSTOMERS AND ENHANCE THE GUEST EXPERIENCE



-  PRE-EVENT
-  AT EVENT
-  POST-EVENT

PARTNER VALUE PROPOSITION

Hawai'i Convention Center seeks a **Naming Rights Partner** who understands and values the true brand that the facility represents. The HCC provides its residents and its visitors with a sense of place and feeling of community. Engaging with the HCC, will provide sponsors with valuable return on investment for years to come.

PARTNER BENEFIT EXAMPLES

- **Alignment with a Prestigious Property:** The HCC is the largest Convention Center in the state of Hawai'i and is situated in a prime location adjacent to the world-famous Waikiki neighborhood.
- **Partnership Activation:** Due to its prime location paired with approximately 100 expos, concerts, conventions and other events hosted per year, the HCC creates great activation opportunities to meaningfully engage with potential customers.
- **Category Exclusivity:** Prevents competitors from receiving benefits or exposure through the HCC's facilities and events.
- **Geographic Reach:** The Honolulu DMA ranks in the top third of designated market areas in the U.S. and despite being separated from the mainland, Hawai'i still attracts visitors from all over the world, expanding the HCC's global reach.





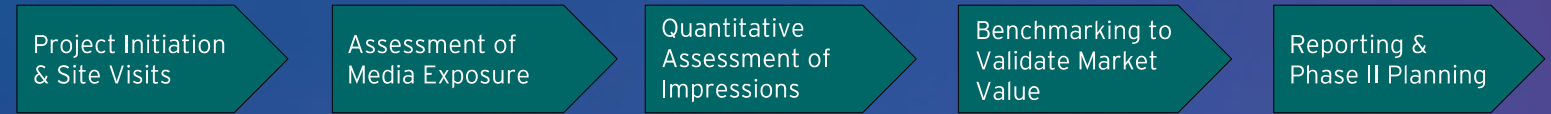
VALUATION DETAILS & NEXT STEPS



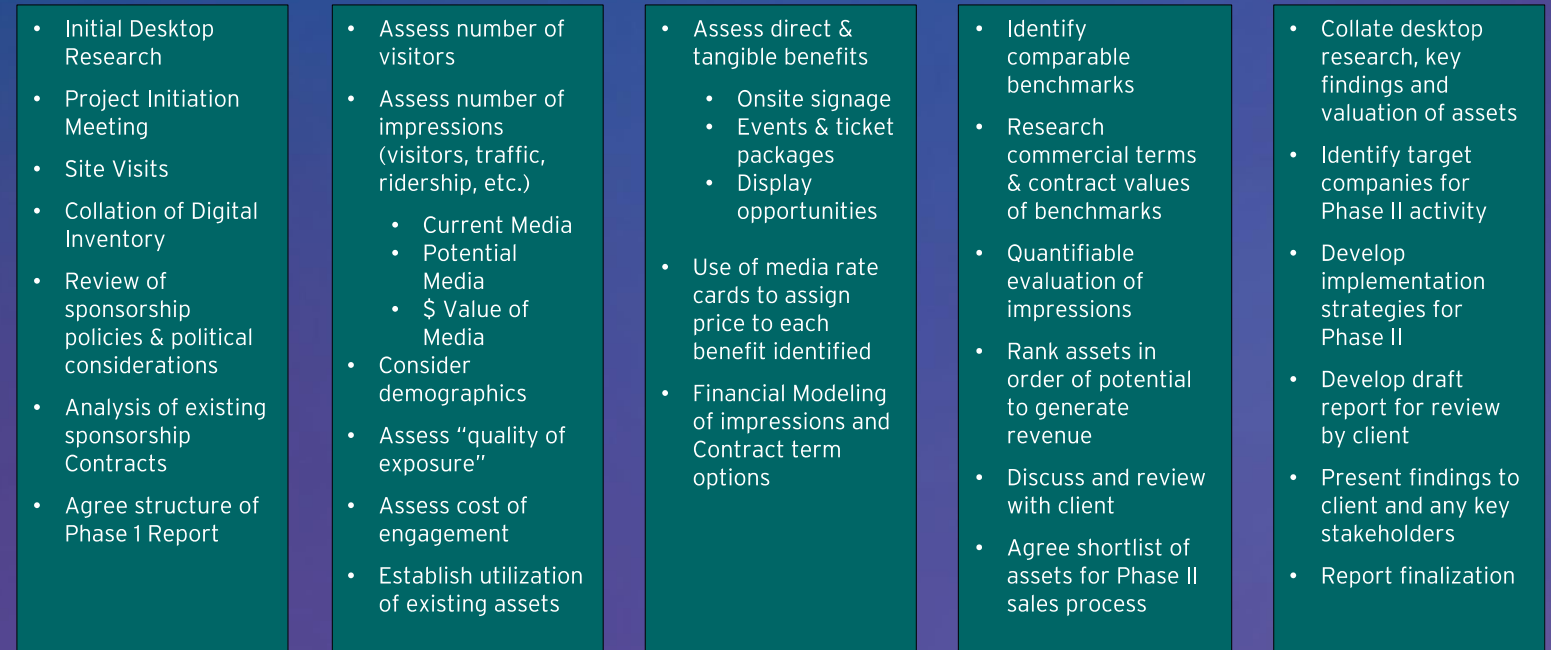
VALUATION PROCESS

To quantify the revenue potential of the proposed sponsorship concepts, Superlative follows a phased valuation approach rooted in data that was provided by the HCC project team. The diagram highlights the key activities in Superlatives valuation process.

VALUATION REPORT – KEY ACTIVITIES



SPECIFIC ACTIVITIES



OUTPUTS



VALUATION RESULTS

SIGNAGE EXPOSURE	WEIGHTED IMPRESSIONS	ANNUAL BENEFIT
Sponsor ID on CC Exterior Main Signage	21,779,698	\$138,846
Sponsor ID on Main Interior CC Static Signage	1,176,366	\$7,499
Sponsor ID on Directional Signage (off-premise)	10,889,849	\$69,423
Sponsor ID on Interior/Exterior Wayfinding Signage (on-premise)	3,921,220	\$14,587
Sponsor ID on Interior Digital Signage Boards	2,352,732	\$33,032
TOTAL	40,119,865	\$263,387
SOCIAL/DIGITAL EXPOSURE	WEIGHTED IMPRESSIONS	ANNUAL BENEFIT
Sponsor ID on Associated Website(s)	1,853,664	\$18,444
Sponsor ID on Associated Social Media Account(s)	1,855,320	\$10,588
Sponsor ID on Emails	470,546	\$56,466
Sponsor ID on Wi-Fi Landing Page	392,122	\$4,078
TOTAL	4,571,652	\$89,576
MEDIA EXPOSURE	WEIGHTED IMPRESSIONS	ANNUAL BENEFIT
Sponsor ID on Venue Media Purchase	-	\$24,717
Sponsor ID in Earned Media	-	\$35,336
TOTAL	-	\$60,053
HOSPITALITY/USE OF VENUE	WEIGHTED IMPRESSIONS	ANNUAL BENEFIT
Sponsor Ability to Utilize CC (est. TBD times per year)	-	\$20,000
Sponsor Receives Tickets/Passes to Annual Center Events (est. TBD amount of tickets/passes)	-	\$5,000
Sponsor Ability to Activate at the CC	-	\$10,000
TOTAL	-	\$35,000
ADDITIONAL MARKETING MATERIALS EXPOSURE	WEIGHTED IMPRESSIONS	ANNUAL BENEFIT
Sponsor ID on Floor Plan Brochure	3,000	\$170
Sponsor ID on Sales Kit	1,000	\$57
Sponsor ID on Sports Sales Kit	1,000	\$57
Sponsor ID on Sales Fact Sheet	1,000	\$57
Sponsor ID on Sports Fact Sheet	1,000	\$57
TOTAL	7,000	\$398
GRAND TOTAL	44,698,517	\$448,414



Source: The Superlative Group, Inc.

VALUATION REVENUE SUMMARY

- Naming Rights to the HCC could generate over **44.6 million** weighted annual impressions
- In Year 1, Naming Rights is valued between **\$400,000** and **\$500,000**
- Superlative analyzed the Naming Rights across three different term length scenarios. When applying a proposed 3% annual escalator across the term lengths, the total Naming Rights potential for the HCC can fall anywhere between **\$4.5 million** and **\$13.5 million** depending on the desired term.
- Superlative would recommend pursuing the longest term-length possible to maximize HCC's contractually obligated revenue potential.

NAMING RIGHTS	VALUE YEAR 1	VALUE YEAR 1	TERM	TOTAL OVER TERM	TOTAL OVER TERM	AVERAGE ANNUAL VALUE	AVERAGE ANNUAL VALUE
Asset	Floor	Ceiling	Years	Floor	Ceiling	Floor	Ceiling
Hawai'i Convention Center	\$400,000	\$500,000	20	\$10,748,150	\$13,435,187	\$537,407	\$671,759
Hawai'i Convention Center	\$400,000	\$500,000	15	\$7,439,566	\$9,299,457	\$495,971	\$619,964
Hawai'i Convention Center	\$400,000	\$500,000	10	\$4,585,552	\$5,731,940	\$458,555	\$573,194

STRATEGIC SALES CAMPAIGN PRICING PROPOSAL

OPTION I

- \$15,000/month retainer for 18 months plus 17.5% commission on all sales
- All pre-approved travel reimbursed at cost

OPTION II

- \$10,000/month retainer for 18 months plus 22.5% commission on all sales
- All pre-approved travel reimbursed at cost



STRATEGIC SALES CAMPAIGN PRICING PROPOSAL OPTIONS

20-YEAR TERM		
SALES CAMPAIGN OPTION 1	Total Over Term	Total Over Term
	Floor	Ceiling
GROSS	\$10,748,150	\$13,435,187
EST COGS (20%)	\$2,149,630	\$2,687,037
EST RETAINER (\$15k @ 18 Mo)	\$270,000	\$270,000
EST COMMISSION (17.5%)	\$1,880,926	\$2,351,158
NET REVENUE	\$6,447,594	\$8,126,992
SALES CAMPAIGN OPTION 2	Total Over Term	Total Over Term
	Floor	Ceiling
GROSS	\$10,748,150	\$13,435,187
EST COGS (20%)	\$2,149,630	\$2,687,037
EST RETAINER (\$10k @ 18 Mo)	\$180,000	\$180,000
EST COMMISSION (22.5%)	\$2,418,334	\$3,022,917
NET REVENUE	\$6,000,186	\$7,545,233

15-YEAR TERM		
SALES CAMPAIGN OPTION 1	Total Over Term	Total Over Term
	Floor	Ceiling
GROSS	\$7,439,566	\$9,299,457
EST COGS (20%)	\$1,487,913	\$1,859,891
EST RETAINER (\$15k @ 18 Mo)	\$270,000	\$270,000
EST COMMISSION (17.5%)	\$1,301,924	\$1,627,405
NET REVENUE	\$4,379,729	\$5,542,161
SALES CAMPAIGN OPTION 2	Total Over Term	Total Over Term
	Floor	Ceiling
GROSS	\$7,439,566	\$9,299,457
EST COGS (20%)	\$1,487,913	\$1,859,891
EST RETAINER (\$10k @ 18 Mo)	\$180,000	\$180,000
EST COMMISSION (22.5%)	\$1,673,902	\$2,092,378
NET REVENUE	\$4,097,750	\$5,167,188

10-YEAR TERM		
SALES CAMPAIGN OPTION 1	Total Over Term	Total Over Term
	Floor	Ceiling
GROSS	4,585,552	5,731,940
EST COGS (20%)	\$917,110	\$1,146,388
EST RETAINER (\$15k @ 18 Mo)	\$270,000	\$270,000
EST COMMISSION (17.5%)	\$802,472	\$1,003,090
NET REVENUE	\$2,595,970	\$3,312,463
SALES CAMPAIGN OPTION 2	Total Over Term	Total Over Term
	Floor	Ceiling
GROSS	4,585,552	5,731,940
EST COGS (20%)	\$917,110	\$1,146,388
EST RETAINER (\$10k @ 18 Mo)	\$180,000	\$180,000
EST COMMISSION (22.5%)	\$1,031,749	\$1,289,687
NET REVENUE	\$2,456,692	\$3,115,866



PARTNER PROSPECT LIST





ACSM
ASIA
GLOBAL