

Special Event and Sponsorship ROI

Creating Win-Win Partnerships
in the Community

We Say Yes



First Hawaiian Bank

Special Event/Sponsorship Objectives are Two-Fold

1. Image: How we can further our image as a warm, friendly bank committed to Hawaii and/or financial services.
2. Income: How can we use the event or sponsorship to sell our products and services?

MADE IN HAWAII FESTIVAL

A statewide celebration of locally made products including clothes, art, food products and more.

We Say Yes



First Hawaiian Bank

First Hawaiian Bank presents **MADE IN HAWAII FESTIVAL**

- Admissions Day Weekend
 - 35,000 people, 400 exhibitors
- Venue for product and service sales
- Opportunity for local customers to meet buyers → benefit for small businesses
- A “Celebration of Hawaii”



MADE IN HAWAII FESTIVAL: Why It Works

- Aligns FHB with a grassroots effort that benefits local artisans and stimulates economic activity.
- Positions FHB as a warm, caring company that cares about perpetuating our culture.
- Raises money for a non-profit trade organization: Hawaii Food Industry Association

FIRST HAWAIIAN BANK INTERNATIONAL AUTO SHOW

- Provides a venue for potential new car buyers to view all the latest models in the same location in a casual, relaxed atmosphere.
- Event on Oahu is over 30 years old.
- Similar shows take place periodically on the Neighbor Islands.

FIRST HAWAIIAN BANK INTERNATIONAL AUTO SHOW

Objectives:

- Stimulates car purchases thereby providing additional financing opportunities for FHB.
- Generates dealer loyalty for FHB: Providing additional financing opportunities.

FIRST HAWAIIAN BANK INTERNATIONAL AUTO SHOW

Why it Works:

- FHB perennially finances more vehicle purchases than any other bank in Hawaii.
- Market share: FHB's share is often twice that of our nearest competitor.

We Say Yes



First Hawaiian Bank



ALOHA AINA REALTOR® RECOGNITION PROGRAM

Why it Works:

- Strong partnership between the bank and the local realtor board and local newspaper.
- Programs: Oahu, Maui, Guam
- Tremendous participation: Hundreds of nominations
- Introductions to realtors we would not have otherwise met.
- Positions FHB as a stronger partner with the realtor community

We Say Yes



First Hawaiian Bank

FASTEST 50: SMALL BUSINESS RECOGNITION PROGRAM

Objectives:

- Partnership between FHB, PBN, and a local accounting firm.
- Recognize smaller, growing businesses up to \$10 million in annual revenues, profitable in two of the last three years.
- Generate more small business loans for FHB.

FASTEST 50: SMALL BUSINESS RECOGNITION PROGRAM

Why it Works:

- Introduces FHB to up-and-coming successful small businesses.
- Positions FHB as a bank that is friendly to small businesses.
- For the last five years, FHB has made more loans to small businesses than any other Hawaii financial institution.

We Say Yes



First Hawaiian Bank

SONY OPEN: A Unique Approach

- FHB Chairman and CEO John Bellinger was one of the Hawaiian Open founders.
- Event was designed to broadcast Hawaii images back to the mainland in the winter.
- Economic vitality benefits the community.
- FHB historically was a major sponsor.
- Sky Box: Provides unique opportunity for tournament to enhance revenues and entertain clients → “win-win” scenario.

SONY OPEN SKY BOX

Why it Works:

- Creates large venue to entertain and network with clients.
- Fosters our relationship strategy.
- Reinforces image as Hawaii's largest bank.
- Provides added value to FHB's best customers who love golf.



EVENT SPONSORSHIPS: What We Look For

- Sponsorships that create mutual success between the partners → “win-win” scenarios.
- Sponsorships that help reinforce our brand: FHB as a warm, caring financial institution that says “yes” to the community.
- Sponsorships that help us achieve a stated business purpose (e.g. larger share of auto loan market or larger share of small business market).
- Sponsorships that help create longer-term positioning and financial category exclusivity.



EVENT SPONSORSHIPS: Keys To Success

- Flexibility: Established packages and levels are OK, but be ready to change benefits depending on company objectives.
- Unique Approach: Preference toward a package with benefits that no one else receives.
- Always offer the right of first refusal.
- Pricing: Very few events can command a price tag of \$100,000. Be realistic with pricing!



EVENT SPONSORSHIPS: Keys To Success

- Timing: Approach potential sponsors in the summer for something happening the following year. Budgeting is generally done in the summer or fall for the following year.
- Approach: Call ahead and address the proposal to the right person. Avoid "To Whom It May Concern" or "Manager".
- Accuracy: Make sure name is spelled correctly and company affiliation is accurate. Avoid: Mr. Brandt Farias, Bank of Hawaii.
- Follow-Up: Sometimes event or sponsorships don't work in the coming year but can in the next. Be patient and willing to follow-up.

Bottom-line Objective:

Create a long-term, mutually beneficial partnership.

Mahalo for your kind attention.

We Say Yes



First Hawaiian Bank