

HAWAII TOURISM™

AUTHORITY

Sports Tourism Strategy Overview

Presented by: Milton Lafitaga/
Sports Brand Manager
and Scott Horowitz/
Vision Insights/Playfly, LLC





Sports Objectives

- Attract and fund events that deliver maximum benefit to the State of Hawai'i
- Community Benefit
 - Community Activities
 - Charitable Giving
- Brand Alignment
 - Marketing Value
 - Audience Demographics
- Economic Impact
 - Visitation
 - Direct Spend

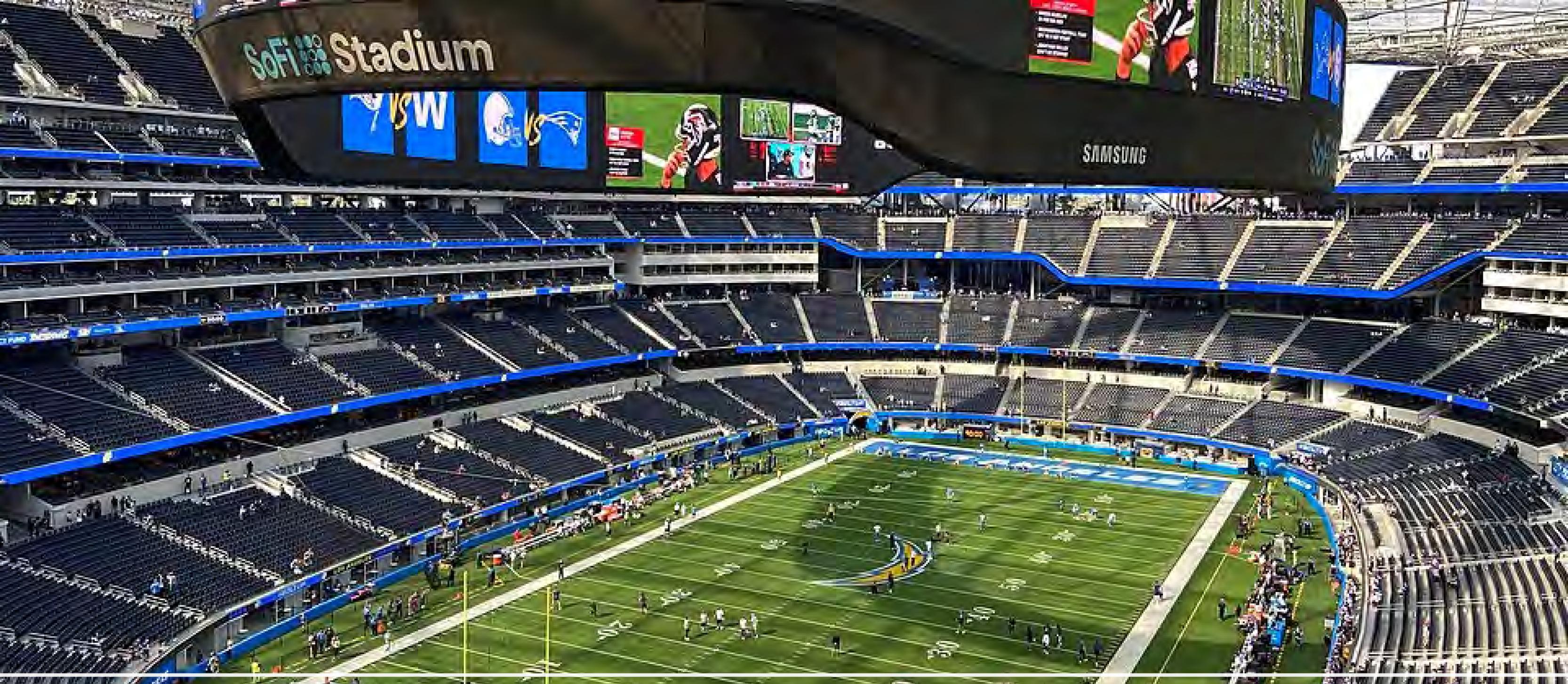
Strategies

- Being proactive with partners, maximizing on contract terms
- Foster community wellbeing and quality of life by supporting events favorable with Hawai'i resident views
- Generate awareness of Hawai'i in the U.S. and key markets internationally
- Strengthen Hawai'i's standing as a setting to host U.S. and international sports competitions
- Promote the Hawai'i Convention Center as a premier indoor sports venue to attract U.S. and international events and sports conferences
- Develop corporate sponsorships to mitigate and subsidize funding for potentially large scale and annual sporting events



Scott Horowitz

Vision Insights/Playfly, LLC



SoFi Stadium



SAMSUNG

SoFi Stadium



SoFi Stadium



Los Angeles Rams / SoFi Stadium promotion

SPONSOR RIBBONS (WITH EZ)

With Wing Ad + Ribbons, Feature and Full Takeover level of in-stadium sponsorship, the sponsor will also receive multiple levels of rotating LED ribbons on levels 2, 4, 5. Sponsor Roll Ribbons cover the three yellow filled levels in the right diagram and outlined in the specs below. All ribbon specs below must be built and delivered to stadium in the format described below and animated ribbons are preferred with no flashing text allowed to avoid distracting players and coaches. The background color of the ribbons should not be bright (red, orange, yellow, pink, white) to not interfere with game information system and to encourage strong logo contrast for branding clarity. Dark ribbons provide best contrast.

LEVEL 5	R5E: 13936x32	R5S: 4224x64 (Transition Ribbon)			
	R5W: 13552x32	R5N: 7632x138 (Transition Ribbon)			
LEVEL 4	R4E: 13648x32	R4S: 4928x89 (Transition Ribbon)			
	R4W: 11648x32	R4N: 6608x413 (Transition Ribbon)			
LEVEL 2	R2E: 6064x48	R2W: 6064x48			
LEVEL 1 (ENDZONE)	R1NR: 1288x32	R1SR: 688x32	R1SMR: 200x32	GIP: 500x48	
NO ANIMATION	R1NL: 1288x32	R1SL: 688x32	R1SML: 200x32		

DISCLAIMER: All ribbons with transitions will use transitional. Be sure to render with alpha channels so all renders with transitions are accurately visible. Do not animate through transitions. Fade out all signage into the background as graphic approach the transition areas/curves/edges so there is consistency as they scroll from left to right. Static ribbons should also stray away from including logos in these areas.

CREATIVE GUIDELINES

- :15 seconds in length
- Static or animated on level 2, 4, 5 (ANIMATED PREFERRED) and NO ANIMATION for endzones
- If using text scroll, animation should be slow and from left to right.
- Full color logo
- Brand color background (NO WHITE OR RED)
- Tagline is acceptable with logo
- Recommend you use maximum pixel height for each ribbon
- No animations that may be distracting to players and coaches (ie. flashing)

PARTNER DELIVERABLE: ANIMATED RIBBONS (PREFERRED)

- File: Codec: Apple Pro Res 4444
- RBG + ALPHA
- Millions of Color+
- Frame Rate: 59.94fps
- Audio: NO AUDIO
- Length: 15 seconds

STATIC EXPORT

- File Format: tga, .png
- Preferred: tga, 24bits, RLE, compression, Millions of Color, Premultiplied



Los Angeles Rams / SoFi Stadium promotion

HVCB-44072 LA Rams Stadium Concepts 1

Sponsor Ribbons

Notes:

- Will utilize lei with pua native to Hawai'i and will not use actual ribbons in the lei (flowers or plant material only)

Level 5 Ribbons (Animated)

- Traditional flowers like the puakenikeni and yellow 'ohai ali'i will be used.



A lei for L.A. From the people of Hawai'i.



Level 4 Ribbons (Animated)

A lei for L.A. From the people of Hawai'i.



Los Angeles Rams / SoFi Stadium promotion

DOUBLE-SIDED RING ROAD PYLONS (A5 & A6)



A5 SPEC + EXPORT

Screen Size WxH: 80x240

Safe Zone (keep logos/text within): 70x200

Static File Format: PNG

Animated File Format: AV or HEVC

A6 SPEC + EXPORT

Screen Size WxH: 128x368

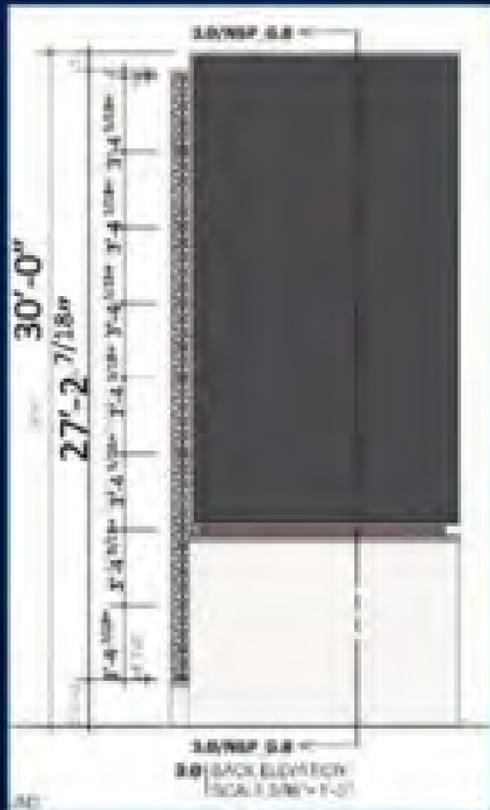
Safe Zone (keep logos/text within): 108x288

Static File Format: PNG

Animated File Format: AV or HEVC

Los Angeles Rams / SoFi Stadium promotion

DOUBLE-SIDED PERIMETER PYLONS (D4 & D5)



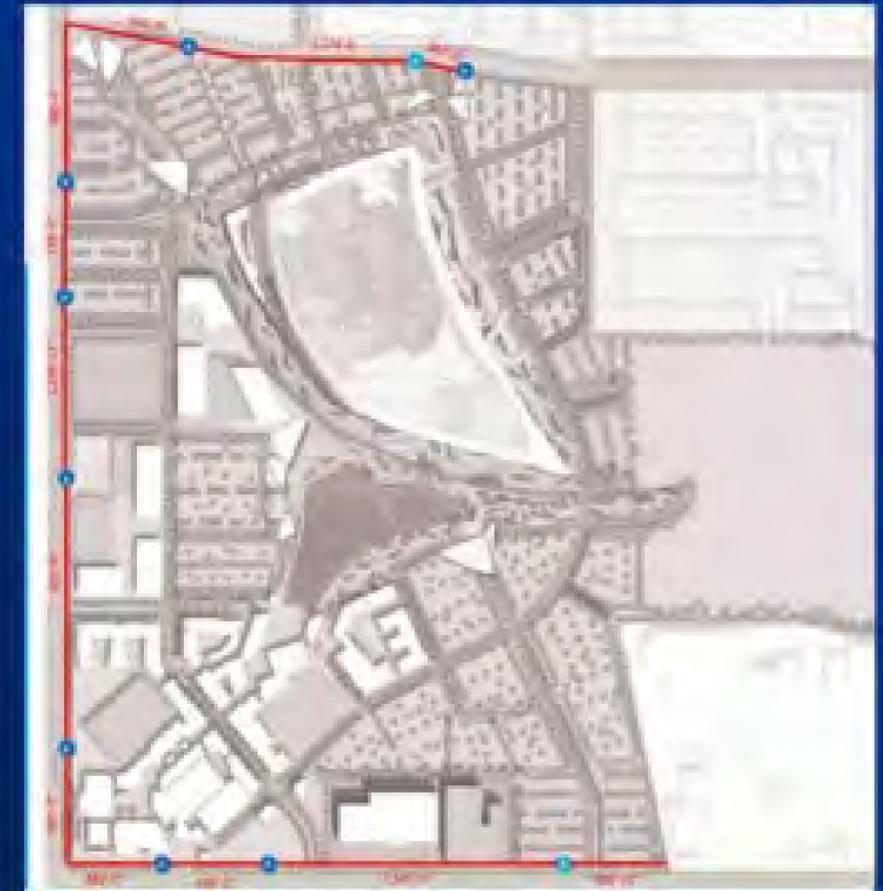
D4 SPEC + EXPORT

Screen Size WxH: 224x384
Static File Format: JPEG at 72 DPI
NO ANIMATION



D5 SPEC + EXPORT

Screen Size WxH: 224x384
Static File Format: JPEG at 72 DPI
NO ANIMATION



Static used for D4
Double-Sided Perimeter
Pylon as well - resized



THI logo fades in. Image zoom comes to a rest. Kapa stops. "Proud partner of the LA RAMS" animates on.

HVCB-44072 LA Rams Stadium Concepts 1
Pylons & Kiosks - Double-sided Ring Road Pylons
(A5 - 80x240) (Animated)



Static used for D5

Double-Sided Perimeter Pylon

as well - resized



Image zoom comes to a rest. Kapa stops. "Proud partner of the LA RAMS" animates on.

HVCB-44072 LA Rams Stadium Concepts 1

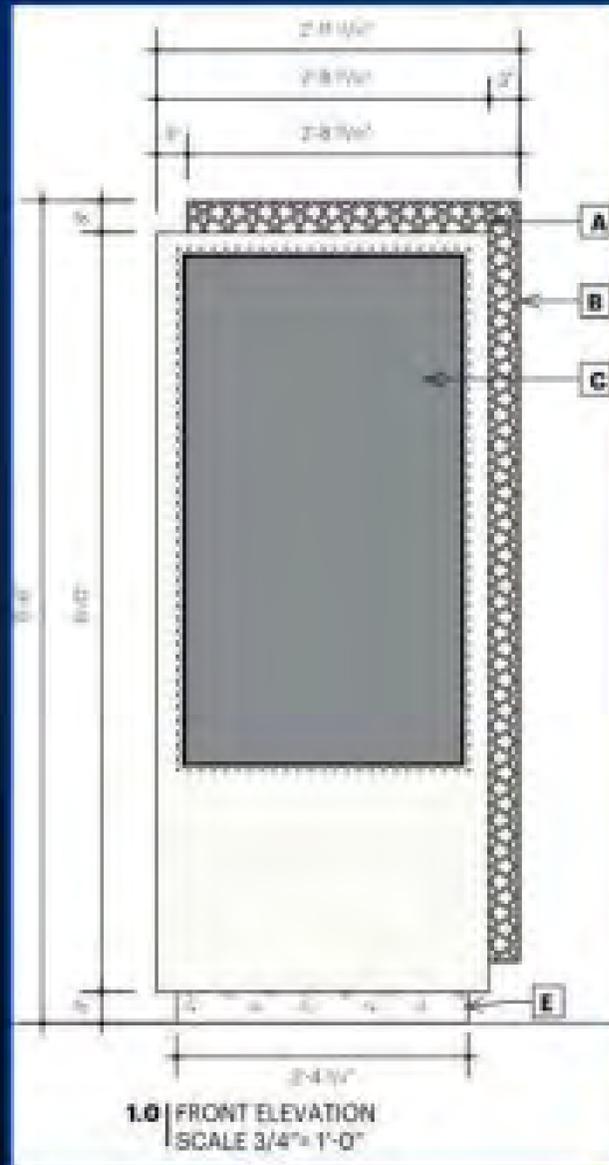
Pylons & Kiosks - Double-sided Ring Road Pylons

(A5 - 80x240) (Animated)



Los Angeles Rams / SoFi Stadium promotion

DOUBLE-SIDED KIOSKS (P4.2)



SPEC + EXPORT

Screen Size + Safe Space WxH: 1080x1920

Static File Format: PNG | Animated File Format: AV or HEVC

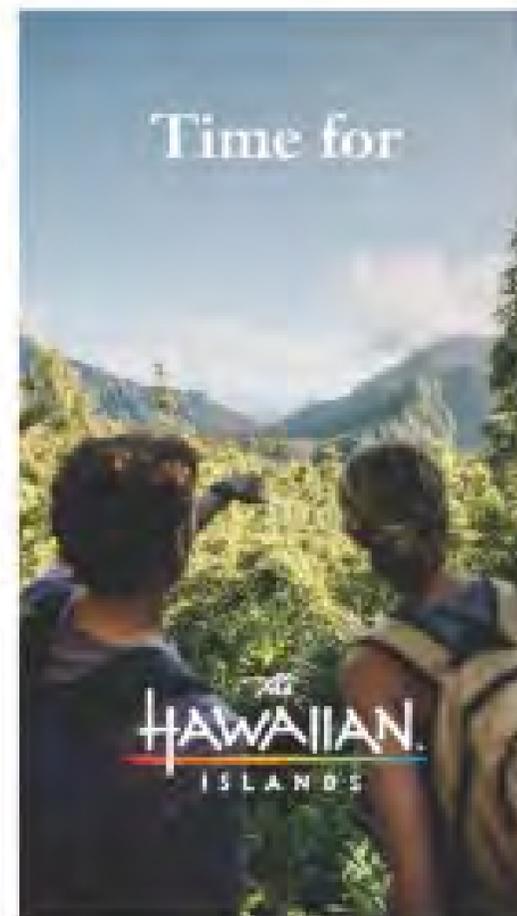
Los Angeles Rams / SoFi Stadium promotion

HVCB-44072 LA Rams Stadium Concepts 1
Pylons & Kiosks - Double-sided Kiosks
(P4.2 - 1080x1920) (Animated)

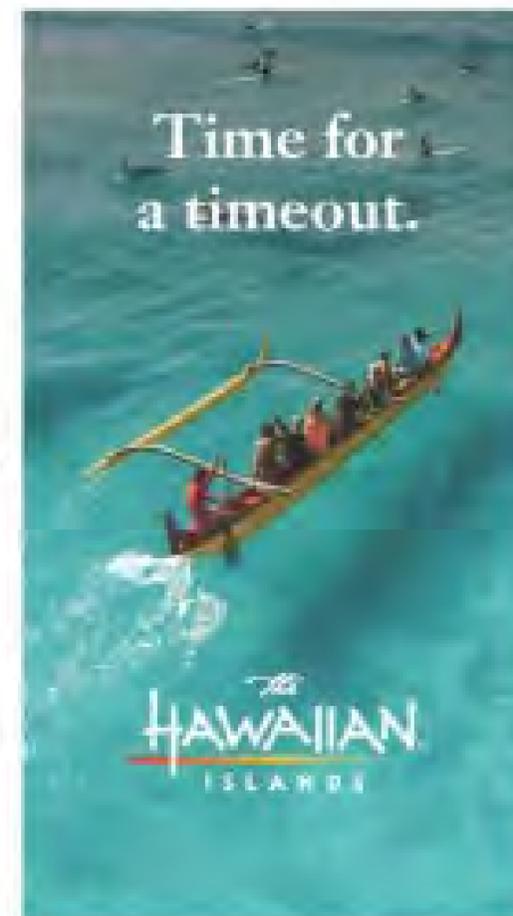
Please note: To slow down the animation, we may want to do 2 screens each side. This is to keep it at a comfortable pace and easier for viewer to absorb. (Want to discuss with the Rams for guidance.)



Open on image background w/ slight zoom. THI logo fades in.



Transition to next image w/ slight image zoom. Copy begins animating on.



Copy continues animates on. Transition to next image w/ slight zoom.



Transition to final image w/ slight zoom. "Proud partner of the LA RAMS" animates on.

SoFi GAME DAY!

Hawai'i Home Game
January 3rd or 4th 2026

Los Angeles Rams
VS
Arizona Cardinals



**ARIZONA
CARDINALS**



MAHALO!