



## Sponsorship Opportunities for the 27<sup>th</sup> Annual Conference, Trade Show and Hawaii Statewide Cupping Competition

Aloha HCA Friends and Supporters,

The Hawaii Coffee Association (HCA) is a statewide non-profit coffee industry advocacy group representing every level of Hawaii's coffee supply chain including farmers, processors, wholesalers, retailers, researchers, and coffee enthusiasts. Our mission includes ongoing education of members and consumers, advocacy and marketing support. The HCA has provided leadership for the coffee industry and has become an important partner for government, the research community, and coffee markets around the world since the early 1990's. Our events are recognized among the premier coffee-industry events in the state of Hawaii. Our annual cupping competition, entering its 13th year, is the only event of its kind in Hawaii.

Hawaii's coffee industry sits among the state's highest value crops and creates numerous tourism opportunities and well as economic and cultural value. As such our audience is broad and our conference offers you a perfect opportunity to showcase your product or service, or to exhibit your support for our industry and the families that depend upon it.

This year marks our 27<sup>th</sup> Annual Conference in which the HCA brings Hawaii's coffee industry together and offers you an opportunity for your business or organization to show its support for this vitally important agricultural industry. Your contribution will greatly assist in producing a high-quality event while promoting your organization before, during and after the conference.

We expect to have a vibrant and interactive group of attendees and presentations at this year's event. Promoting your business throughout the conference brings you closer to the farmers, roasters, and marketers attending the event.

We respectfully ask you to consider one of the sponsorship levels presented at <https://hawaiicoffeeassoc.org/event-4661182> or consider donating products, merchandise, discounts or services to be auctioned at our Silent Auction.

Should you have questions about the Conference or this sponsorship opportunity, please do not hesitate to contact Alla Kostenko at [events@hawaiicoffeeassoc.org](mailto:events@hawaiicoffeeassoc.org) or 206.799.1679.

Thank you for your thoughtful consideration!

With much appreciation,

Christopher A. Manfredi  
Executive Director  
Hawaii Coffee Association



## **SPONSORSHIP OPPORTUNITIES HAWAII COFFEE ASSOCIATION**

### **27TH ANNUAL CONFERENCE, TRADE SHOW, HAWAI'I STATEWIDE CUPPING COMPETITION**

May 19 - May 21, 2022  
Outrigger Kona Resort & Spa

The Hawaii Coffee Association represents all sectors of the Hawaii Coffee Industry, including growers, millers, wholesalers, roasters and retailers. The HCA's primary objectives are to educate about, raise awareness of, and increase the consumption of Hawaiian coffees around the world. By offering your support for the Hawaii Coffee Association's Conference and Cupping Competition, we can continue promoting and growing the Hawaii coffee industry.

Please contact us at [events@hawaiicoffeeassoc.org](mailto:events@hawaiicoffeeassoc.org) to discuss any special sponsorship ideas or requests. We're happy to help you or your business connect with Hawaii's Coffee community.

Mahalo for your consideration. We could not offer this event without the strong support of those companies who actively support Hawaii Coffee Industry.

### **Diamond Sponsor - \$2,000 or more**

Named sponsor of Welcome Reception  
Plus all benefits of Platinum Sponsorship

### **Platinum Sponsor - \$1,500**

One year of HCA Certified membership  
Company description included in HCA e-newsletter to over 1,300 subscribers  
Plus all benefits of Gold Sponsorship

### **Gold Sponsor - \$1,000**

Display of your company's literature at registration desk  
Dedicated post on HCA's Facebook, Instagram, Twitter  
Company logo included in HCA e-newsletter to over 1,300 subscribers  
Plus all benefits of Silver Sponsorship

### **Silver Sponsor - \$500**

Company name and link included in HCA e-newsletter to over 1,300 subscribers  
Plus all benefits of Bronze Sponsorship

### **Bronze Sponsor - \$250**

Listing in Conference Program  
Logo on Sponsor Banner displayed in the Conference Main Event Room  
Mention on HCA's Facebook, Instagram, Twitter  
Recognition from the podium at Conference Events  
Listing on HCA website conference page for 1 year

### **Friday Tour Sponsor - \$800**

Recognition from the podium in the lead up to Friday Tour Event  
Distribution of your promotional merchandise to tour attendees  
Plus all benefits of Silver Sponsorship

### **Friend Sponsor - \$100**

Listing in Conference Program  
Social Media Mention