



**AKAKŪ**  
MAUI COMMUNITY MEDIA

## **2024 AKAKŪ GENERAL ELECTION SPONSORSHIP**



### **Akakū's 2024 General Election Night Coverage Honoring Our Past, Shaping Our Future**

For the most watched local TV event of the year, all eyes will be on Akakū for the most comprehensive coverage of Maui County's 2024 General Elections. Our live broadcast will air from 7-11pm. on all three channels (53, 54 & 55), reaching 43,000 cable households and countless viewers on Akakū's YouTube channel and our MauiStream App.

Host Kathy Collins and journalist/analyst Cammy Clark, most recently from Civil Beat, will provide insightful commentary, conduct in-studio interviews and guide viewers through election results. Live look-ins from key locations will be provided by correspondent Patty Lee.

On General Election Night, Tuesday November 5th, Akakū will also be hosting our traditional outdoor community party, with additional interview sit-downs with our Director of Government, Chivo Ching-Johnson.

The night will feature candidate interviews, reports on the issues and real-time vote tallies. Our hope is to spark meaningful dialogue during one of the most significant election seasons ever. While Akakū has faced revenue challenges due to subscriber losses in Lahaina, we remain committed to serving our community. Your support helps us continue this vital coverage. Please join us.

## **2024 GENERAL ELECTION SPONSORSHIP TIERS**

### **TITLE SHOW SPONSOR \$2,500**

- Open & Close of show with verbal 'mahalo' with logo
- Verbal 'mahalo' with logo a minimum of once each hour
- 15 second custom video at your place of business (examples available)
- Video message available for your social media platforms
- End Credit roll text with logo
- Table and banner at the General Elections outside party

### **PER HOUR SPONSOR \$1,000**

- Top of the hour verbal mention with logo (*this hour of your 2024 elections coverage is generously sponsored by\_\_*) & again during the hour
- End Credit roll text with logo
- Banner at the General Elections outside party

### **SUPPORTING BUSINESS SPONSOR \$250**

- Text credit 'mahalo' in end credit roll

### **SUPPORTING NON-PROFIT or INDIVIDUAL SPONSOR \$125**

- Text credit 'mahalo' in end credit roll