



**AKAKŪ**  
MAUI COMMUNITY MEDIA

## **2024 AKAKŪ ELECTIONS SPONSORSHIP OPPORTUNITY**



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

Primary Election: Saturday August 10, 2024 7-11pm  
General Election: Tuesday November 5, 2024 7-11pm

For the most watched local TV events of the year, all eyes will be on Akakū for the most comprehensive coverage of Maui County's 2024 Primary and General Elections. Our live broadcasts will air from 7-11pm. on both election nights, reaching 43,000 cable households and countless viewers on YouTube, Facebook, and our MauiStream App.

This year's coverage takes on special meaning as we mark one year since the 2023 wildfires. Host Kathy Collins with an analyst will feature the issues that our community has wrestled with since the tragedy, and guide viewers through election results and community reflections. Live reports from Lahaina, and other key locations, will be provided by correspondents Chivo Ching-Johnson and Patty Lee.

On Primary Election Night, Saturday August 10th, Akakū will not be hosting an outdoor party as the focus will be on community healing from the wildfires, but Akakū will bring back our traditional outdoor gala for the General Election on November 5th.

Both nights 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 ELECTIONS SPONSORSHIP TIERS**

\* 20% discount for returning Elections sponsors

### **TITLE SHOW SPONSOR**

**\$5000** (for both election shows)

- 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**

**\$2000** (for both election shows)

- 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**

**\$500** (for both election shows)

- Text credit 'mahalo' in end credit roll

### **SUPPORTING NON-PROFIT or INDIVIDUAL SPONSOR**

**\$250** (for both election shows)

- Text credit 'mahalo' in end credit roll