

# HFC Committee

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**From:** David Gough <david.gough@kemperlesnik.com>  
**Sent:** Wednesday, June 05, 2019 3:02 PM  
**To:** HFC Committee  
**Cc:** Karla Peters; Tom Valdiserri  
**Subject:** June 6, 2019 HFC Committee meeting , HFC-9  
**Attachments:** Maui Jim Maui Invitational Council Meeting 2019.pdf

To the Attention of Committee Chair Hokama,

Please find attached the presentation to the Healthy Families and Communities Committee from The Maui Jim Maui Invitational for Thursday, June 6<sup>th</sup>.

Thank you,

David Gough

**David Gough** | *Vice President Sports & Events* | [KemperLesnik](#)  
**10 S. Riverside Plaza | Suite 1844 | Chicago, IL 60606**  
**W 312.837.1504 | C 847.510.3535 | [david.gough@kemperlesnik.com](mailto:david.gough@kemperlesnik.com)**

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# THE MAUI INVITATIONAL TOURNAMENT SUMMARY

Presented by  KemperLesnik®





# POSITIVE ECONOMIC IMPACT

## \$258 Million

- Tournament's direct spend impact since 1984
  - State of Hawaii DBEDT formula
  - \$ spent per person per day over duration of event

## \$22 Million

- Direct spend in 2018





# COVERAGE HIGHLIGHTS: NATIONAL MEDIA



*"It's a Tournament that I love. I always tell them I don't leave the island until they let me sign a contract to come back in four years. It's my favorite tournament. It's my favorite place to go. I told everybody, if they fire me tomorrow, I can't get back here in 24 hours, but I will be back in 48. I do love the place."*

**– Roy Williams, North Carolina Head Basketball Coach**



*"We have always loved playing in the Maui Invitational. It's as well-run as any tournament and, to me, it is a huge reward for our players and fans to go there. You always get really well-prepared for the upcoming season by playing the high level of competition that's always there."*

**– Mike Krzyzewski, Duke Head Basketball Coach**



*"College basketball tournaments come and go like pop-ups shops, but the Maui Invitational not only forges on; it thrives."*

**– Dana O'Neil, The Athletic**



*"It's almost like an NCAA Regional Final, but it's played in one of the most beautiful places on Earth."*

**– Fran Franschilla, ESPN**





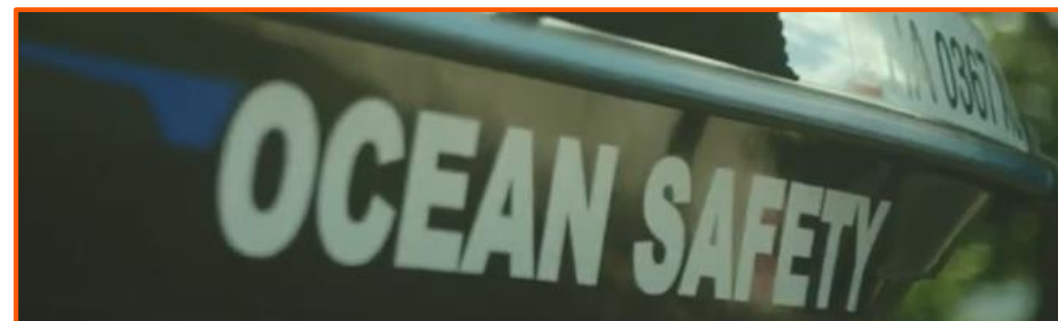
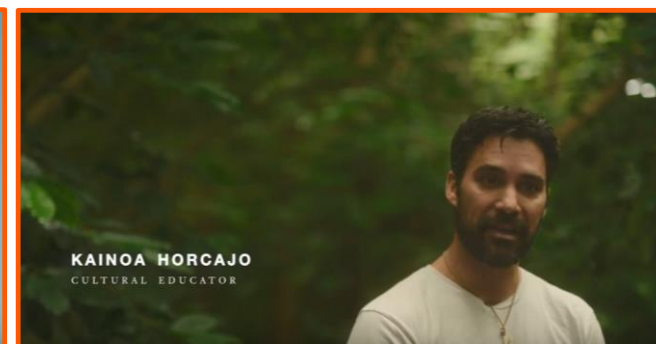
# MVB MANAGING TOURISM CAMPAIGN

Maui Visitor Bureau “Managing Tourism” campaigns on the Tournament’s Website year-long:

- Ocean Safety
- Ocean Health
- Culture

## Digital Promotions:

- Tournament Social Channels
- Participating Schools Websites
- Direct Marketing to Tournament Fans via Email





# MAUI INVITATIONAL SUPPORTING THE COMMUNITY

## Support Maui Culture and Community

- **LCC improvements Tournament Investment**
  - Air conditioning
  - WIFI upgrades
- **Maui Invitational Kids Clinics**
  - Tournament donates Gatorade and Nike Tournament Basketballs to community Kids Clinics
- **Silent Auction**
  - Benefitting the Maui Food Bank
  - Donation of custom shaped Team Surfboards and other sports memorabilia
- **Wounded Warrior Project**
  - Hawaiian Marine honored for an all day VIP experience





# MANAGING TRAFFIC & CARBON FOOTPRINT

Tournament provides fan and team shuttles to and from the Airport, LCC and Hotels, reducing the number of cars on Maui's roads





# SILENT AUCTION

**Over \$150,000**

Donated to the Maui Foodbank via  
the Tournament's Silent Auction







# YOUTH HOOPS CLINIC & COACHES FREE THROW CONTEST

**1,500**

Kids have participated in the Tournament's Hoops Clinic

**\$35,000**

Donated to Local Elementary School programs





# ENGAGING LOCALLY OWNED COMPANIES

Tournament spends annually with over 60 locally owned companies to produce/ stage the tournament





# LOCAL RESTAURANTS SUPPORTED

## Local Restaurants Provide Food & Beverages at Maui Invitational Fan Fest and Stadium Club

- Round Table Pizza
- Cool Cat Café
- Island Catering
- Fleetwood's on Front Street
- Leilani's on the Beach





# ANCILLARY EVENTS FOR MAUI RESIDENTS & FANS

## Sun, Surf & Hoops 5k

Presented by HMSA



## Maui Invitational Golf Classic

Hosted at the Ka'anapali Golf Course





# MAUI SURFBOARD DELIVERIES ON COLLEGE CAMPUSES

- Maui Tournament surfboards have been seen in-person by more the **3 million fans** through the *Spirit of Aloha* Surfboard Delivery Program
- Surfboards are created by Maui Surfboard shaper, **Jeff Timpone (35 years)**
- Surfboard deliveries have been covered on ESPN Family of Networks





# MEDIA EXPOSURE: ESPN BROADCAST





# MEDIA EXPOSURE: MARCH MADNESS

## ESPN NCAA TOURNAMENT CHALLENGE

- For the fourth year, the Maui Invitational was featured as part of ESPN's NCAA Tournament Challenge.
- In 2018, over 17 million brackets were entered, with 5 million in one day.
- The winner earned a trip to the 2018 Maui Invitational from KemperLesnik





# MEDIA EXPOSURE: COVERAGE HIGHLIGHTS

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## Maui Invitational Still Top Of The List Among College Hoops Tourneys

November 20, 2018




College basketball tournaments "come and go like pop-up shops," but the Maui Invitational "not only forges on; it thrives," according to Dana O'Neil of THE ATHLETIC. The tournament began yesterday, and the field "includes the Nos. 1 (Duke), 3

**Gonzaga Basketball** @ZagMBB

2018 Maui Champs 🏆🏆

#UnitedWeZag

Maui Invitational




**YAHOO! SPORTS**

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## Wednesday's Things to Know: No. 3 Gonzaga beats No. 1 Duke; No. 2 Kansas survives scare

Scott Phillips  
NBC Sports • Nov 22, 2018, 1:30 AM



The day before Thanksgiving always features a full day of college hoops as this year had plenty of memorable games. The Maui Invitational closed out with a memorable potential future Final Four matchup that saw No. 1 Duke fall while No. 2 Kansas also had a scare

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COLLEGE BASKETBALL


## Duke vs. Gonzaga final score: 3 things we learned as 'Zags win Maui Invitational with huge upset

The 'Zags ended Duke's unbeaten season in Maui.

By Ricky O'Donnell | Nov 21, 2018, 7:26pm EST

2018

4,095 Likes



**Jon Rothstein** @JonRothstein

Following

Justin Coleman just carried Arizona to a win over Iowa State in Maui. Samford last season and today, a conquering hero in college basketball's elite preseason tourney. America!

**NBC Sports** WATCH NFL NHL NBA MLB SOCCER GOLF NASCAR MOTORS

## WATCH: Zion Williamson throws down windmill dunk as Duke cruises past San Diego State at Maui Invitational

Williamson had no issue going full dunk contest in Hawaii vs. San Diego State

By Kyle Boone @kyle\_boone Nov 20, 2018 - 1 min read

**Stephen A Smith** @stephenasmith

Follow


Wow! @ZagMBB just knocked off @DukeMBB in the MAUI Invitational title game. Didn't see that coming!

6:13 PM - 21 Nov 2018

414 Retweets 3,015 Likes

379 414 3.0K

Off the Bench: Can anyone beat Duke?



Duke's super freshman Zion Williamson was a well-known viral sensation before he got to Duke for his highlight reel dunks and freakish feats of athleticism, and those traits haven't eluded him as a college freshman. Williamson is dunking early and often in his Blue Devils career, and has shown he's not afraid to spice it up.

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**No. 1 Duke routs San Diego State 90-**





# MAUI INVITATIONAL: BY THE NUMBERS

- **1,500** Maui youth have attended annual kids clinics at LCC
- **60** Maui County businesses the Tournament works with annually
- **\$150,000+** raised for Maui Food Bank via Tournament's annual silent auction
- **\$35,000+** raised by the Tournament for local Maui schools
- **77,793,872** total TV household impressions since 2003
- **5,895,346,779** total Tournament media impressions in 2018
- **80,659,068,863** media impressions generated by the Tournament
- **3,000,000+** fans who have experienced the Spirit of Aloha Surfboard Delivery Program
- **\$258,000,000+** Tournament's direct spend impact since 1984



# COMMUNITY SUPPORT





# GONZAGA BULLDOGS: 2018 CHAMPIONS



“Jim O’Connell (AP College Basketball Writer), once described the Maui Jim Maui Invitational as ‘the best in-season tournament in the country - the standard by which all others are compared’ It was true when he said it. It’s still true all these years later.” – Gary Parrish, CBS

**MAUI NŌ KA ‘OI**

“Maui is the Best”