



— PARTNERSHIP OPPORTUNITIES • 2026–27

Building stronger communities through sports, culture & tourism.

A modern ahupua'a — where what flows through Hawai'i comes back to strengthen it.

Strategic Partnership • Annual Partnership • Single-Event Sponsorship

— 2026–27 Season • 7genculture.org



— THE IDEA

It starts in the mud.

Before our biggest tournament, we take visiting teams into a traditional Hawaiian taro patch — a *lo'i* — and put them to work, knee-deep, beside people they've never met. Standing there, they see how an **ahupua'a** works: one community's slice of the island, mountain to sea, organized around a single stream.

The rain comes down, moves through every hand along the way, reaches the ocean, and rises back to the mountain to fall again. The water was never anyone's to keep.

The rule, thousands of years old: take only your share, keep it clean, pass it on.



— WHAT WE DO

7GEN is building a modern ahupua‘a.

We run a year-round calendar of events that draws thousands of people to Hawai‘i — and instead of letting that energy pool at the top, we keep it moving through the whole community, so it feeds everyone and comes back around.

A community grows strong not when people compete to get ahead, but when each person pours their best into their stretch of the stream.

— THE PROOF

The model works — and it's measurable.

~\$27.9M

Total economic impact for Hawai'i (2026)

~\$1.82M

State tax revenue generated

83,861

On-site attendance in 2026. ~10,000 unique visitors from outside Hawai'i

49,000+

Visitor days across the season

~600 →
~1,200

Teams — doubled in two years

**A strong majority
return**

every year — and bring more teams with them

— TWO FLAGSHIPS

Two flagships, compounding.



TransPacific Championships

OUR FLAGSHIP

Teams from across the U.S. mainland, Canada, Asia, and the Pacific — Hawai'i's largest indoor sporting event three years running, up 600% over eight years.

360+

teams

35,000

3-day attendance (2026)

7,090

hotel room nights

8.3M+

media impressions



Shaka Classic

SECOND FLAGSHIP RISING

On track to become our second flagship. Every figure measured against just two years ago — the fastest-growing event on our calendar.

127

total teams · +95%

41

out-of-state teams · ~6×

2,195

hotel room nights · 5×

9,285

combined hotel room nights from two weekends.

TransPacific 7,090 · Shaka Classic 2,195.

— IN GOOD COMPANY

Our 2026 sponsors.

The organizations already standing alongside us — across media, hospitality, health, and community.



— TIER ONE

Strategic Partnership.

Two partners, title-level association with our marquee media properties.

\$150K–\$300K

a year · Premier Partner or Ace Partner
One of each

01

— THE INVITATION —

Some partners don't sponsor the cycle. They help carry it.

A Strategic Partnership is reserved for a small number of organizations whose success is already woven into Hawai'i's — the ones the whole community depends on, and who depend on the whole community in return.

This isn't a logo placement. It's a founding role in a growing movement — and the most complete way to align your organization with Hawai'i's future.

— WHY THIS TIER EXISTS

The strongest currents keep the whole stream alive.

In an ahupua'a, the families closest to the source carry the greatest responsibility — what they send down determines whether everyone below thrives. Our Strategic Partners play that role. Their commitment is what lets the entire cycle run: the events, the reach, the community, the next generation.

In return, they receive the deepest association with everything 7GEN is and does — year-round, across every event, at the highest level of visibility we offer.



— CROWN JEWELS + YEAR-ROUND MEDIA

The two biggest stages in Hawai'i club volleyball — plus a year-round media engine.



TransPacific Championships

8,300,283 impressions

Hawai'i's largest indoor sporting event. Live championship broadcast, primetime encore, and pre-event media.



Hawaii Club Championship

2,840,109 impressions

Televised live, free to the public at Windward Mall — 8 hours live on K5 plus 300 promo spots.



Year-Round TV Package

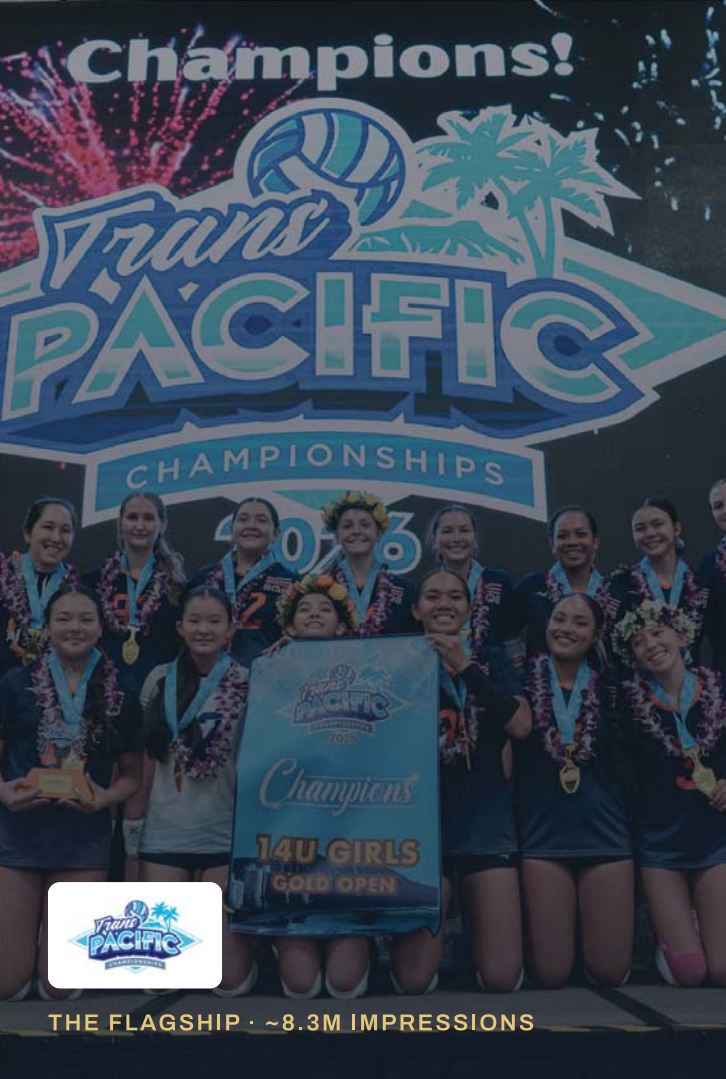
7,249,902 impressions / year

Logo presence in **1,400 commercials a year**, across Hawai'i News Now network.

18,390,294

impressions in the 2026 season

combined —
and your organization at the center of it.



THE FLAGSHIP · ~8.3M IMPRESSIONS

PREMIER PARTNER

One partner

\$300,000 / year

The single most complete partnership 7GEN offers.

◆ Title Sponsor of the **TransPacific Championships + Opening Ceremony**
— our flagship, ~8.3M impressions

- ◆ One additional event title, tailored to your organization's strategic fit
- ◆ Court-level presence at every other event, all year
- ◆ Presenting-level media package — maximum broadcast and promotional visibility
- ◆ A genuine founding role in the 7GEN mission

Full benefits are tailored to your organization — built around your goals, not a fixed package.





TELEVISED LIVE · ~2.84M IMPRESSIONS

ACE PARTNER

One partner

\$150,000 / year

Title association with our televised championship and a year-round presence across the calendar.

- ◆ Title Sponsor of the **Hawaii Club Volleyball Championship** — televised live at Windward Mall, ~2.84M impressions
- ◆ Title Sponsor of the Hawaii Luau — our public, festival-style summer event
- ◆ Court-level presence at every other event, all year
- ◆ Featured media package across our broadcast and promotional reach
- ◆ A founding role in the 7GEN mission

Full benefits are tailored to your organization — built around your goals, not a fixed package.

— WHAT SETS A STRATEGIC PARTNERSHIP APART

More than visibility. A place in how Hawai'i works.

Singular

One Premier, one Ace. Not a tier you share with a dozen logos.

Year-round

Presence across every event, every season — not a single weekend.

The biggest stages

Title association with Hawai'i's most-watched club volleyball events.

Tailored

The partnership is shaped around your organization's goals.

Founding

You help make the whole cycle possible — and you're recognized for it.

— TIER TWO

Annual Partnership.

Year-round presence across every 7GEN event, not a single tournament.

\$75,000

a year · brand presence at every event
Title sponsor of one eligible event, first-come

02

— ANNUAL PARTNERSHIP

A place in the cycle, all year long.

An Annual Partner isn't sponsoring a tournament. You're putting clean water into the system — and your brand moves with it, across every event we run, all year.

For organizations committed to Hawai'i's communities year-round: hotels, restaurant groups, universities, and businesses that want a sustained presence rather than a one-time logo.

YOUR BRAND PRESENT AT EVERY EVENT · 2026-27

● ★ Gold = title-sponsor eligible

★ As an Annual Partner, you also choose one event to title-sponsor — your brand name in the event's official title.



— WHAT'S INCLUDED

Annual Partner \$75,000

per year

Partnership levels can be tailored — let's talk.

Custom add-ons available: single-event activations, branded court, custom tent, and more.

PRESENCE ACROSS ALL 2026-27 EVENTS

- 01** Title sponsor of one eligible event — any tournament except TransPacific and Hawaii Club — with your brand name in the event title. Event selection is first-come
- 02** Brand presence at every 7GEN event throughout the year
- 03** Television exposure via our year-long Hawai'i News Now package — logo on the end-slate of 1,400 commercials a year
- 04** Recognition across event marketing and 7GEN media / social
- 05** Inclusion in event recap and storytelling content
- 06** VIP access & hospitality at flagship events
- 07** Year-round association with the 7GEN mission and community impact

IN GOOD COMPANY — AMONG OUR 2026 SPONSORS





— WHY IT'S WORTH IT

What an Annual Partnership actually buys.

83,861

On-site reach that matters to you

Engaged participants and families at our events a year; ~10,000 unique off-island visitors filling hotels and restaurants.

~\$27.9M

Impact you can point to

Total economic impact for Hawai'i — measurable result, not just a logo placement.

10 major events

A year-round story, not a one-day banner

Your brand woven into a mission Hawai'i respects, again and again — across the whole calendar.

+600%

Get in while it's climbing

TransPacific is up 600% over eight years and Shaka Classic is rising fast — early partners grow with the platform.



~18.3M

impressions a year

Your brand shows up everywhere Hawai'i is — **on TV, on-site, and on social**

Combined reach across our year-long Hawai'i News Now broadcast package, on-site event attendance, and social media.

— TIER THREE

Single-Event Sponsorship.

Pick one event, one level, and align your brand where it fits best.

Ten events

three levels · Court, Event, Presenting
Start with one and grow from there

03

— CHOOSE YOUR LEVEL

Sponsor a single event. Step into the cycle for a season.

Not ready for a year-round partnership? Sponsor one event — and put your brand in front of one of Hawai'i's most engaged, growing audiences.



COURT

Presence

Your brand in the room.



PARTNER

Prominence

Featured visibility across the event and its media.



PRESENTING

Identity

Your name on the event itself.

Plus our premier broadcast property — the Hawaii Club Volleyball Championship.



Ten events. One season. Choose where your brand fits.



FLAGSHIP

TransPacific Championships

January

Hawai'i's largest indoor sporting event.



TELEVISED LIVE

Hawaii Club Volleyball Championship

May

Televised live, free to the public at Windward Mall.

THE FULL SEASON



Kāne Cup
November



Paniolo Power Play
December



Shaka Classic
February



Spam Slam
March



Shave Ice Cup
April



Oceanic Open
May



Endless Summer
June



The Hawaii Luau
July



FLAGSHIP EXPOSURE

Our flagship — and our biggest stage.

35,000

3-day attendance

360+

teams

7,090

hotel room nights



The single largest brand exposure on our calendar.

Hawaii's largest indoor sporting event, three years running — extensive pre-event media, a live championship broadcast, and a primetime encore that reach well beyond the people in the building.

~8.3M total impressions
2026 actual

- ◆ **6.8M** from Hawaii News Now — pre-event coverage, segments & live broadcast
- ◆ **1.5M** from 7GEN social media reach
- ◆ Live 2-hr championship broadcast (Boys & Girls 18U) on K5, HNN livestream & HNN Facebook Live
- ◆ Primetime encore on KGMB the same day
- ◆ Pre-event coverage across HI Now Daily, news segments & social



WHAT YOUR BRAND GETS

Partner & Presenting

- ◆ Banner / decal presence on the **televised championship court**
- ◆ **Broadcast mention** during the live championship
- ◆ Logo on the **endslate of 240 promo spots**



— THE THREE LEVELS

Three ways in — your level of visibility.

The same events. What changes is how prominently your brand shows up — and how completely it's associated with the event.

COURT

Presence

Your brand on the court, in the room, and in the event's recap and social coverage. The essential way to be seen.

TransPacific	\$7,500
Any other event	\$5,000

PARTNER

Prominence

Everything in Court, plus featured visibility across the event's media — backdrop presence, highlight-video features, expanded on-site branding and hospitality.

TransPacific	\$25,000
Any other event	\$10,000

PRESENTING

1 PER EVENT

Identity

Everything in Partner, plus your name and logo built into the event's official name — maximum visibility, and the exclusivity of being the single Presenting sponsor.

TransPacific	\$75,000
Any other event	\$20,000

The TransPacific **Title** level is reserved for our Premier Annual Partner.



PREMIER MEDIA PROPERTY

Hawaii Club Volleyball Championship

On television, and in front of the public.

May 6–7, 2027

Convention Center · Quarters & Semis

May 8, 2027

Windward Mall · Finals, free to the public

Sponsor the broadcast.

Backed by ~2.84M impressions · 2026

~2.84M

total impressions · 2026

- ◆ 8 hrs live on K5 + 10 hrs HNN livestream
- ◆ 300 promo spots · KGMB, KHNL, K5, Telemundo, Antenna TV
- ◆ HI Now Daily in-studio segment



CHAMPIONSHIP TITLE PARTNER

1 AVAILABLE

\$50,000

- ◆ Your name in the event title
- ◆ Name & logo on broadcast lower-thirds
- ◆ 5–10 min feature segment between matches
- ◆ Logo in all 300 promo spots
- ◆ On-court signage on camera
- ◆ Prominent presence at the Windward Mall finale



First right reserved for our Ace Annual Partner.

A FEW AVAILABLE

SUPPORTING SPONSOR

\$10,000

On-site signage at the Windward Mall championship and inclusion in event promotion — brand association with the televised championship at an accessible level.

— WHAT'S INCLUDED

Every sponsorship is tailored to your brand.

Depending on level, your partnership can include a mix of:

Visibility

Branded court
Event signage
Media backdrop
Email, website & social presence
Recap video & photos



Reach

Feature posts
Match-highlight videos
Emcee recognition



Experience

VIP passes
Trophy / award presentation
Hospitality



On-site presence

Produced elements — tent & backdrop, banners, branded touches — **tailored to each partner.** We build what fits your brand, not a fixed package.



- We'll shape the package around your goals — **let's talk.**

— SELECT YOUR LEVEL

Five ways in. Pick yours today.

Premier Partner

Title sponsor, TransPacific · every event, all season

\$300,000

Ace Partner

Title sponsor, Hawaii Club · every event, all season

\$150,000

Annual Partner

Every event, all season · one event title, first-come

\$75,000

Single Event

Court, Partner, or Presenting · ten events

from \$5,000

Community Partner

Partner on the mission — in-kind, venue, volunteers, programs

No cost

RESERVE NOW



Scan to reserve your level
online.



TAKE YOUR PLACE IN THE CYCLE

What will you pass on — and who's better for it?

We'd be honored to have you steward this with us.

Ed Chun

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Scan to watch the
TransPacific recap

