



Downtown Hayward Improvement Association
 District Identity & Streetscape Improvement Committee
 Friday, April 28th, 2023, at 12:00 Noon
 Zoom Virtual Meeting:

<https://us06web.zoom.us/j/88350667985?pwd=a3Z1dUlvU2JCWURISzQyTjJDNEdvUT09>

Meeting ID: 883 5066 7985 | Passcode: 378585 | Call-In +1 669 444 9171

- 1) Roll Call & Zoom Etiquette / Committee Chair Alfredo Rodriguez
All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback.
- 2) Public Comment (3-Minute Max Per Person)
Please keep comments directed to non-agenda items.
- 3) Approval of the March 15th, 2023 Meeting Minutes *Action Item*
- 4) Committee Updates:
 - a. DHIA Annual DISI Committee Budget
 - b. Hayward Downtown Merchants Association Revised Sponsorship Request *Action Item*
 - c. Hayward Chamber of Commerce Revised Sponsorship Request *Action Item*
 - d. Kuma Hula Association Hawaiian May Day Sponsorship Request *Action Item*
- 5) Other Business
- 6) Next Meeting: _____
- 7) Adjournment

BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas outside of the building that the meetings are being held. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at least 48 hours prior to the meeting. For more information on the upcoming Committee or Interim Board of Directors meeting, please call Monica Montes at 888 356-2726.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541



**Downtown Hayward Improvement Association
District Identity & Streetscape Improvement (DISI) Committee
Meeting Minutes**

**Wednesday, March 15th, 2023 – 11:00 a.m.
Hayward Veteran's Memorial Hall**

Present: Alfredo Rodriguez, Resti Zaballos, Bill Matheson, Thomas Leung

Guests: N/A

Staff/Contractors: Dominic Li Mandri (New City America)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	Committee Chair Alfredo Rodriguez called the meeting to order at 11:02 a.m.	No action taken
2. Public Comment, announcements	No public comment was made at this time.	
5. Committee Updates		
<p>a. DHIA FY23 DISI Budget Line-Item Priorities</p>	<p>a. Dominic presented the year-end budget for the DHIA to illustrate the year-end performance for the individual line items. Overall, the budget is in line with previous fiscal year expenditures.</p> <p>Due to the uncertainty around the coronavirus and its variants in 2022, downtown Hayward did not host as many events as it anticipated in 2022. As a result, the Committee's budget was underutilized. However, the Committee members do</p>	<p>a. Based on feedback received, the line-item allocations for DISI will remain mostly intact, except for the Special Events allocation, which is being recommended to be set at \$54,000 for the year. If this line item is exhausted through multiple requests before year's end, the Committee reserves the right to reallocate</p>

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

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<p>b. Hayward Chamber of Commerce 2023 Event Sponsorship Request</p>	<p>anticipate new/returning events to come to downtown in 2023. Committee members deliberated on the level of funds to allocate for downtown special events.</p> <p>b. Committee members took time to review the sponsorship request submitted by the Hayward Chamber of Commerce. This proposal is included in the DISI Packet, pgs. 6-9.</p>	<p>additional funds from contingency at their discretion. Committee members approved the FY23 DISI line-item budget allocations by consensus.</p> <p>b. After some discussion, Committee members requested Chamber representatives come back to the DISI Committee at a future meeting with a revised budget that demonstrates fundraising diversity. The Committee members were adamant that the DHIA should not be seen as the primary source for event fundraising in downtown Hayward, thus, potential requests should demonstrate other funding sources being pursued as well. Committee members tabled the Chamber's sponsorship request until a future meeting.</p>
<p>c. Hayward Downtown Business Association 2023 Event Sponsorship Request</p>	<p>c. Committee members took time to review the sponsorship request submitted by the Hayward Chamber of Commerce. This proposal is included in the DISI Packet, pgs. 10-13.</p>	<p>c. After some discussion, Committee members requested HBA's representatives come back to the DISI Committee at a future meeting with a revised budget that demonstrates fundraising diversity. Committee members tabled the HBA's sponsorship request</p>

<p>d. Downtown Banner Program</p> <p>e. Other</p>	<p>d. Dominic updated the Committee members that the new Historic Hayward banners have been commissioned and are near completion. Dominic also mentioned he has been in contact with the Agricultural Institute of Marin regarding newly produced banners from their team. The DHIA has offered to hang the banners for the AIM team, which promote their Downtown Hayward Farmer's Market.</p> <p>e. No other items were discussed.</p>	<p>until a future meeting.</p>
<p>6. Next Meeting</p>	<p>No future meeting was set at the time. The Committee will meet as needed.</p>	
<p>7. Adjournment</p>	<p>Meeting adjourned at 12:09 p.m.</p>	

Minutes taken by Dominic Li Mandri, District Manager

Downtown Hayward Improvement Association
Profit & Loss Budget Performance
PROPOSED 2023 / DRAFT

	Mar 23	Budget	Jan - Mar 23	YTD Budget	Annual Budget
Income					
Assessment Income					
Carry Forward	0.00	0.00	0.00	380,148.44	380,148.44
Assessment Income - Other	0.00	53,159.00	14,666.49	159,488.00	637,919.00
Total Assessment Income	0.00	53,159.00	14,666.49	539,636.44	1,018,067.44
Total Income	61.00	53,159.00	14,727.49	539,636.44	1,018,067.44
Expense					
Administration					
Accounting Fees	116.67	166.00	1,566.67	506.00	2,000.00
Bank Charges	0.00	5.00	0.00	15.00	60.00
Insurance - Liability, D and O	4,140.00	708.00	4,140.00	2,128.00	8,500.00
Legal Fees	52.00	250.00	1,374.00	750.00	3,000.00
Office Supplies	19.99	100.00	19.99	300.00	1,200.00
Postage, Mailing Service	11.85	25.00	36.25	75.00	300.00
Rent	1,200.00	1,200.00	3,600.00	3,600.00	14,400.00
Staff Consulting (New City)	6,500.00	6,500.00	19,500.00	19,500.00	78,000.00
Telephone, Telecommunications	0.00	300.00	142.20	900.00	3,600.00
Utilities	515.27	166.00	792.05	506.00	2,000.00
Admin Contingency	250.00	0.00	250.00	659.00	898.34
Total Administration	12,805.78	9,420.00	31,421.16	28,939.00	113,958.34
DISI					
Advertising	349.94	250.00	865.76	750.00	3,000.00
Annual Report	0.00	166.00	0.00	506.00	2,000.00
Branding & Signage	0.00	0.00	0.00	0.00	0.00
Outdoor Dining	0.00	0.00	0.00	0.00	0.00
PR / Social Media	0.00	4,500.00	13,500.00	13,500.00	54,000.00
Seasonal Displays	5,260.00	0.00	5,260.00	0.00	0.00
Special Events					
Downtown Holiday Giveaway	0.00	0.00	0.00	0.00	0.00
Light Up the Season	0.00	0.00	0.00	0.00	0.00
Mariachi Festival	0.00	0.00	0.00	0.00	0.00
Street Party	0.00	0.00	0.00	0.00	0.00
Special Events - Other	0.00	4,500.00	0.00	13,500.00	54,000.00
Total Special Events	0.00	4,500.00	0.00	13,500.00	54,000.00
Staff Consulting (New City)	1,500.00	1,500.00	4,500.00	4,500.00	18,000.00
Website	0.00	0.00	393.14	0.00	0.00
Total DISI	7,109.94	10,916.00	24,518.90	32,756.00	131,000.00
SOBO					
Capital Improvements	0.00	0.00	0.00	0.00	0.00
Fixed Assets - Major Purchase	0.00	0.00	0.00	0.00	0.00
Maintenance Contractor	23,319.94	23,333.33	69,959.82	70,000.03	280,000.00
Maintenance and Supplies	751.25	1,500.00	907.63	4,500.00	18,000.00
Landscape Supplies & Equipment	0.00	5,000.00	0.00	15,000.00	60,000.00
Payroll Expenses					

**Downtown Hayward Improvement Association
Profit & Loss Budget Performance
PROPOSED 2023 / DRAFT**

	Mar 23	Budget	Jan - Mar 23	YTD Budget	Annual Budget
Deductions	0.00	-300.00	0.00	-300.00	-300.00
Health Insurance	0.00	0.00	0.00	0.00	0.00
Payroll Service	0.00	0.00	0.00	0.00	0.00
Payroll Tax Expense	0.00	0.00	0.00	0.00	0.00
Payroll Workers Comp Ins	648.00	760.00	1,944.00	2,280.00	9,120.00
Payroll Expenses - Other	0.00	0.00	0.00	0.00	0.00
Total Payroll Expenses	648.00	460.00	1,944.00	1,980.00	8,820.00
Cameras	0.00	0.00	0.00	0.00	0.00
Professional Services/ BACS	0.00	10,000.00	0.00	30,000.00	120,000.00
Security	0.00	4,166.50	0.00	12,501.50	50,000.00
Supplies for SOBO	0.00	400.00	97.19	1,200.00	4,800.00
Vehicle Related					
Pressure Washing	0.00	300.00	0.00	900.00	3,600.00
Gas	330.00	330.00	894.00	990.00	3,960.00
Vehicle Repair & Maintenance	763.99	50.00	1,218.33	150.00	600.00
Vehicle Related - Other	0.00	0.00	0.00	0.00	0.00
Total Vehicle Related	1,093.99	680.00	2,112.33	2,040.00	8,160.00
Total SOBO	25,813.18	45,539.83	75,020.97	137,221.53	549,780.00
Contingency / Reserve	0.00	0.00	0.00	223,329.10	223,329.10
Uncategorized Expenses	0.00	0.00	0.00	0.00	0.00
Total Expense	45,728.90	65,875.83	130,961.03	422,245.63	1,018,067.44
Net Income	-45,667.90	-12,716.83	-116,233.54	117,390.81	0.00



To: **Downtown Hayward Improvement Association**

From: **Hayward Business Association**

Re: **Annual Latin Jazz Festival**

We would like to ask the **D.H.I.A.** To be the principal sponsor of Hayward's downtown **LATIN JAZZ FESTIVAL**, to be held on Saturday June 3rd, 2023. The past Latin Jazz Festival was a resounding success, we packed out downtown, even with the last-minute postponement for rain on the original date.

The interest in this year's festival has been off the charts, and we are anticipating a larger crowds.

We had planned to add a fourth stage down B Street by Mission Blvd. to spread the crowd out more and get some visibility to that side of B Street. But due to the down years caused by covid-19 and the lack of sponsors we will hold off on this until the future events.

The downtown streets (B Street and Main Street) will be closed to vehicle traffic as usual for the festival.

The attendance at our 2019 event was estimated around **16,000** and as noted, we are anticipating more this year!

The Hayward Business Association is sending a new request for a grant of **\$13,000** dollars, which is approximately 30% less than our former request. This amount will cover approximately 30% of the total cost of the event which includes pricing for staging, porta potties, sound, supplies, etc. have doubled and tripled since 2019.

The City of Hayward was our principal sponsor in the past, but they are now limiting grants for these types of events.

The event is a family friendly, free event to attend, and we rely on sponsors to keep our participant fees low.

We would like to call the main stage at Main and C Street the "**DBIA Stage**" to honor this significant donation, and to bring attention to the value your organization brings to the city.

This event really showcases Hayward as a place to come and be entertained, with guess from as far away as Los Angeles. With all the new construction in the surrounding area, it is events such as these that will encourage our new residents to come and see what the downtown has to offer, to walk up the street for dinner or light shopping, not hop in the car and head to the surrounding communities. And possibly encourage new businesses to consider opening a business in our downtown.

Our goal at Hayward Business Association is to make Hayward a destination, not a drive by, to build a sense of community by celebrating our diversity, and designing events where the whole community is welcome to come and enjoy their city.

Thank you for your consideration, we are available to answer any questions you may have!

Alfredo Rodriguez, President HBA, Owner of Vintage Alley
 Julio Romero, Vice President HBA, Owner of Brews and Brats
 Yolanda Diaz, Marketing Director of HBA, Owner of the Cupcake Shoppe
 Ria Lancaster, Twinkies Crafts
 Lisa Rose, HBA Secretary, Community Member

Hayward Chamber of Commerce / Downtown Hayward Improvement Association 2023 Promotion Partnership

Summary

2023 Downtown Street Parties

The Hayward Chamber of Commerce proposes this \$41,600 sponsorship opportunity to conduct several of its traditional street parties for the DHIA and the City of Hayward. The chamber has produced Hayward's Downtown Street Parties for over 22 years, with a staff experienced to coordinate events involving 100+ vendors, 50 volunteers, bands, a beer garden and water/soda stations, children's activities and rides, arts and crafts. 2023 will be the 19th year of our street party car shows at some of the events (57 car shows, so far). Most excitingly, 2023 will bring more events, vibrancy, and visitors to our downtown.

Advantages for the DHIA in using the Hayward Chamber of Commerce for these traditional events:

- The chamber attracts and screens vendors to assure the quality of goods being sold.
- Vendors want the confidence of knowing that event promoters are fixtures in the community, so they'll know where to go with concerns or questions.
- The most successful downtown events are those that have local support, local buy-in, and promoters who know the turf, such as the chamber.
- Support of the downtown business community is essential to help with promotion and vendor recruitment.
- The Hayward Chamber of Commerce is, itself, a downtown organization, with many downtown businesses in its membership and dedicated to promoting the center of our city.

The City of Hayward's downtown area has an important and unique role in the economic and social development of its citizens. Downtowns create a critical mass of activities where commercial, cultural, and civic activities are concentrated. This concentration facilitates business, learning, and cultural exchange.

Focus on Downtown Merchant Inclusion

Unlike downtown festivals of the past, every effort to include the participation and promotion of downtown merchants will be made and is paramount to the success of our events. For example, our event food vendors will be our downtown restaurants. All merchants will be encouraged to offer Street Party specials at their place of business. Also, we will encourage all merchants to set up a display table in front of their business if they choose to.

Basic Costs of a Downtown Events (excluding entertainment and other sponsored or event costs)

Every Street Party or event in the downtown have certain fixed costs that are necessitated by the city and county, to accommodate large amounts of people to the downtown. Total costs of some events exceed \$40,000.

Basic costs include:

ABC License	\$75.00
Alameda County Health Permit	\$450.00
Alameda County Sponsor Permit	\$230.00
Stuart Rentals-Stages, tables and chairs	\$5,700.00
United Site Services-Portable Potties	\$2,500.00
Total	\$8,900.00

Although, not all of the planned events will incur these basic costs, most will. The following is our 2023 Menu of Events:

February 25, 2023-New, Used & Classic Car Show

In conjunction with the Hayward Chamber of Commerce Downtown Street Party Series, this event will take place on Main Street (from A to C), showcasing automobiles from yesterday through today. Our Downtown merchants will be incorporated in the festivities (restaurant specials and merchant participation.) **Anticipated Basic Costs: \$3,000.00**

March 11, 2023-147th Birthday Bash, Job Fair

This inaugural downtown event will feature a family friendly street party that will celebrate the City of Hayward's Birthday. Featured festivities will include a job fair, employer services, non-profit vendors, High School Bands, etc. This annual event features musical acts, vendor booths, vintage car show and games. **Anticipated Basic Costs: \$8,900.00**

June 15, 2023-Juneteenth Celebration Street Party

Juneteenth is a special day that marks the end of slavery in the United States. Juneteenth ideas for community events and activities are to engage attendees in the celebration of the holiday. The purpose of these activities is to commemorate Juneteenth and make the community culturally aware of the holiday. This event features musical acts, vendor booths and games.

Anticipated Basic Costs: \$8,900.00

July 20, 2023-Battle of the Bands and Local Business Street Party

A great summer tradition, the event will feature tribute and local bands, vendors, family friendly games, classic car show, rides and fun for all. **Anticipated Basic Costs: \$8,900.00**

August 17, 2023-Hayward Chamber Street Party

The 2023 Downtown Hayward Street Party will be a hit with everyone! Enjoy live bands, a classic car show, street entertainers, and kids' rides. There will be lots of fun for the whole family! **Anticipated Basic Costs: \$8,900.00**

October 28, 2023-President's Ball & Veteran's Appreciation Party & Parade

Building on a very successful President's Ball 2022, where the Chamber partnered with the American Legion Post 68 to raise awareness, show appreciation to and raise funds for Veteran Organizations, the 2023 event will educate, inspire, raise awareness and funds once again for veteran services. The 2023 event will feature a job fair, pancake breakfast, military and high school concerts, services to assist Veterans, street vendors and of course, our Black-Tie All-Military Ball in the evening. **Anticipated Basic Costs: \$3,000.00**

Event Production Proposal

The chamber absorbs a variety of costs (administration, labor, staging, waste disposal and recycling, portable toilets, entertainment, health permits, promotion, etc.), which it partially offsets with vendors and sponsorships. These events are not possible without support from the DHIA and the City of Hayward for elements such as added policing, recycling, permits, street closures, and maintenance services staff.

As always, DHIA support for these events is negotiable and features of each activity can be adjusted according to the amount of support.

CONCLUSION

The Hayward Chamber of Commerce, itself a downtown business/organization, is looking forward to continuing working with the DHIA in planning, promoting and executing a variety of exciting programs to help promote the businesses, housing, and other amenities in Downtown Hayward.

Frank J. Ferral
President & CEO



Downtown Hayward street party crowd



KUMU HULA ASSOCIATION OF NORTHERN CALIFORNIA

25779 Booker Way, Hayward, CA 94554

510-773-9308

<https://www.kumuhulaassociation.com/>

deanie@kumuhulaassociation.com

February 17, 2023

re: Sponsorship Opportunities

To Our Prospective Sponsors:

Aloha! We, **Kumu Hula Association of Northern California (“KHA”)**, are a California 501(c)3 non-profit organization (EIN# 94-3019368) whose mission is:

- To revive, preserve and advance the culture of Hawai‘i such as hula, ‘oli, music and language through programs and activities that educate and enable the public to experience the various culture of Hawai‘i, and
- To create a “Home away from Home” for Hawaiians and Hawaiians at heart in Northern California.

Also one of our biggest goals of recent years is to share the rich cultures, art and cuisine of the Asian American, Native Hawaiian and Pacific Islanders in an effort to promote more harmony and understanding within our community at large.

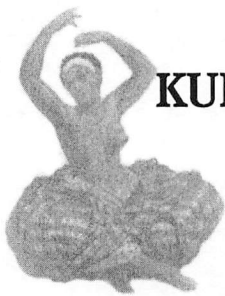
We are pleased to announce that we will once again host our **Hawaiian May Day Festival 2023 on Saturday, May 13th, 2023**, on the streets of Downtown Hayward, California. It is with great pleasure that we offer your organization the opportunity to become a valuable sponsor of our event. The KHA has been organizing this successful festival for the last 38 years. Last year, we moved the festival from the Alameda County Fairgrounds to the streets of Downtown Hayward in an effort to host an event that is **free to the public**, and allows more families to experience the unique culture and art of Hawai‘i and the neighboring Pacific Islands.

Thanks to support from the City of Hayward and other local sponsors, as well as our amazing group of volunteers, last year’s event was a huge success and was attended by more than 8,000 people. Based on our positive feedback and interest from hundreds of vendors and hālau (Hawaiian dance groups), we expect well over 15,000 people to attend this year’s event. Our event brings new and returning families from near and far together to join in a day of celebration of Hawai‘i’s music, dance, food and traditions. This event will provide an excellent setting to promote your brand to our diverse group of attendees.

Information on our sponsorship packages, including levels and benefits, is attached. We are also including a brief history of our event. We invite you to visit our website (www.kumuhulaassociation.com) to watch the compilation video of last year’s event and to learn more about the KHA. On our website, you will also find information on our previous sponsors. We hope you will consider joining these wonderful sponsors or donating to our May Day Festival this year.

Me Ke Aloha Pumehana

Deanie Lum-Villados, President



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deanie@kumuhulaassociation.com

What's the Hawaiian May Day Festival?

The first Hawaiian May Day Festival was held at the Hayward Plunge in the mid 1970s. It was a very small event celebrating Hawai'i and the Pacific Islands, started by Hui Aloha, a Hawaiian club in Hayward. In 1985, the Kumu Hula Association was asked to take over to host the festival.

Each year thereafter, the festival was held on Mother's Day weekend as a two-day Hawaiian event. The May Day Festival features Polynesian, especially Hawaiian dance, music, arts and crafts, and cuisine. This festival is currently among the largest cultural festivals in the San Francisco Bay Area, and is also the longest-running Hawaiian event outside of the state of Hawai'i. The May Day Festival contributes to the wider Hawaiian and Polynesian communities by providing a "home away from home" experience and celebrates Mother's Day through Hawaiian and Polynesian cultures. Family plays a significant role not only Hawaiian culture but also throughout Polynesian cultures. Therefore, for those who live away from their family and/or home, the festival enables them to be connected to their roots to support and enhance their identities. As the festival's popularity kept growing and every often we faced the need to find a larger venue to fulfill our guests' needs and the festival was moved to Weeks Park, to Chabot, then to Cal State Hayward, and eventually moved to the Alameda County Fairgrounds to accommodate all the attendees. We stayed at the fairgrounds for over 30 years, until the pandemic hit.



Our last Hawaiian May Day Festival at the Fairgrounds was held in 2019, since the pandemic shut everything down in 2020 and 2021. When we finally decided to resume the May Day Festival in 2022, because we were still coming out of the pandemic, we were unable to meet the financial obligations necessary to rent the Fairgrounds. However, because there were many people waiting for our events to resume, we did not have the option to delay another year. Therefore we made the decision to humbly go back to the beginning point of our organization's birth and have a one-day event, instead of two, on the streets of Downtown Hayward to enjoy the beauty of the diversified culture with local businesses and artists in the local community. We had a vision to bring the event back home to Hayward, and

to have it be *free to the public*. It was our goal to help bring the Hayward community together, to bring business back to Hayward, and to bring a sense of civic pride back to Hayward residents. With assistance from the City of Hayward and many local businesses and artists, we were able to host the Hawaiian May Day Festival on May 7th, 2022. The event was very well- received by the many attendees from Hayward and beyond, as well as the downtown merchants. In conjunction with other non-profit groups, we were able to provide free Covid testing and vaccines, as well as information regarding mental health. We also had booths providing information on other services for low-income residents. To put it simply, the Hawaiian May Day Festival 2022 was a huge success! But we need your help to continue to host this festival.

This year, many people and small businesses are still suffering from the negative impact of the pandemic. In an effort to encourage and revive the local economy, we will bring our decades' of experience in hosting large events back once again to the streets of Downtown Hayward. We sincerely hope you will join us in this celebration of culture, music, art and dance and/or consider providing much-needed support to our event. Please see the following pages for ways you may help.

Event Guide of the Hawaiian May Day Festival 2023

WHERE: B Street and Main Street, Downtown Hayward, CA
WHEN: Saturday, May 13th, 2023 | 11:00 a.m. – 6:00 p.m.
ADMISSION: **FREE** to public



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How You Can Help

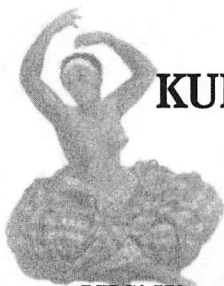
As a non-profit, we need donations and event sponsors to make this year's event a success. Specifically, we are seeking:

- Sponsors for the event (benefits and levels listed below)
- Financial Support in any amount to help cover the production costs of the event
- In-kind donations to support the event (including t-shirt printing donations, bottled water, etc.)
- Prizes for the raffle drawing

Here are the sponsorship packages and benefits.

	Lei Plumeria	Lei Pakalana	Lei Pua Kenikeni	Lei Pikake	Lei Hulu
Sponsorship Fee	\$500	\$1,000	\$2,500	\$5,000	\$10,000 +
Free 10' x 10' booth in prime location (optional).	-	-	1	1	1
Logo on the website and publications throughout the year.	YES	YES	YES	YES	YES
Logo on all social media promotions.	YES	YES	YES	YES	YES
Logo on our "thank you" banner.	YES	YES	YES	YES	YES
Free event T-shirts.	2	4	6	10	20
Recognition throughout the day at the stage	-	YES	YES	YES	YES
Reserved seating for the entertainment stage and Hawaiian cuisine plate.	-	-	5	10	20
One festival area or stage named after your company, with signage at the entrance to the area or your banner prominently featured on stage (must provide your own banner or sign).*	-	-	-	YES	YES

* Limited sponsorships available at this level.



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YES! We would love to sponsor the Hawaiian May Day Festival 2023 by the following checked Sponsorship Level:

- _____ **Lei Plumeria:** **\$500.00**
- _____ **Lei Pakalana:** **\$1,000.00**
- _____ **Lei Pua Kenikeni:** **\$2,500.00**
- _____ **Lei Pikake:** **\$5,000.00**
- _____ **Lei Hulu:** **\$10,000.00**
- _____ **Other cash donation:** \$ _____

<NOTE>
Kumu Hula Association of Northern California is a California 501(c)3 Non-Profit Organization. Your donation is 100% tax deductible.

Business/Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____ **Email:** _____

Signature: _____

- Please make checks payable to: Kumu Hula Association of Northern California & mail to:
25779 Booker Way, Hayward, CA 94554
- Please email a copy of this page after filling the required fields to: deanie@kumuhulaassociation.com
- For questions or more information, please call or text Deanie Lum-Villiados at 510-773-9308

Terms and Conditions of Sponsorship

The terms and conditions outlined herein have been established for the mutual benefit and protection of the Sponsor, Event Patrons, the Hawaiian May Day Festival 2023, and Kumu Hula Association of Northern California and may not be modified unless mutually agreed to in writing by both parties. The Sponsor agrees to these terms and conditions:

1. Check, cashier's check and money order are acceptable forms of payment made payable to Kumu Hula Association of Northern California. Sponsorship benefits are conditional upon full payment of the Sponsorship fee. The Sponsorship fee is due no later than **April 30th, 2023**.
2. The Sponsorship benefits listed above for each respective sponsorship level constitute the entire package of benefits offered to the Sponsor. Kumu Hula Association of Northern California is under no obligation to provide additional benefits unless otherwise mutually agreed to by the parties.
3. The Sponsor permits the Hawaiian May Day Festival 2023 to use the Sponsor's name and logo in promotional materials, advertising, and public announcements relating to the event. The Sponsor further represents and warrants that it has the express right to grant this permission. It is understood that the Sponsor shall retain all ownership rights, trademarks, and that any goodwill related to the Sponsor's name and logo. The Sponsor will hold Kumu Hula Association of Northern California and the City of Hayward harmless against any and all actions related to the use of the Sponsor's name and logo.
4. Kumu Hula Association of Northern California reserves the right to decline the Sponsorship support of any organization or firm.

SPONSORSHIP OPPORTUNITIES

Hawaiian May Day Festival 2023

**FREE
ADMISSION**

Live music, Polynesian
entertainment, Ethnic Food
Vendors, Arts & Crafts
from all over the world,
and Keiki fun area are
waiting for you!

SATURDAY MAY 13, 2023

11:00am - 6:00PM

BST & MAIN ST. Hayward CA, 94541

DOWNTOWN HAYWARD

CONTACT: Deanie Lum-Villados (510-773-9308)

deanie@kumuhulaassociation.com



SCAN ME

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• To Become A Sponsor: Please email to kumuhulaassociation@gmail.com