



ThriveHI Partnership Proposal

2024 EDITION

Where Hawai'i Tech Happens

Put your brand in front of 1,000+ of Hawaii's techies and entrepreneurs

Website

www.thrivehi.org

Email

hello@thrivehi.org



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About ThriveHI

Founded in 2022, ThriveHI is dedicated to helping Hawai'i diversify its economy by nurturing the local startup and tech ecosystem.



Where Hawai'i Tech Happens

1,000+ techies and entrepreneurs across the islands come to ThriveHI as their go-to source for tech and startup news, events, job opportunities, industry data, resources, and more.



Our Audience

ThriveHI's audience includes founders, techies, freelancers/consultants, investors, government officials, philanthropists, and education entities.



Website:

1,000+ monthly views

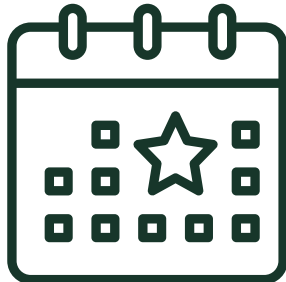


Newsletter:

1,100+ subscribers

62%
open
rate

11%
click
rate



Events:

~1,000+ person

Meetup group

60
avg.
NPS

~70
avg.
attendees



Community Partners:

20+ across islands

Partnership Opportunities



Sponsorships

For businesses looking to increase visibility amongst Hawaii's tech community.

Publicize job openings, co-host events, and more.

\$100-\$15,000/year



Ad Hoc Partnerships

For organizations looking to pursue larger-scale partnerships.

Create new programs, co-apply for grants, and more.

Ad Hoc




Network Membership

For organizations dedicated to cultivating Hawaii's tech and startup ecosystem.

Co-host events, participate in working groups, and more.

\$0-\$5,000/year



Option A: Sponsorship

For local businesses who are aligned with ThriveHI's mission and want to tap into the local tech community.

Sponsorship Options



Ad Hoc Sponsorship

Promote your company's job opportunities, events, or products on a one-off basis at ThriveHI's events or on ThriveHI's newsletter.



Yearly Sponsor Membership

Support ThriveHI and promote your brand on a more consistent basis across ThriveHI's website, newsletter, and events.

Ad Hoc Sponsorship: Events

Promote your job opportunities, events, or product in front of our audience of techies, entrepreneurs, founders, investors, and more.

Quick Stats:

1,200+
Meetup
members

~70
Avg. event
attendance

~60
Avg. event NPS
score

Pricing:

\$250 / Event Pop-up Promotion

You can spend 5 minutes at one of ThriveHI's events to promote your organization and any relevant jobs, events, or products. You can also bring and hand out any relevant promotional materials.



Ad Hoc Sponsorship: Newsletter

Get your job opportunities, events, or product featured in front of our audience of techies, entrepreneurs, founders, investors, and more.

Quick Stats:

1,000+
subscribers

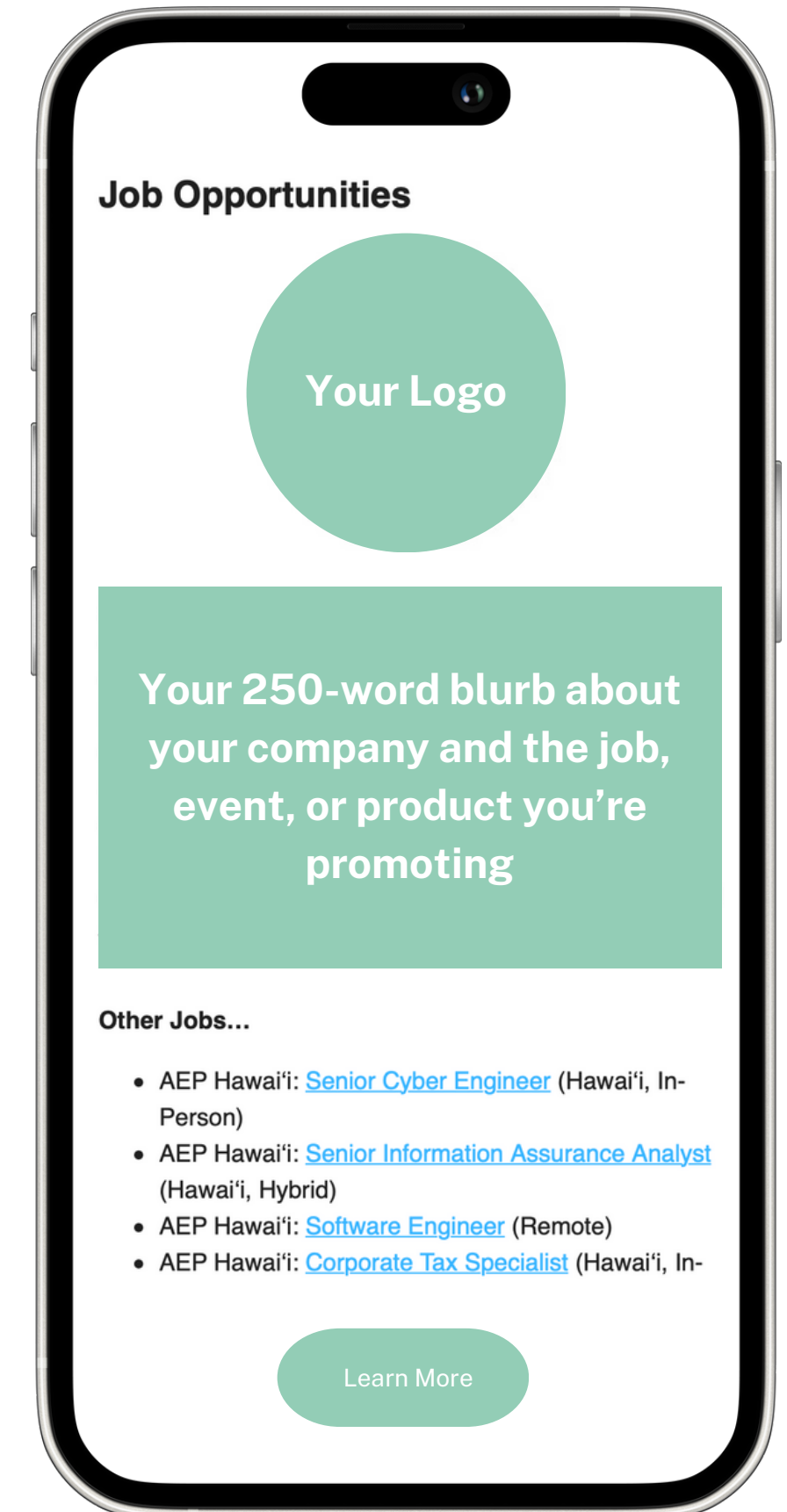
62%
open rate

11%
click rate

Pricing:

\$500 / Newsletter Feature

Your newsletter feature would include a company logo and up to a 250-word description of the job, event, or product you are seeking to advertise.



Yearly Sponsor Membership Tiers

Bronze

\$1,000/year

Silver

\$2,500/year

Gold

\$5,000/year

Logo highlighted on ThriveHI biweekly newsletter, ThriveHI website, and ThriveHI's annual impact report.
Unlimited opportunity to list jobs and events in "non-featured" sections.

Newsletter

- **1** featured job or event per year

Events

- **1** pop-up opportunity at one of ThriveHI's pau-hanas

Newsletter

- **2** featured jobs per year
- **1** featured event per year

Events

- **2** pop-up opportunities at ThriveHI's pau-hanas

Newsletter

- **3** featured jobs per year
- **1** featured event per year

Events

- **3** pop-up opportunities at ThriveHI's pau-hanas



The background features a close-up of vibrant green leaves. A semi-transparent teal rectangular box is centered over the image, containing the main text and a descriptive paragraph. In the top-left corner of the teal box, there is a decorative pattern of white dots. On the right side of the teal box, there are several white and black arrow icons pointing to the right. At the bottom of the teal box, there are four black and white arrow icons pointing to the right.

Option B: Ad Hoc Partnership

For organizations aligned with ThriveHI's mission and looking to implement a large-scale project or a project outside of the scope of our typical membership or sponsorship packages.

Case Study:

Notion Coffee Chat and Laptop Giveaway

Overview: ThriveHI was approached by Notion, which was hosting its company off-site in Maui and wanted to give back to Hawaii's tech community. Together, we developed a two-part initiative: 1) A virtual coffee chat session for local techies, and 2) a laptop giveaway.

ThriveHI's Value-Add: The ThriveHI team helped craft a custom programmatic proposal based on Notion's overall goals.

Once both sides agreed upon the structure of the partnership and program, ThriveHI proceeded with implementation. With a far-reaching local presence, ThriveHI helped Notion throw a successful coffee-chat event and is in the process of giving away 30 MacBooks to a diverse stakeholder group.

Are you looking to implement a large-scale project or a project outside of the scope of our typical membership or sponsorship packages?

Contact us and we can draft a tailored partnership proposal to best fit your needs.



Option C: Network Membership

For organizations dedicated to cultivating Hawaii's tech and startup ecosystem.



Why Join?



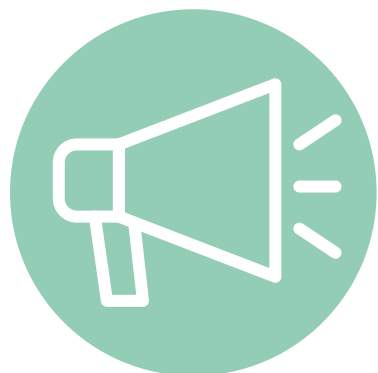
Increased Visibility

ThriveHI strives to promote our Members' work through in-person advocacy with key stakeholders, our online Ecosystem Dashboard, and our newsletter.



Opportunity to Collaborate

ThriveHI offers Network Members access to both online and offline platforms, facilitating connections to align on overarching goals and collaborate for enhanced impact.



Ability to Influence

ThriveHI gathers input from Network Members via Working Groups, utilizing this information to shape strategic programming, influence legislators, and more.



Greater Impact

ThriveHI assists Network Members in hosting events and starting new programs, providing the necessary knowledge, skills, and connections to achieve greater impact.

Case Study: Talk Story with Tech Pros

Overview: Recognizing that many of Hawaii’s keiki are still unaware of the various career opportunities available within the tech industry, ThriveHI worked with Network Members to help create “Talk Story with Tech Pros,” a career exploration event that connects Hawai‘i students to “talk story” with locally-based techies and entrepreneurs.

Partners: ThriveHI worked with the following Ecosystem Members to help throw the event.

- **ThriveHI:** Helped gather relevant partners, develop the structure of the event and source guest speakers.
- **Purple Mai’a:** Helped source guest speakers.
- **Kamehameha Schools:** Helped implement and market event.

Impact

70

NPS
Score

~100

Students
impacted

~50

Tech
Volunteers

“The ThriveHI team provided help at every step of the way in planning and putting on an event that was informative and fun for all of the Kamehameha Schools students who participated in Tech Day.”

Sally Nhomi, Kamehameha High School
Internship Coordinator

Membership Tiers

General Membership

Free

- Be featured on ThriveHI's public Ecosystem Database
- Receive a monthly newsletter highlighting:
 - Fellow ecosystem members and interesting projects they're working on
 - Information on relevant funding opportunities
- Join a curated Slack group to connect with other ecosystem builders

Paid Membership

\$100-\$5,000/year

Access all the benefits available to free members, plus:

- Up to four in-person working group sessions per year
- Up to two features on ThriveHI's biweekly newsletter to promote events and requests for help/volunteers
- Up to one co-hosted event per year

Fee Structure

To prioritize equity and inclusion, ThriveHI has opted for a paid membership fee structure based on an organizations' size and profitability.

	Nonprofit	For-Profit
Small Organization (<\$500K Budget Annually)	\$100/year	\$1,000/year
Medium Organization (\$500K - \$2M Budget Annually)	\$500/year	\$3,000/year
Large Organization (\$2M+ Budget Annually)	\$1,000/year	\$5,000/year



Complete our [Partner Interest Form](#)
to get in touch with us and learn more!