



1050 Bishop St. PMB 235 | Honolulu, HI 96813
P: 808-533-1292 | e: info@hawaiiifood.com

Executive Officers

Kit Okimoto, Okimoto Corp., *Chair*

Jayson Watts, Mahi Pono, *Vice Chair*

Jill Tamura, Tamura Super Market, *Secretary/Treas.*

Lauren Zirbel, HFIA, *President and Executive Director*

Paul Kosasa, ABC Stores, *Advisor*

Toby Taniguchi, KTA Superstores, *Advisor*

Joe Carter, Coca-Cola Bottling of Hawaii, Odom, *Advisor*

Eddie Asato, Pint Size Hawaii, *Advisor*

Gary Okimoto, Safeway, *Advisor*

Maile Miyashiro, C&S Wholesale, *Immediate Past Chair*

Made in Hawai'i Festival PR and Ad Buy RFP

1. Festival Overview

Since its debut in 1995, the Made in Hawai'i Festival (MIHF) has served as Hawai'i's premier showcase for locally made crafts, foods, art, jewelry, clothing, and more. Every product featured at the Festival must be genuinely made in Hawai'i, meaning that at least 51% of its value is added within the state.

More than just a craft show, the Festival was designed as a small business incubator—providing local artisans, crafters, bakers, and entrepreneurs with opportunities to reach new customers, connect with retail buyers, and build the relationships needed to expand their businesses. Each year, MIHF hosts approximately 500 vendors occupying over 700 booth spaces and attracts around 70,000 attendees.

The Hawai'i Food Industry Association (HFIA) proudly produces the Made in Hawai'i Festival. Founded in 1972, HFIA is a 501(c)(6) non-profit trade association whose mission is to promote the interests of Hawai'i's food and beverage retailers and suppliers through effective advocacy, education, and community engagement. HFIA is committed to strengthening the local food and beverage industry and ensuring that Made in Hawai'i businesses continue to thrive.

Contractors supporting the 2026 Festival will be joining a long-standing tradition of service to our community—helping to grow Hawai'i's economy, support local 'ohana, and celebrate the creativity and resilience that define our islands.

2. AD Buy RFP Objective

The objective of this RFP is to ascertain capabilities and execution of Media agencies. The awarded agency will be able to provide best-in-class strategic Ad Buying for the Made in Hawai'i Festival to reach target demographics.



1050 Bishop St. PMB 235 | Honolulu, HI 96813
P: 808-533-1292 | e: info@hawaiiifood.com

Executive Officers

Kit Okimoto, Okimoto Corp., *Chair*

Jayson Watts, Mahi Pono, *Vice Chair*

Jill Tamura, Tamura Super Market, *Secretary/Treas.*

Lauren Zirbel, HFIA, *President and Executive Director*

Paul Kosasa, ABC Stores, *Advisor*

Toby Taniguchi, KTA Superstores, *Advisor*

Joe Carter, Coca-Cola Bottling of Hawaii, Odom, *Advisor*

Eddie Asato, Pint Size Hawaii, *Advisor*

Gary Okimoto, Safeway, *Advisor*

Maile Miyashiro, C&S Wholesale, *Immediate Past Chair*

It is important to HFIA to find a partner who will meet or exceed the service requirements (listed in Section 3) while finding avenues to improve Ad Buy for the Festival.

3. Service Requirements

HFIA is seeking an established leader with expertise in Media relevant to this event, to provide the following services:

- a) Strategy and planning of Ad Buying for the 2026 Made in Hawai'i Festival.
- b) Marketplace insights, insights on emerging trends, budget allocation, and market prioritization.
- c) Coordinate with the PR and Social Media Management team(s) to ensure Ad Buys fit strategically with the overarching PR campaign for the 2026 Festival. And Coordinate with subcontractors and the larger Festival team as needed.
- d) Budget and cost management.
- e) Ad Buy performance analytics and tracking.
- f) Reporting on Ad Buying campaigns, including mid-campaign and post-campaign reports at a minimum.

4. Metrics and KPIs

- a) Provide anticipated and actual campaign reach data.
- b) Provide recommended KPIs.

5. Questionnaire

- a) Organization



1050 Bishop St. PMB 235 | Honolulu, HI 96813
P: 808-533-1292 | e: info@hawaiiifood.com

Executive Officers

Kit Okimoto, Okimoto Corp., *Chair*

Jayson Watts, Mahi Pono, *Vice Chair*

Jill Tamura, Tamura Super Market, *Secretary/Treas.*

Lauren Zirbel, HFIA, *President and Executive Director*

Paul Kosasa, ABC Stores, *Advisor*

Toby Taniguchi, KTA Superstores, *Advisor*

Joe Carter, Coca-Cola Bottling of Hawaii, Odom, *Advisor*

Eddie Asato, Pint Size Hawaii, *Advisor*

Gary Okimoto, Safeway, *Advisor*

Maile Miyashiro, C&S Wholesale, *Immediate Past Chair*

1. Please provide key contacts who will be supporting HFIA and identify the people who are authorized to contractually obligate your agency.
2. Is your agency going through or anticipating going through any changes during the time frame of the Festival that would impact this RFP?

b) Expertise and Experience

1. How does your agency provide an operational competitive advantage over your competitors?
2. Describe any significant relationships your agency can offer regionally with reference to the scope of this RFP.
3. Describe your agency's significant strengths as it pertains to the details set forth in this RFP.
4. Please describe your philosophy and approach to PR campaign, planning and posting.
5. Does your creative team have experience relevant to this event and target demographics?

c) Implementation Process and Timeline

1. Please describe the end-to-end implementation process including an implementation timeline.

6. Timeline

Work on the Ad Buy campaign may begin as soon as the RFP is accepted. The initial phases of the campaign will begin several months prior to the Festival date. The majority of the Ad Buy campaign will take place in the month leading up to the Festival which takes place August, 2026 at the Hawai'i Convention Center.

7. Terms and Conditions

a) This RFP is for discussion and evaluation purposes of the contemplated transaction only. Submission of a response to this RFP is expressly conditioned upon the agency's agreement to the terms set forth herein. For clarity, this RFP or any response from HFIA to this RFP shall not constitute a binding agreement until the agency and HFIA have



1050 Bishop St. PMB 235 | Honolulu, HI 96813
P: 808-533-1292 | e: info@hawaiiifood.com

Executive Officers

Kit Okimoto, Okimoto Corp., *Chair*

Jayson Watts, Mahi Pono, *Vice Chair*

Jill Tamura, Tamura Super Market, *Secretary/Treas.*

Lauren Zirbel, HFIA, *President and Executive Director*

Paul Kosasa, ABC Stores, *Advisor*

Toby Taniguchi, KTA Superstores, *Advisor*

Joe Carter, Coca-Cola Bottling of Hawaii, Odom, *Advisor*

Eddie Asato, Pint Size Hawaii, *Advisor*

Gary Okimoto, Safeway, *Advisor*

Maile Miyashiro, C&S Wholesale, *Immediate Past Chair*

duly executed one or more definitive agreements. HFIA and the agency shall be bound by the terms of the mutual confidentiality and non-disclosure agreement entered between the parties.

b) HFIA reserves the right to accept other than the apparent lowest priced proposal and to accept or reject any proposal in whole or in part or reject all proposals with or without notice or reasons. HFIA may amend, supplement, or withdraw the RFP at any time.

c) All answers to this proposal must be numbered as per the corresponding number of each question and must follow the same format as this RFP.

d) Quantities stated in this RFP are for informational purposes only and shall not be binding on HFIA. Such information supplied by HFIA is for the convenience of the respondents only and HFIA makes no warranty regarding the accuracy of any data or information provided.

e) Any costs incurred by a respondent to this RFP in connection with the preparation or submission of a response or any other expenses attendant thereto are the sole responsibility of that respondent and neither HFIA nor any of its business units, affiliates or subsidiaries has any obligation, under any circumstances, to reimburse or otherwise compensate the respondent for expenses so incurred.

f) Respondent shall not issue or cause the issuance of any press release or other publication of the existence of this RFP without the prior consent of HFIA.

g) Respondent shall not publish photographs or articles, make speeches about, or publicize the existence or scope of any agreement resulting from this RFP without first obtaining prior written consent from HFIA.

h) The preparation of a response to this RFP shall serve as evidence of the respondent's acceptance of the terms contained herein.



1050 Bishop St. PMB 235 | Honolulu, HI 96813
P: 808-533-1292 | e: info@hawaiiifood.com

Executive Officers

Kit Okimoto, Okimoto Corp., *Chair*

Jayson Watts, Mahi Pono, *Vice Chair*

Jill Tamura, Tamura Super Market, *Secretary/Treas.*

Lauren Zirbel, HFIA, *President and Executive Director*

Paul Kosasa, ABC Stores, *Advisor*

Toby Taniguchi, KTA Superstores, *Advisor*

Joe Carter, Coca-Cola Bottling of Hawaii, Odom, *Advisor*

Eddie Asato, Pint Size Hawaii, *Advisor*

Gary Okimoto, Safeway, *Advisor*

Maile Miyashiro, C&S Wholesale, *Immediate Past Chair*

- i) If a respondent should decline to offer a proposal, all materials and information received pursuant to this RFP shall be promptly returned to HFIA and any copies made thereof shall be immediately destroyed.
- j) This RFP, all information contained herein, and all HFIA specifications and samples provided herewith shall be considered HFIA confidential information and subject to the mutual confidential disclosure agreement by and between respondent and HFIA.
- k) All suppliers receiving such documents shall use them solely for responding to this RFP.
- l) The information contained or referred to in the RFP is not to be used, disclosed or released for any other use or purpose and must be returned to HFIA or destroyed when requested.