



*Aloha Festivals*  
A L O H A W E E K

---

# ALOHA FESTIVALS 'OHANA EVENTS

---

## Why host an Aloha Festivals 'Ohana Event?

Since 1946, Aloha Festivals has brought members of the community together to foster the spirit of aloha through the perpetuation of the Hawaiian culture and the celebration of the diverse customs of Hawai'i. Today, Aloha Festivals is the largest Hawaiian cultural celebration in the U.S. and attracts tens of thousands of local and visiting attendees to its signature events held from the end of August through September. Hosting an Aloha Festivals 'Ohana Event is an easy way to link your business or property to the legacy of Aloha Festivals, attract new clientele, and participate in spreading the spirit of aloha.

## Aloha Festivals 'Ohana Event Deliverables

### Aloha Festivals will provide:

#### Website

- Partner's 'Ohana Event listed on AlohaFestivals.com

#### Collateral

- Aloha Festivals 'Ohana Event sign with partner's logo
- Partner's 'Ohana Event listed on relevant 2020 Aloha Festivals collateral
- Partner's logo on annual USA Today Aloha Festivals cover wrap

#### Social Media

- Aloha Festivals will cross-promote the partner's 'Ohana Event via social media channels including Instagram, Twitter and Facebook
- Posts will include appropriate tagging and hashtags

#### Public Relations

- The partner's event will be included in a news release announcing other 2020 Aloha Festivals 'Ohana Events
- If applicable, Aloha Festivals will consider inclusion of the 'Ohana Event in various PR opportunities such as interviews with print, online and broadcast media

#### Signature Events Promotions

- If timing is appropriate, the 'Ohana Event can be mentioned in emcee talking points throughout the various Aloha Festivals signature events

#### Other Opportunities

- If timing is appropriate, the partner can request an Aloha Festivals Royal Court appearance at the 'Ohana Event for an additional fee

- Upon request, Aloha Festivals can provide VIP lounge access at the Waikīkī Ho'olaule'a and/or grand stand seats at the Annual Floral Parade for key partner executives

## Partner will provide:

Aloha Festivals-themed 'Ohana Event at place of business

- Aloha Festivals logo displayed in digital and print promotions
- Host Aloha Festivals-themed entertainment (if applicable)

**To sign up to host an Aloha Festivals 'Ohana Event, please complete the form attached below**



*Aloha Festivals*  
A L O H A W E E K

---

# 2020 'OHANA EVENT FORM

---

## **Partner Information**

Name of business/organization/property:

Address:

City:                      State:                      Zip:

Email:

Phone:

Social Media Handles and Hashtags:

## **Point of Contact**

Name:

Email:

Phone:

## **'Ohana Event Information**

Title of event:

Date of event:

Time:

Specific location of event, ie: name of restaurant, lounge, etc.:

Description of event including event program if available:

Please email to Karen Wataru-Nakaoka at [knakaoka@hvcb.org](mailto:knakaoka@hvcb.org)