



2023 ALOHA FESTIVALS

Sponsor Opportunities

PILI'ĀINA

This year, we continue to explore our relationship to the land with the theme, Pili'āina – To have kinship with the land. Pili means to have a personal connection to or close relationship with someone or something. Hoapili means close or dear friend. All relationships need nurturing and attention. So how are you nurturing your pilina (connection) to the land? When's the last time you went hiking on a trail or walked and witnessed the wonder of our living reefs? It's inspired by cliché, but when's the last time you stopped to smell the flowers? Have you made a lei recently after picking the blossoms yourself? To be pili'āina, you have to be in the land. You have to huli ka lima i lalo – your hands must be physically connecting with the flora and with the earth. Now that the world has reopened, it's time for us to reconnect in old and new ways with the land. Instead of you leaving your mark, get out, explore, and appreciate the beauty of our world and let it leave its mark on you.

Let's pledge this year to rediscover and use traditional place names. Names like Lē'ahi, the traditional name for Diamond Head. Lē'ahi is a contraction of Lae'ahi (brow of the tuna). If you look at the profile of Lē'ahi, you can see how it got its name. Let's also revisit the stories connected to these places, celebrating the associated wind names, rain names, mele (songs/poetry), and hula (dances). The lyrics of the mele, Lē'ahi, By Mary Pula'a Robins & John Noble tell a lovely story: "... Hōkū kau 'ale kai a'o Māmala ...," "... Rising star of Māmala ...". Māmala is the traditional name of Honolulu Harbor, named in honor of a shark woman who dwelled in those waters. Knowing and using these traditional place names and their mele help us to deepen our pilina to the land. Do you know the traditional name of the land where you live? Do you know a mele and hula associated with this place? 2023 is our year to know, to sing, and to dance about the land.





ALOHA FESTIVALS . . .

Continues a 77-year tradition in Hawai'i with two signature events. The Aloha Festivals Floral Parade attracts over 15,000 and the Waikīkī Ho'olaule'a brings over 70,000 festival goers on to Kalākaua Ave.

Aloha Festivals plays an important role facilitating the sharing of the host culture between visitors and residents.

We invite you to be a part of this year's celebration with one of our many sponsorship opportunities.

ALOHA FESTIVALS SPONSORSHIP OPPORTUNITIES

(1) PRESENTING SPONSOR

\$50,000

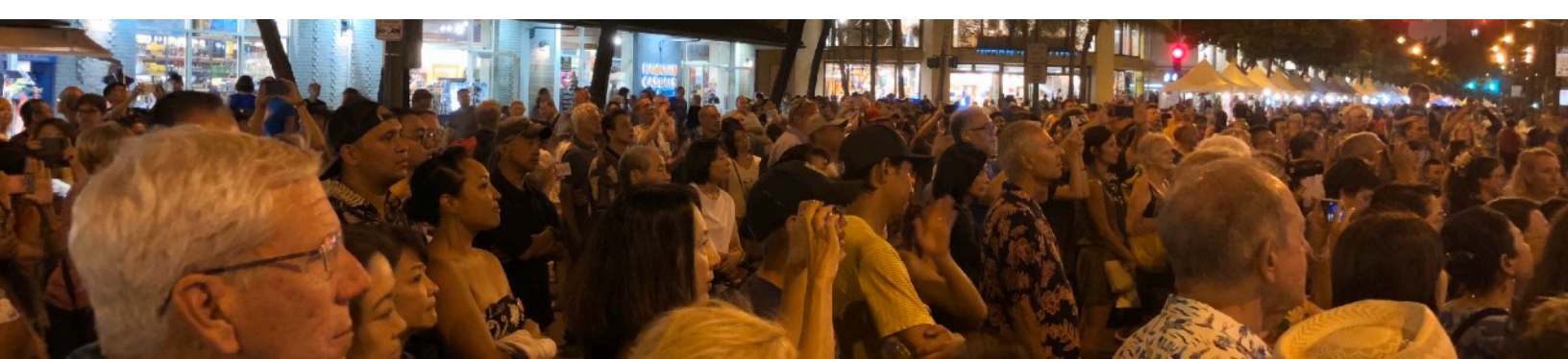
- Your Company presents . . .
- Sponsor recognition at the entertainment stage at the Ho'olaule'a
- Company Banner in the Aloha Festivals Floral Parade
- Company recognition and acknowledgement in all press releases & advertisement ***
- Company logo in the official Aloha Festival's news paper insert ***
- Company logo and link on the Aloha Festival Website (alohafestivals.com)
- (6) passes to the VIP Parade review stand
- (6) passes to the Ho'olaule'a VIP lounge
- (6) VIP passes to the Investiture & Opening Ceremony
- Optional on your property an appearance by the AF Royal Court
- Manawale'a Corporate Membership
 - (10) Aloha Festivals ribbons
 - (2) VIP passes for seating at the Investiture & Opening Ceremony
 - (2) passes to the Waikīkī Ho'olaule'a VIP Suite
 - (2) passes to the Parade Hospitality grandstand

(1) PARADE SPONSOR

\$30,000

- The Aloha Festivals parade is brought to you by . . .
- Company Banner in the Aloha Festivals Floral Parade
- Company recognition and acknowledgement in all press releases & advertisement regarding the parade ***
- Company logo in the official Aloha Festival's news paper insert ***
- Company logo and link on the Aloha Festival Website (alohafestivals.com)
- (4) passes to the VIP Parade review stand
- (4) passes to the Ho'olaule'a VIP lounge
- (4) VIP passes to the Investiture & Opening Ceremony
- Optional on your property an appearance by the AF Royal Court
- Manawale'a Corporate Membership
 - (10) Aloha Festivals ribbons
 - (2) VIP passes for seating at the Investiture & Opening Ceremony
 - (2) passes to the Waikīkī Ho'olaule'a VIP Suite
 - (2) passes to the Parade Hospitality grandstand

*** Must meet print deadline.



ALOHA FESTIVALS STAGE SPONSORSHIP

As a stage sponsorship partner, your company would be responsible for booking the talent, stage, sound, lights, generators or any other incidentals for that evening. **Approximate in-kind additional expenses are estimated at \$10,000 - \$15,000.**

\$5,000 cash + in-kind

- *This Waikīkī Ho'olaule'a stage is brought to you by . . . your name here.*
- *Manawale'a Corporate Membership included in sponsorship*
- *Company recognition and acknowledgement in all press releases & advertisements ****
- *Company logo in the official Aloha Festival's news paper insert ****
- *Company Logo and link on the Aloha Festivals website*
- *(6) passes to the VIP Parade review stand*
- *(6) passes to the Waikīkī Ho'olaule'a VIP lounge*

ALAKA'I SPONSOR'S

\$5,000 cash

- *Company recognition and acknowledgement in all press releases & advertisement - also brought to you by . . . your name here.*
- *Lokomaika'i Corporate Membership included in sponsorship*
- *Company logo in the official Aloha Festival's news paper insert ****
- *Company recognition and link on the Aloha Festival Website (alohafestivals.com)*
- *(4) passes to the VIP Parade review stand*
- *(4) passes to the Waikiki Ho'olaule'a VIP lounge*

LAULIMA SPONSOR'S

\$2,500 cash

- *Company recognition and link on Aloha Festival Website (alohafestivals.com)*
- *'Olu'olu Corporate Membership included sponsorship*
- *(2) passes to the VIP Parade review stand*
- *(2) passes to the Ho'olaule'a VIP lounge*
- *(2) VIP passes to the Investiture & Opening Ceremony*
- *Optional on your property appearance by the Aloha Festivals Royal Court*

*** Must meet print deadline.



ALLIED EVENT

\$2,500.00

Have the 2023 Aloha Festivals Royal Court be a part of your event!

- The Aloha Festivals Royal Court will visit your venue for a unique cultural experience
- Includes roundtrip transportation of the Royal Court to and from your venue

PAYMENT INFORMATION

NAME			
MAILING ADDRESSES			
CITY / STATE / ZIP			
PHONE NUMBER	CELL NUMBER		
EMAIL			
SPONSORSHIP TYPE	<input type="checkbox"/> PRESENTING <input type="checkbox"/> PARADE <input type="checkbox"/> STAGE <input type="checkbox"/> ALAKA'I <input type="checkbox"/> LAULIMA <input type="checkbox"/> ALLIED		
AMOUNT	\$		
CARD INFO		EX DATE	CVC #
SIGNATURE			
SEND TO	Waikīkī Improvement Association 2250 Kalakaua Ave. #315 Honolulu, HI 96815 Phone: 808.923.1094 Fax: 808.923.2622 Email: Info@AlohaFestivals.com		

