



2023 Aloha Festivals

Memberships

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 alike.



PILI'AINA

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.



INDIVIDUAL MEMBERSHIP PROGRAM

\$40.00	Individual	Membership includes (1) Ribbon
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\$100.00	Family	Membership includes (4) Ribbons
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\$25.00	Senior (55 +)	Membership includes (1) Ribbon
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\$	Donation	<i>SUPPORT HAWAII'S LONGEST AND LARGEST FESTIVAL.</i>
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ADDITIONAL MEMBERSHIP OPPORTUNITIES

\$1,000	Manawale'a Corporate Membership	(10) Aloha Festivals ribbons (2) VIP passes for seating at the Investiture & Opening Ceremony (2) passes to the Waikiki Ho'olaule'a VIP Suite (2) passes to the Parade Hospitality grandstand
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\$500.00	Lokomaika'i Corporate Membership	(8) Aloha Festivals ribbons (2) VIP passes for seating at the Investiture & Opening Ceremony (2) passes to the Waikiki Ho'olaule'a VIP Suite
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\$250.00	`Olu`olu Corporate Membership	(6) Aloha Festivals ribbons (2) VIP passes for seating at the Investiture & Opening Ceremony
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PAYMENT INFORMATION

NAME			
MAILING ADDRESS			
CITY / STATE / ZIP			
PHONE NUMBER			CELL NUMBER
EMAIL			
CARD INFO		EX DATE	CVC #
SIGNATURE			
TOTAL	MEMBERSHIP TYPE		
SEND TO	Waikiki Improvement Association 2250 Kalakaua Ave. #315 Honolulu, HI 96815 Phone: 808.923.1094 Fax: 808.923.2622 Email: Info@AlohaFestivals.com		