



# 2025 ALOHA FESTIVALS

## Sponsor Opportunities

Aloha Festivals is one of the longest-running premier cultural events, and is the largest Hawaiian cultural festival in the United States. Since the Aloha Week floral parade in 1946, the unwavering support of local communities and sponsors has helped this beloved tradition flourish, spreading aloha each year in the heart of Waikiki.

We are excited to announce this year's theme:

***Ko kula uka, ko kula kai – Those of the upland, those of the shore***

***Mauka to Makai***

This 'olelo no'eau (Hawaiian proverb), reminds us that food giving, sharing, and exchanging is a cornerstone of communal living and critical to a thriving society.

Across the many cultures that call Hawai'i home, food is often the center and focal point of gatherings from family reunions, birthdays, and graduations. Families pass down recipes that become cherished heirlooms prominently displayed on the dining table at gatherings. Cooking techniques and tools are also shared from one generation to the next. Family treasures, like grandma's cast iron pot or grandpa's dry box, magically make the food taste better.

"In olden days, relatives and friends exchanged products with the upland dwellers, bringing poi, taro, and other foods to the shore to give and exchange with kinsmen there. The shore dwellers gave fish and other seafood. Visits were never made empty-handed, but always with something from one's home to give."

This year, the Aloha Festivals takes us back to the heart of the home: the kitchen. We celebrate our local farmers, fishermen, cooks in and out of the kitchen, as well as the organizations who recognize and uplift those in need to have food to eat.



Aloha Festivals Phone: 808.923.1094

Email: [Info@AlohaFestivals.com](mailto:Info@AlohaFestivals.com)



# Aloha Festivals . . .

Continues a 79-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 years'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*
- *(10) Aloha Festivals ribbons*

### (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*
- *(10) Aloha Festivals ribbons*

\*\*\* 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.**

### \$7,500 cash + in-kind

- This Waikīkī Ho`olaule`a stage is brought to you by . . . (your name here)
- 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 (alohafestivals.com)
- (10) Aloha Festivals Ribbons
- (6) VIP Passes to the Royal Court Investiture and Opening Ceremony
- (6) passes to the VIP Parade review stand
- (6) passes to the Waikīkī Ho`olaule`a VIP lounge

## ALAKA'I SPONSOR

### \$7,500 cash

- Company recognition and acknowledgement in all press releases & advertisement - also brought to you by... (your name here)
- Company logo in the official Aloha Festival's news paper insert \*\*\*
- Company recognition and link on the Aloha Festival Website (alohafestivals.com)
- (10) Aloha Festivals Ribbons
- (6) passes to the VIP Parade review stand
- (6) passes to the Waikiki Ho`olaule`a VIP lounge
- (6) VIP passes to the Investiture & Opening Ceremony

## LAULIMA SPONSOR

### \$3,500 cash

- Company recognition and link on 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
- (8) Aloha Festivals Ribbons
- Optional appearance on your property by the Aloha Festivals Royal Court

## ALLIED EVENT

### \$2,500 cash

Have the 2025 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



**Fill out the form below to become a sponsor  
 of the 2025 Aloha Festivals!  
 Mahalo for your support.**

PAYMENT INFORMATION			
NAME			
MAILING ADDRESSES			
CITY / STATE / ZIP			
PHONE 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		EXP DATE	CVC #
SIGNATURE			
MAKE CHECK TO	<b>ALOHA FESTIVALS</b>		
MAIL TO	Aloha Festivals 2270 Kalakaua Ave., Suite #1001, Honolulu, HI 96815 Phone: 808.923.1094   Email: <a href="mailto:info@AlohaFestivals.com">info@AlohaFestivals.com</a>		

