



Aloha Festivals

A L O H A W E E K

2026 Sponsorship 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 Waikīkī.

We are excited to announce this year's 80th anniversary theme:

80 Years of Aloha: Our Culture, Our Stories, Celebrating Our Island Home

Aloha Festivals continues an 80-year tradition in Hawa‘i‘i with three signature events. The Aloha Festivals Floral Parade attracts over 15,000 people, and the Waikīkī Ho‘olaule‘a brings over 70,000 festival goers onto Kalakaua Avenue.

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

We invite you to be a part of this year’s 80th anniversary celebration with one of our many sponsorship opportunities below.



2026 ALOHA FESTIVALS SPONSORSHIP OPPORTUNITIES

\$50,000

(1) Presenting Sponsor

- 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 acknowledgment in all press releases & advertisement ***
- Company logo in the official Aloha Festival's newspaper 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 appearance by the Aloha Festivals Royal Court
- (10) Aloha Festivals ribbons

\$30,000

(1) Parade Sponsor

- The Aloha Festivals parade is brought to you by . . .
- Company Banner in the Aloha Festivals Floral Parade
- Company recognition and acknowledgment in all press releases & advertisement regarding the parade ***
- Company logo in the official Aloha Festival's newspaper 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 appearance by the Aloha Festivals Royal Court
- (10) Aloha Festivals ribbons

*** Asterisk items must meet print deadline

\$10,000

Makana Sponsor

- Company banner in the Aloha Festivals Floral Parade
- Company logo in the official Aloha Festival's newspaper 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
- (10) Aloha Festivals ribbons

\$7,500 cash + in-kind

Waikiki Ho'olaule'a Stage Sponsor

As a stage sponsor, 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 to be \$15,000 - \$20,000.

- This Waikiki Ho'olaule'a stage is brought to you by ... (your company name here)
- Company recognition and acknowledgment in all press releases & advertisements ***
- Company logo in the official Aloha Festival's newspaper 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 grandstand
- (6) passes to the Waikiki Ho'olaule'a VIP lounge
- Partner responsible for stage, talent, sound, lights, generators, etc.

\$7,500 cash

Alaka'i Sponsor

- Company recognition and acknowledgment in press releases & advertisement
- Company logo in the official Aloha Festival's newspaper 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

*** Asterisk items must meet print deadline

\$5,000 cash
Laulima Sponsor

- 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

*** Asterisk items must meet print deadline



**Fill out the form below to become a sponsor of the 2026 Aloha Festivals!
Mahalo for your support as we celebrate the 80th anniversary.**

Sponsorship Commitment Form

Name: _____

Company: _____

Mailing Address: _____

City / State / Zip Code: _____

Phone: _____

Email: _____

Sponsorship Type: _____

Amount: \$ _____

Credit Card Info (#, Exp Date, CVC#): _____

Signature: _____

Make Check Payable To: Aloha Festivals

Mail To: Aloha Festivals: 2270 Kalakaua Avenue, Suite #1001, Honolulu, HI 96815

*Please note, we charge a 3.6% fee for all credit/debit card payments to help offset transaction fees.
There is no fee for sending a check.*

