



Live Aloha Hawaiian Cultural Festival 2024 Sponsor Packet

Aloha mai Prospective Sponsor!

The Live Aloha Hawaiian Cultural Festival (the “**Event**”) celebrates the arts and culture of Hawai’i in Seattle at the largest Hawaiian Festival in the Pacific Northwest. This FREE one-day, all inclusive event will take place on the grounds of the Seattle Center on September 8, 2024. The annual celebration showcases our Hawaiian culture through the presentation of art, music, hula, crafts, workshops, exhibits, and foods of Hawai’i. We are anticipating an attendance of 20,000+ people at the Event.

This family-oriented cultural Event is an opportunity for Washington residents to experience the culture of Hawai’i that is available right here in the Pacific Northwest. As of December 2023, the State of Washington Office of Financial Management reported 74,869 Native Hawaiians or other Pacific Islanders live in Washington state. This makes Washington the second largest state for Native Hawaiians living outside of Hawaii, after California. The recent Census indicates that in 2020, 47 percent of Native Hawaiians lived in Hawai’i, while 53 percent resided on the continent, contrasting with 2010 when 55 percent lived in Hawai’i and 45 percent in other states. As more families move away from Hawai’i to settle in Washington, many struggle to stay connected with “home” and the Hawaiian culture and resources. The Live Aloha Festival provides opportunities for children and adults in the Pacific Northwest to participate in the richness of Hawaiian

culture, as well as connecting with others while enjoying live music, hula, and traditional crafts.

The Live Aloha Hawaiian Cultural Festival is Washington State's premier Hawaiian cultural showcase, a celebration of Hawai'i's music, hula, and history intended to preserve and perpetuate the unique island traditions.

Our Goals

- Provide an opportunity for attendees to interactively participate in a diverse visual and performing arts experience.
- Provide interactive, hands-on cultural arts experience for families.
- Promote high quality performing, visual and literary artists.
- Provide an opportunity for artisans, crafters and food purveyors to vend foods and goods.
- Highlight the tradition, pride, and progress of Hawaiian culture in the Pacific Northwest.
- Provide unique sponsorship opportunities for business and corporate citizens.
- Provide a meaningful volunteer opportunity for local and area residents

Our Organization

The Live Aloha Hawaiian Cultural Festival is planned and organized for the community, by a volunteer group of dedicated community leaders. The Live Aloha Hawaiian Cultural Festival Committee is a 501(c)(3) non-profit organization under Title 26 of the United States Code.

The Live Aloha Hawaiian Cultural Festival serves to promote, perpetuate and share the Hawaiian culture in the Pacific Northwest by enriching and strengthening the Hawaiian community and celebrating the arts and culture of Hawai'i.

How You Can Help

The Live Aloha Hawaiian Cultural Festival is a 501(c)(3) non-profit organization and we operate solely on grants, donations and Event sponsors to bring the successful Event to the Pacific Northwest. Specifically, we offer four (4) levels of Sponsorships.

SPONSOR PACKAGES

‘Ilima Stage Sponsor— 2 sponsorships available \$5,000+

- Stage Sponsor with Sponsor provided banner prominently displayed on Armory or Mural stage
- One booth in prime location of Sponsor choice
- Logo on all promotional materials and Live Aloha website
- Logo recognition on Live Aloha Facebook and Instagram marketing and promotions
- Recognition every hour by MC announcement at Armory and Mural stage
- 4 parking passes
- 4 event t-shirts
- Additional benefits provided for Sponsorships over \$5,000

‘Ōhi‘a Lehua Activity Sponsor— 3 activity sponsorships available \$2,500

- Activity Sponsor with Sponsor provided banner at specific activity.
- Sponsor selects sponsor activity from: (1) Fresh flower lei making, (2) Keiki Korner, or (3) Kanikapila tent
- One booth in outdoor location of Sponsor choice
- Logo on all promotional materials and Live Aloha website
- Recognition every hour by MC announcement at Armory and Mural stage
- 2 event t-shirts
- 2 parking pass

Lokelani Sponsor—4 sponsorships available \$1,000

- One booth in outdoor location of Sponsor choice
- Logo on all promotional materials and Live Aloha website
- Recognition every two hours by MC announcement at Armory and Mural stage
- Sponsor provided banner displayed in Armory
- 1 event t-shirt
- 1 parking pass

Melia Sponsor – multiple available \$500

- Logo on all promotional materials and Live Aloha website
- Recognition every two hours by MC announcement at Armory and Mural stage
- Sponsor provided banner displayed in Armory
- 1 event t-shirt

Terms and Conditions of Sponsorship

The terms and conditions outlined herein have been established for the mutual benefit and protection of the Sponsor, Event Patrons, Live Aloha Hawaiian Cultural Festival, and may not be modified unless mutually agreed to in writing by both parties. The Sponsor agrees to these terms and conditions:

Please read carefully to avoid any misunderstandings.

1. Check, cashier's check and money order are acceptable forms of payment made payable to **Live Aloha Hawaiian Cultural Festival**, Mailing Address: P.O. Box 9841, Seattle, WA 98109. Sponsorship benefits are conditional upon full payment of the Sponsorship fee. The Sponsorship fee is due no later than July 31, 2024.
2. The Sponsorship benefits listed above for each respective sponsorship level constitute the entire package of benefits offered to the Sponsor. The Live Aloha Hawaiian Cultural Festival is under no obligation to provide additional benefits unless otherwise mutually agreed to by the parties.
3. The Sponsor permits the Live Aloha Hawaiian Cultural Festival to use the Sponsor's name and logo in promotional materials, advertising, and public announcements relating to the Event. The Sponsor further represents and warrants that it has the express right to grant this permission. It is understood the Sponsor will retain all ownership rights, trademarks, and that any goodwill related to the Sponsor's name and logo. The Sponsor will hold the City of Seattle harmless against any and all actions related to the City's use of the Sponsor's name and logo.
4. The Event reserves the right to decline the Sponsorship support of any organization or firm.

We would love to sponsor the Live Aloha Hawaiian Cultural Festival! Please select your Sponsorship Level:

- _____ 'Ilima Sponsorship: \$5,000.00
- _____ 'Ōhi'a Lehua Sponsorship: \$2,500.00
- _____ Lokelani Sponsorship: \$1,000.00
- _____ Melia Sponsorship: \$500.00

Sponsor Contact Information

Business/Organization Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____

Email: _____

Signature: _____

Live Aloha Contact Information

Cyndi Aiona Kahaialii

Email Address: cyndi@seattlelivealohafestival.com

Phone: (425) 343-4441

Live Aloha Website: www.livealohafestival.com