



Live Aloha Hawaiian Cultural Festival

P.O. Box 9841

Seattle, WA 98109

206.650.4882

[info@seattlelivealohafestival.com](mailto:info@seattlelivealohafestival.com)

[www.seattlelivealohafestival.com](http://www.seattlelivealohafestival.com)

## **Live Aloha Hawaiian Cultural Festival 2016 Sponsor Packet**

### **To Our Prospective Sponsors**

The 9<sup>th</sup> Annual Live Aloha Hawaiian Cultural Festival (the “Event”) celebrates the arts and culture of Hawaii in Seattle at the largest Hawaiian Festival in the Pacific Northwest. This FREE one-day event will take place at Seattle Center on Sunday, September 11, 2016 from 11am-7pm. Live Aloha is an annual event that celebrates our culture through the presentation of art, music, dance, crafts, workshops, exhibits and foods of Hawaii. We are anticipating an attendance of 15,000+ people at the event.

This family-oriented cultural event is a great opportunity for Washington residents to experience the culture of Hawaii that is available to them right here in the Pacific Northwest. This festival provides excellent opportunities for children and adults of Washington State to celebrate the richness of the Hawaiian culture.

The Census Bureau estimates that there are 46,000 Hawaiians and Pacific Islanders in Washington State. Out of this number, 17,491 people migrated from Hawaii to the Greater Seattle area from 1995 to 2000. As the population of Hawaiians grows in Washington, so does the number of generations born here away from home.

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

### **Goals**

- Provide an opportunity for attendees to interactively participate in a diverse visual and performing arts experience.
- Provide an 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 the 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.



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## **Our Organization**

The Live Aloha Hawaiian Cultural Festival is run for the community, by the community by a group of dedicated volunteers. The Live Aloha Hawaiian Cultural Festival Committee is under the 501(c)(3) non-profit organization Kamehameha Schools Alumni Association – Northwest Region (KSAA-NWR).

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 Hawaii.

## **How You Can Help**

As a non-profit, we need donations and event sponsors to make this year's event a success.

Specifically, we are seeking:

- **Sponsors** for the event (benefits and levels on following page)
- **Financial Support** in any amount to help cover the production costs of the Festival
- **In-kind donations** to support the event (including t-shirt printing donations, bottled water, etc.)
- **Prizes** for the raffle drawing

## **Contact Information**

Mailing Address:

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Web:

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Email:

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**DEADLINE FOR SPONSORSHIP: July 29, 2016**



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## SPONSOR PACKAGES

### **Ilima Sponsor—\$5,000+ (2 available)**

- Stage Sponsor with banner on specific stage (must provide your own banner)
- One booth in prime location of their choice
- Logo on all promo materials, program and website
- Logo recognition on Facebook pre-promotion
- Complimentary full-page ad in Festival program (8.5 x 5.25 designed by sponsor)\*
- Recognition every hour at event
- 2 parking passes
- 4 event t-shirts

### **`Ohi`a Lehua Sponsor—\$2,500 (Keiki Korner, Lei Making & Kanikapila Tent – 3 available)**

- Activity Sponsor with banner at specific activity – and name rights for activity
- One booth in prime location of your choice
- Logo on all promo materials, program and website
- Complimentary b/w half-page ad in Festival program (4.25 x 2.75 designed by sponsor)\*
- Recognition every hour at event
- Banner hung in Armory (must provide your own banner)
- 2 event t-shirts
- 1 parking pass

### **Lokelani Sponsor—\$1,000**

- One booth in prime location
- Logo on all promo materials and program
- Banner hung in Armory (must provide your own banner)
- 1 event t-shirt

\*Festival Program Ads: Sponsorship includes black/white ad. Full color ad can be included for additional \$250.00



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## 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 KSAA-NWR 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. Sponsorship benefits are conditional upon full payment of the Sponsorship fee. The Sponsorship fee is due no later than July 29, 2016.
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 shall 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.

YES! We would love to sponsor the 2015 Live Aloha Hawaiian Cultural Festival!

Please select your Sponsorship Level:

\_\_\_\_\_ Ilima Sponsorship: \$5,000.00

\_\_\_\_\_ `Ohi`a Lehua Sponsorship: \$2,500.00

\_\_\_\_\_ Lokelani Sponsorship: \$1,000.00

Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Please make check payable to: Live Aloha

Mail payment and contract to: P.O. Box 9841, Seattle, WA 98109