

hilo

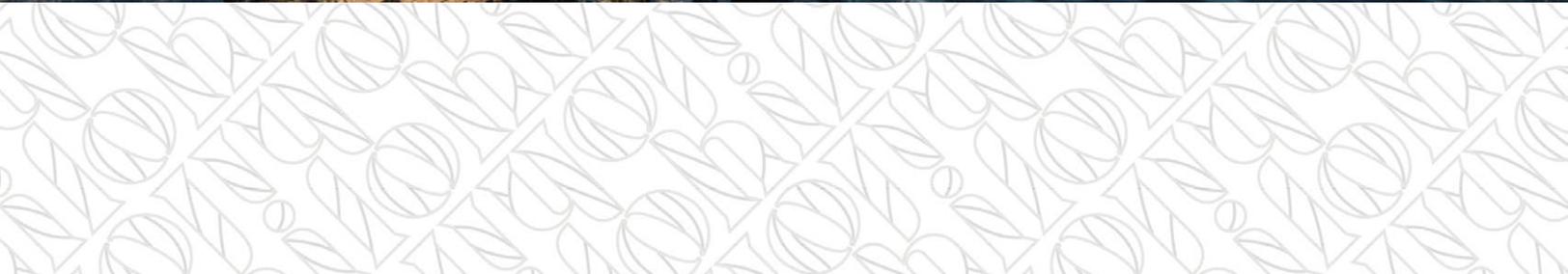
A LO H A

PRESENTED BY

actions of
aloha.



PALACE
THEATER



hilo

ALOHA

HILO ALOHA is a celebration of Hilo's rich culture, artistry, and community, held during Merrie Monarch week 2026.

Immerse yourself in live performances, workshops and a curated m̄akeke at the historic Hilo Palace Theater.



APRIL 5-12, 2026, 10AM - 12AM DAILY
HILO PALACE THEATER

HILO ALOHA is a multi-day cultural experience rooted in creativity, cultural practice, and connection. Taking place April 5–12, 2026 at the historic Hilo Palace Theater, Hilo Aloha brings together local practitioners, educators, artists, and small businesses to share 'ike, build relationships, and celebrate Hawai'i Island community life.

Hilo Aloha is co-produced by Actions of Aloha and Lālākea Foundation, in partnership with Nā Kālai Wa'a and other Hawai'i Island-based community organizations. Programming includes creative workshops, cultural experiences, live gatherings, and the Merrie Mākeke—each designed to be welcoming, accessible, and grounded in aloha.

Hilo Aloha's event coincides with the Merrie Monarch Festival, offering another venue for honoring 'ike Hawai'i, contemporary creativity, and community connection through arts, crafts, fashion, film, food, and performance. For 63 years, the Merrie Monarch Festival has been a cornerstone of Hawaiian culture, bringing thousands to Hilo from across Hawai'i and beyond to celebrate hula and Hawaiian heritage. Beyond its cultural significance, the festival also provides a vital economic boost to the community. We honor its founders, including the late Aunty Dotty Thompson, and its current leadership—Aunty Luana Kawelu, Kathy Kawelu, and their 'ohana—for their dedication to preserving and strengthening this cherished tradition.

OUR FOUNDERS

ALOHA,

We are writing to personally invite you to partner with us in Hilo Aloha, a week-long community gathering taking place April 5 through 12, 2026 at the Palace Theater in Hilo. Hilo Aloha is co-produced by Lālākea Foundation and Actions of Aloha in partnership with Nā Kālai Wa'a and other Hawai'i-based organizations rooted in this community.

Hilo Aloha was created with a clear intention: to gather our community in ways that honor 'ike Hawai'i, celebrate creativity, and strengthen our relationships to one another and to this 'āina. Throughout the week, we will host Creative Workshops led by respected local practitioners and Hawai'i creators, festive celebrations, and much more. These workshops are designed to be accessible, intergenerational, and community centered spaces where knowledge, practice, and inspiration can be shared.

Your support allows us to remove financial barriers so that these workshops may be offered free of charge or at a reduced cost to participants. It also allows us to compensate our facilitators and ensure that cultural knowledge and creative expression remain accessible and valued within our community.

Enclosed is a sponsorship packet outlining the ways you can support Hilo Aloha. We would be honored to talk story with you, share more about this vision, and explore how this partnership aligns with your values and commitment to mea Hawai'i

Mahalo for the ways you continue to uplift our communities. We look forward to standing alongside you in this work.

Me ka Hilo aloha,



Noe Noe Wong-Wilson
Executive Director, Lālākea
Foundation



Mālia Ka'aihue
Founder, Actions of Aloha

On behalf of Hilo Aloha

2026 SIGNATURE EVENTS & PROGRAMMING

Hilo Aloha's Signature Events are designed as shared community experiences—rooted in culture, creativity, and gathering. Each event offers meaningful opportunities for sponsors to align with visibility, access, and values-driven impact.



Merriest of Merries

Signature Evening Celebrations

*Free for community
5:00pm - 6:30pm & 10:00pm - Pau*

Merrie Monarch Live Stream at the Palace

Free Family Friendly Venue For Live Stream Viewing

*Evening Competition | Free For Community
Thursday-Saturday 6:30pm - 10:00pm*

Merrie Monarch Parade Live Stream

Free For The Community

Saturday 10:00am - Pau

Merrie Mākeke Sip & Shop

Local Fashion, Crafts & Hawai'i Fits

Wednesday - Saturday | 10:00am - 8:00pm

Pūpū & Inu Inu Bar

Nourishing Community Through Food & Story

10:00 am - Pau

Creative Workshops

Learn, Create, Collaborate

Free or minimal fee. Any minimal fees will cover necessary supply costs dependent upon the workshop needs.

Special Screening: Moana 2 in 'ōlelo Hawai'i

Hilo Premiere

Showtime: TBD

SPONSORSHIP OPPORTUNITIES

Sponsorship support allows Hilo Aloha to:

- Keep workshops and experiences accessible to the community
- Fairly compensate local practitioners and educators
- Activate shared spaces such as the Hilo Palace Theater
- Support small businesses and local food systems
- Create a multi-day gathering rooted in relationship, not extraction
- Support organizations and programs by expanding their reach and long-term community impact

Each sponsorship tier is designed as a relationship, not a transaction—offering meaningful recognition, shared visibility, and genuine community impact.

1. Nā Hilo 'Ekolu - Merriest of Merries Event Presenting Sponsor - \$40,000

Promotion: Brand featured prominently on all Hilo Aloha materials as Main Event Sponsor (top-tier placement with largest logo)

1. Largest logo placement on:
 - Event marketing and promotional materials
 - On-site sponsor poster
2. Brand displayed on screens during selected times throughout the Hilo Aloha event
3. Invitation to participate in Hilo Aloha media junket
4. Logo flags on stage & in front of Palace Theater
5. Logo presentation on step & repeat,
6. Exclusive promotion during one (1) designated event night, including:
 - Free-standing banners provided by organization
 - Coordinated signage within approved event areas

2. Hilo Hanakahi - General Event - \$25,000

Promotion: Brand featured Event Sponsor

1. Mid tier logo placement on:
 - Event marketing and promotional materials
 - On-site sponsor poster
2. Brand displayed on screens during selected times throughout the Hilo Aloha event

3. Hilo One - Market Sponsor or Merriest of Merries Event - \$15,000

Promotion: Brand featured Event Sponsor

1. Small tier logo placement on
 - Event marketing and promotional materials
 - On-site sponsor poster
2. Brand displayed on screens during selected times throughout the Hilo Aloha event
3. Additional promotion during one designated event night(s), including:
 - Free-standing banners provided by organization
 - Coordinated signage within approved event areas

4. Hilo One - General Event - \$10,000

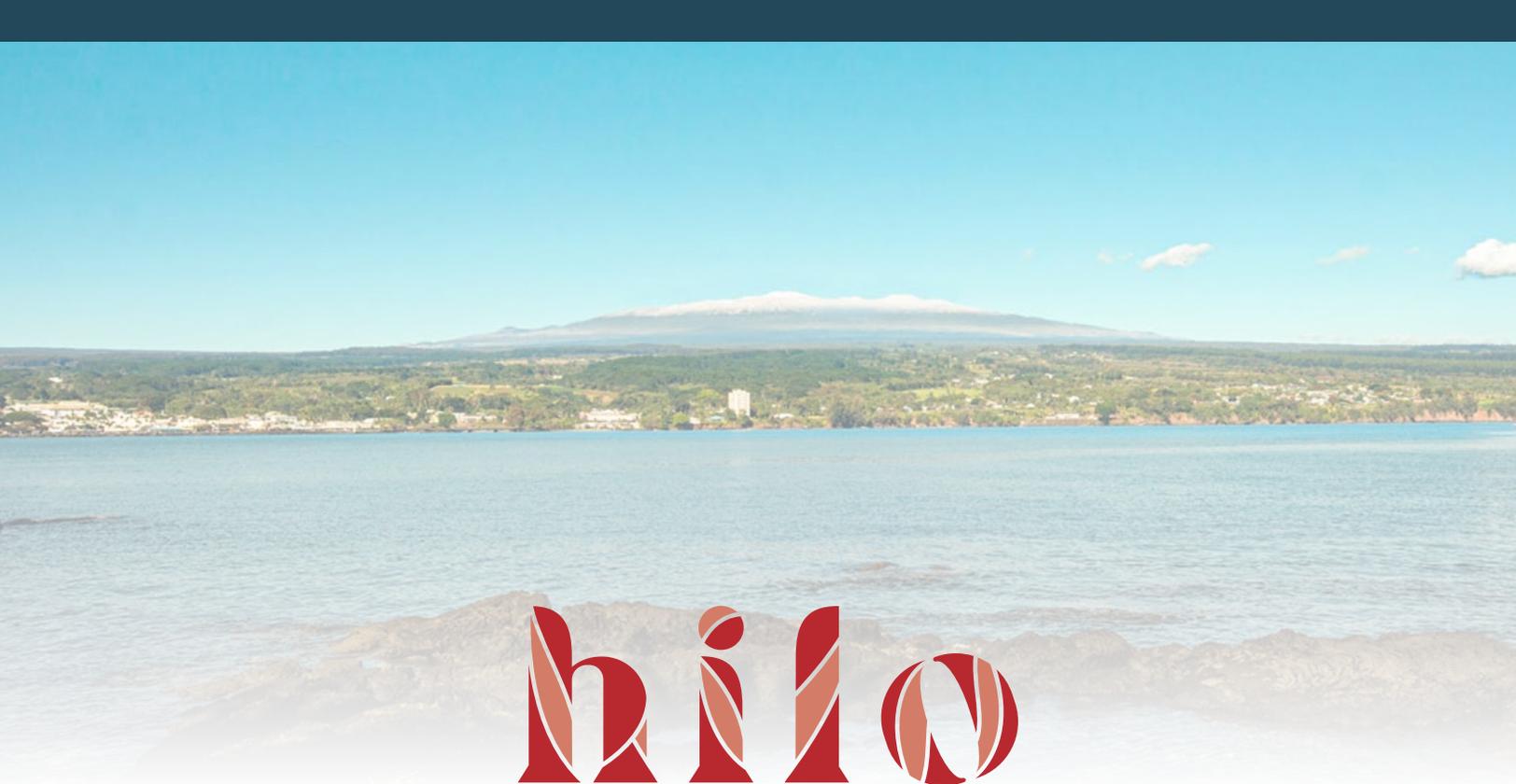
Promotion: Brand featured Event Sponsor

1. Smallest tier logo placement on:
 - Event marketing and promotional materials
 - On-site sponsor poster
2. Brand displayed on screens during selected times throughout the Hilo Aloha event

5. Hilo Palikū - General Event or Presenting Workshop Sponsor - \$5,000

Promotion: Brand featured Event Sponsor

1. Smallest tier logo placement on:
 - Online and Social Media ONLY
 - On-site sponsor poster
2. Brand displayed on screens during selected times throughout the Hilo Aloha event
3. Presenting Workshop Sponsor:
 - Exclusive logo placement as co-presenter with Hilo Aloha event for specified workshop.



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ALOHA

APRIL 5-12, 2026

HILO PALACE THEATER

10AM - 12AM DAILY



hiloaloha.actionsofaloha.com

IG: @huihiloaloha

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