

The background is a solid red color, decorated with stylized, darker red illustrations of tropical plants. These include large, spiky, spherical flower heads (possibly bromeliads) and clusters of broad, oval-shaped leaves with visible veins, arranged in a border-like fashion around the central text.

hilo

A LO H A

PRESENTED BY

actions of
aloha.



About

At **Hilo Aloha**, our mission is to nurture a thriving lāhui by celebrating and uplifting the cultural, emotional, and economic well-being of our local community. We honor Hilo's rich heritage by providing a platform for local artists, performers, and vendors to showcase the best of our culture, artistry, and traditions. Through this event, we aim to strengthen community ties, promote cultural appreciation, and drive economic prosperity, fostering a vibrant and resilient Hilo for generations to come. Inspired by the work of Merrie Monarch and its dedication to cultural excellence, we seek to create a complimentary program that provides additional opportunities for the community to engage in meaningful cultural experiences during this special time in Hilo.

For 62 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.

Event Details

- **Location:** Palace Theater, Hilo, Hawai'i
- **Dates:** Wednesday April 23, 2025 - Saturday April 26, 2025
 - Hilo Aloha Mākeke: Wednesday - Saturday
 - Hilo Aloha Series: Wednesday - Saturday
 - Featuring Private Merrie Monarch Watch Party in the evenings
- **Expected Attendance:**
 - Private Kāmau Merrie Monarch Watch Party: 485 (3 nights)
 - Hilo Aloha Mākeke + Series: 2,000+ (4 days)

The target market for Hilo Aloha includes local residents of Hilo, cultural enthusiasts and visitors attending Merrie Monarch particularly those with a genuine interest in Hawaiian arts, history, and



culture. With a focus on creating a multi-generational event, we aim to spark conversations within 'ohana and community that lead to a stronger lāhui. Each day of programming will be centered around the following themes, featuring community groups and cultural experts:

1. **'Akahi: Kupu Nā 'Ōpio** - Celebrating Emerging Youth Leaders
2. **'Alua: Pae Aku Nā Wa'a** - Sharing Voyaging Traditions
3. **'Akolu: Kūkulu Mauna Kea** - Uplifting Pillars of Sacred Mauna Kea
4. **'Ahā: Nā Lei Aloha 'Āina** - Honoring Aloha 'Āina Heroes

Sponsorship Levels

- **Nā Hilo 'Ekalu: Presenting Sponsor:** \$50,000 - The premier sponsorship level, featuring prominent brand placement across all event materials and the option to support the entire Hilo Aloha series or specific themed days. Includes 50 exclusive invitations to the private Merrie Monarch Watch Party on all 3 nights, each with 2 food and drink vouchers per person.
 - **Hilo Hanakahi: Gold Sponsor:** \$25,000 - Significant benefits such as logo placement on event banners and promotional materials. Includes 25 exclusive invitations to the private Merrie Monarch Watch Party on all 3 nights, each with 2 food and drink vouchers per person.
 - **Hilo One: Silver Sponsor:** \$10,000 - Mid-tier benefits such as recognition on the event website and program. Includes 10 exclusive invitations to the private Merrie Monarch Watch Party on all 3 nights, each with 2 food and drink vouchers per person.
 - **Hilo Palikū: Bronze Sponsor:** \$5,000 - Entry-level support with benefits like social media mentions and smaller logo placements. Includes 5 exclusive invitations to the private Merrie Monarch Watch Party on all 3 nights, each with 2 food and drink vouchers per person.
- **Individual Sponsors**
 - **Nā Makamaka:** \$200 - An individual sponsorship tier that includes exclusive updates, an exclusive invitation to our private viewing party (3 nights), and a commemorative keepsake, plus a food + drink voucher with each invitation.



Benefits of Sponsorship

Brand Visibility: Brand to be highlighted on marketing materials including:
(Based upon sponsorship level)

- Event banners
- Programs and brochures
- Website and social media promotions
- Event merchandise (e.g., bags, t-shirts)
- Media Exposure: Highlighted by media partners, press coverage, and any broadcast or livestream opportunities that may increase brand exposure.

Exclusive Perks:

- Invitation to private Merrie Monarch Watch Party & Workshops
- Food & drink vouchers

Partnership Impact

- **Community Benefits:**

Sponsoring Hilo Aloha provides an opportunity to directly support the cultural preservation and economic growth of Native Hawaiian community groups and the Hilo community. By contributing, sponsors help foster a multi-generational event that celebrates and strengthens local traditions, supports storytelling organizations, and educates residents and visitors about Hawai'i's multi-faceted heritage. Each themed day provides a platform for community groups to engage with attendees, share their mission, and raise funds to support their initiatives. By participating in the free public programming, organizations can connect with a broader audience, sell products, accept donations, and spread awareness about their work. **A portion of each sponsorship will be directly donated to community groups to offset programming costs at Hilo Aloha, enabling them to share their knowledge, stories, and practices. Additional funds raised through their Hilo Aloha programming will allow them to continue their vital work in perpetuating Hawaiian culture, environmental stewardship, and education for generations to come.**



Featured community organizations include:

- Hui Ho'āuhuli
- Various Hawai'i Island Schools/youth groups
- Hālau Unuokeahi
- 'Ohana Wa'a
- Nā Kālai Wa'a
- Wipce 'Ōpio Leadership
- Mauna Kea Education and Awareness

Next Steps

We hope you have gained interest in supporting our event and have aligned with our values of education, community building and of amplifying aloha. Should you have any questions and/or would like to discuss sponsorship opportunities further, please contact us at malia@dtlhawaii.com, nwongwilson@gmail.com or lane@dtlhawaii.com

Me ka Hilo Aloha,

A handwritten signature in black ink, appearing to read "Malia Ka'aihue".

Malia Ka'aihue
DTL Foundation

A handwritten signature in black ink, appearing to read "Noe Noe Wong-Wilson".

Noe Noe Wong-Wilson
Lālākea Foundation



COMMITMENT FORM

- ☐ **NĀ HILO 'EKOLU - (\$50,000)**
- ☐ **HILO HANAKAHI - (\$25,000)**
- ☐ **HILO ONE - (\$10,000)**
- ☐ **HILO PALIKŪ - (\$5,000)**
- ☐ **NĀ MAKAMAKA - (\$200)**

CHECKS PAYABLE TO:

ACTIONS OF ALOHA
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