

ALPHA FEST

SPONSORSHIP OPPORTUNITIES 2023



TORONTO

MEL LASTMAN SQUARE

Hālau Hula
Sharing the warmth
www.hula.org

The mission of AlohaFest Toronto is to educate the Greater Toronto community about the Aloha spirit by uniting the multiple hula hālau (hula schools) and other Polynesian-inspired organizations and businesses to showcase Polynesian culture, art and dance.



The 7th annual AlohaFest Toronto will be on July 29, 2023 rain or shine from 11am to 7pm

- Non-profit organization run by a volunteer board and committee
- A celebration of Polynesian music and dance that brings the community, businesses, artisans and artists together annually
- Held at Mel Lastman Square, Toronto which offers a variety of opportunities to connect with our audiences
- In 2022, more than 9,000 attended the **FREE** festival

Highlights

- Aloha Spirit is shared through over 20 engaging cultural performances
- Cool kid's craft at the Keiki (kid's) corner
- One of the few places in the city where guests can indulge in both local favourites and unique Hawaiian treats
- Aloha Marketplace showcasing many food and craft vendors



AlohaFest Toronto believes in partnership. We are looking to partner with brands and companies to join AlohaFest Toronto as Main Title, Gold, Silver and Bronze Sponsors. AlohaFest Toronto partnerships has it's privileges. It is your instant access to a valuable demographic of forward thinking business leaders, cultural innovators and early adaptors. Naturally, AlohaFest Toronto draws an incredible media coverage, in addition to extensive exposure within the business, fashion, arts and cultural sectors.

MAILE - MAIN TITLE SPONSOR

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On Official Event Items

- 1. Company branded as the Main Title Sponsor of AlohaFest Toronto
- 2. Company logo on AlohaFest Toronto event posters and advertising
- 3. Company logo on staff/volunteer T-shirts
- 4. Company logo on performance schedule as Main Title Sponsor

Media Communications

- 5. Company logo included in company info listings on AlohaFest Toronto website
- 6. Company website link
- 7. Promotional web banner ads
- 8. Company name inclusion in AlohaFest Toronto social media campaign (Facebook, Instagram, TikTok etc.)
- 9. Additional PR from local and national media outlets
- 10. Sponsorship recognition in all press releases

On Site Communications

- 11. Company logo on AlohaFest Toronto entrance banner
- 12. Company logo on step and repeat wall
- 13. Company logo on banner on stage
- 14. On stage/ on air recognition by host
- 15. 10x10 vendor booth

Additional Opportunities

- 16. First right to refusal for next season Main Title Sponsorship
- 17. VIP seating

Sponsorship Fee - \$5,000



HIBISCUS – GOLD SPONSOR

On Official Event Items

1. Company logo on AlohaFest Toronto event posters and advertising
2. Company logo on staff/volunteer T-shirts
3. Company logo on performance schedule

Media Communications

4. Company logo included in company info listings on AlohaFest Toronto website
5. Company website link
6. Promotional web banner ads
7. Company name inclusion in AlohaFest Toronto social media campaign (Facebook, Instagram, TikTok etc.)
8. Sponsorship recognition in all press releases

On Site Communications

9. Company logo on step and repeat wall
10. On stage/ on air recognition by host
11. 10x10 vendor booth

Additional Opportunities

12. VIP seating

Sponsorship Fee - \$2,500



PLUMERIA – SILVER SPONSOR

On Official Event Items

1. Company logo on AlohaFest Toronto event posters and advertising
2. Company logo on performance schedule

Media Communications

3. Company logo included in company info listings on AlohaFest Toronto website
4. Company website link
5. Promotional web banner ads
6. Company name inclusion in AlohaFest Toronto social media campaign (Facebook, Instagram, TikTok etc.)

On Site Communications

7. 10x10 vendor booth

Sponsorship Fee - \$1,500



KUKUI – BRONZE SPONSOR

On Official Event Items

1. Company logo on performance schedule

Media Communications

2. Company logo included in company info listings on AlohaFest Toronto website
3. Company website link

Sponsorship Fee - \$500



SPONSORSHIP OPPORTUNITIES

Partnership Benefits Chart July 29, 2023

PARTNERSHIP LEVEL	MAILE Main Title Sponsor \$5,000	HIBISCUS Gold Sponsor \$2,500	PLUMERIA Silver Sponsor \$1,500	KUKUI Bronze Sponsor \$500
Available Positions	1	4	unlimited	unlimited
INDUSTRY EXCLUSIVITY	YES	NO	NO	NO
Company branded as the Main Title Sponsor of AlohaFest Toronto				
First right to refusal for next season Main Title Sponsorship				
Company logo on banner at entrance of AlohaFest Toronto				
Company logo on banner on stage				
Additional PR from local and national media outlets				
Sponsorship recognition in all press releases				
VIP seating				
Company logo on staff/volunteer T-shirts				
Company logo on step and repeat wall				
On stage/ on air recognition by host				
10x10 vendor booth				
Company logo on AlohaFest Toronto event posters and advertising				
Promotional web banner ads				
Company name inclusion in AlohaFest Toronto social media campaign				
Company logo on performance schedule				
Company logo included in company info listings on AlohaFest Toronto website				
Company website link				

MEDIA COVERAGE

CTV



City TV



Breakfast Television



BTTORONTO.CA

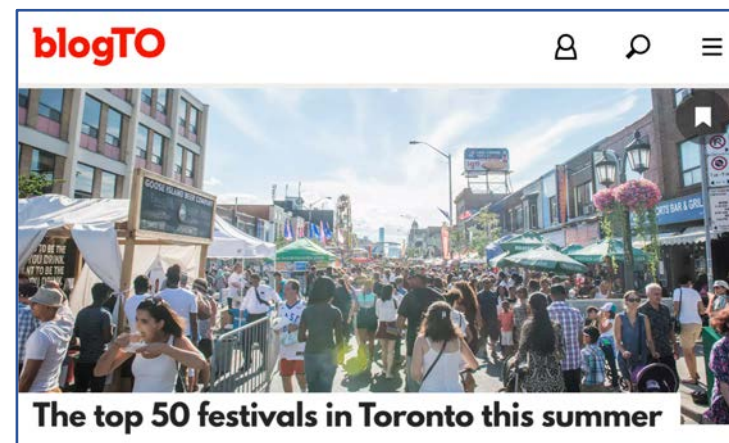
Movin' in the Morning With Joanne Vicencio

It's time for movin' in the morning! Dina and Sid are learning the traditional Polynesian danc...

<https://www.breakfasttelevision.ca/videos/movin-in-the-morning-with-joanne-vicencio/>



<https://viewthevibe.com/say-aloha-to-this-hawaiian-festival-in-toronto-this-weekend/>



<https://www.blogto.com/radar/2022/06/summer-festivals-toronto-2022/>



<https://curiocity.com/alohafest-toronto/>

CONNECT WITH US



For all inquiries contact:
Erwin Joaquin
AlohaFest.Toronto@gmail.com

Website: www.AlohafestToronto.com
Facebook: [@AlohaFestToronto](https://www.facebook.com/AlohaFestToronto)
Instagram: [@alohafestto](https://www.instagram.com/alohafestto)

