



ALOHA SHIRT *Festival*

Sustaining Hawai'i's Wearable Arts

**FASHION WEEK
HAWAII**

About the Festival

- From the inspiration of Hawai‘i’s iconic fashionistas, Uncle George Na‘ope, and Cyril Lani Pahinui, we have crafted one of the biggest spectacles of the year for Kona to celebrate Hawai‘i’s island heritage.
- The festival focuses on the local garment industry and unique wearable arts, offering vintage Aloha Wear exhibits, vintage collections, sales, and appraisals, along with repurposed and contemporary designers’ collections showcased in exciting fashion runway shows, sample sales, hands-on workshops, and pop-up booths.



Festival Overview

The Aloha Shirt Festival is a venture of hospitality. A way to bring both traditional and contemporary wearable arts folks together to share a moment in time celebrating Hawai'i's contributions to the global fashion industry.

Tradition says that we can do more when we get together and that connecting empowers us to achieve change. The event showcases fashion collections and wearable art designs, allows brands to display their latest creations to locals, buyers, visitors and the media. With social media and livestreaming the events will influence global resort wear trends for the current and upcoming fashion seasons.

Embracing local culture is what travel is all about. The Aloha Shirt Festival seeks to share and expand knowledge of Hawai'i's traditions, connection to and the desire to preserve, embrace and protect the environment. Recognizing the overwhelming inspiration place provides, we welcome others who are also stirred by the beauty, culture, environment, and the "Spirit of Aloha" and we bring to the table, several topics that could generate positive change for the fashion industry, people and the planet.

Outrigger Kona Resort & Spa

Outrigger Kona Resort and Spa hosts the annual Aloha Shirt Festival and Fashion Week Hawai'i. Located on Hawai'i's Big Island this captivating 22-acre resort offers stunning views of the Pacific, some of the most significant cultural treasures in all Hawai'i and an array of one-of-a-kind experiences including the nighttime feeding grounds of the gentle manta ray.

Outrigger Hotels, a Honolulu-based luxury chain and management company operates resort properties in Hawai'i, the Asia-Pacific, and islands of the Indian Ocean. Polynesian navigators boldly traveled these vast, uncharted distances, driven by an unlimited desire to explore the world beyond the horizon. Like those ancient voyagers who gave us our name, we were born with a passion for discovery.

They greeted the world with open arms and, as hosts, we follow their example. We believe graciousness is the purest expression of the human spirit, infused with natural kindness and an effortless warmth. Our company philosophy is to work as a family in harmony with the culture and environment of the places where we do business, by cultivating our employees to perform at the highest quality—providing guests with distinctive hospitality and service.

E komo mai! We invite you to join us to celebrate this iconic expression of ALOHA!



Vintage Exhibit and Vintage Market

The Aloha Shirt Festival celebration features a gallery exhibition and extensive private vintage collections, a presentation on the featured collection, a book signing, vintage styled tropical cocktails and add to that, the sounds of hapa-haole music.

Experts present a Talk Story on how the style and art form have evolved over time, attendees gain a deeper understanding of the roots of aloha attire and insights into the broader cultural and historical significance of this tropical style.

Add to this a vintage Pop-up market where shoppers can view, get an appraisal, pick out pieces to add to their own collection, or get styled by our experts with souvenir collectables that wherever worn will evoke a lifetime of memories of the romance, exoticism, and relaxed lifestyle that is Hawai'i.

Get more information and entertainment updates at:

<http://www.alohashirtfestival.com>





FASHION WEEK HAWAII

Attendees enjoy an evening of entertainment, music and runway showcases featuring the latest collections from Hawai'i's local designers, hair and make shows, and dinner with the stars.

- Discover the latest trends from every designer,
- Receive pre-event hospitality, private entrance to the shows and itinerary planning services,
- Go backstage to get a behind the scenes look at the moving parts of the production,
- Meet leading local designers who help define the future of global resort wear,
- Shop the sample sales showroom and stock up your wardrobe with the latest designs and meet leading local designers who define the future of global resort wear Sign up for pre-event styling sessions and 1:1 personal shopping appointments to look like you just stepped off the runway and ready to take over Fashion Week Hawai'i.



NA'ALEHU THEATRE

“ I dress to express my Hawaiian style. It keeps them talking....and they gotta keep coming back to see what I wearing. As long as their talking about you good or bad, that's mean I still good.”

George Lanakilakeikiahiali'i Na'ope

The Nā'ālehu Theatre organization, presents the Aloha Shirt Festival. Nā'ālehu Theatre a Hawai'i-based 501(c) 3 non-profit organization founded in 1995, has a keen interest in Hawai'i's cultural, theatrical and historical past. We have a strong commitment to preservation and conservation of these resources and pursue opportunities to demonstrate this responsibility.

The goals and purpose of the Naalehu Theatre programs are: to present and produce performing arts and community events; to provide administrative development services to individuals and organizations especially when in support of culture and arts or community based economic development; to provide educational programs in drama, music, dance, fashion, cinema, and Hawai'i's history and culture; and to promote knowledge, understanding, and appreciation of the performing arts at the community level.

Sponsorship Levels

BRONZE LEVEL \$1000

- Sponsor logo on website
- 2 Fashion Show Seating
- On-site Display
- Digital Promotion
- Signage on Step & Repeat
- Inclusion in Gift bags
- Logo on all marketing collateral

SILVER LEVEL \$2500

- Promotion on social media & ads
- Sponsor logo on website
- 3 Fashion Show Seating
- Brand campaigns
- On-site Display
- Digital Promotion
- Signage on Step & Repeat
- Logo on all marketing collateral
- Inclusion in Gift bags

GOLD LEVEL 5K

- Promotion on social media & ads
- Sponsor logo on webpage on website
- 5 Front Row Seating
- Live stream Audience
- Endorsements - All main events
- On-Site -display
- *Exclusive content - In-Person + Online*
- Digital promotion - content
- Logo on all marketing collateral
- Signage on Step & Repeat
- Supporting events
- Media profile
- Inclusion in Gift bags

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Sponsorship Levels

PRESENTING SPONSOR 25K

- Full Event presences with your Brand Logo.
- Social Media
- Logo placement on Step & Repeat
- Sponsor logo on website / social media
- Logo on all marketing collateral
- 6 VIP front row seating to all events
- Media buying and advertisement campaign
- On-Site - Exclusive display & Activations
- Exclusive content - in- person + Online
- Digital promotion- content
- Booth 10X10 during the festivities
- Inclusion in Gift bags

IN-KIND SPONSORS (5K-20K)

- Hospitality - 4 VIP tickets all events
- Digital promotion
- Sponsor logo on website
- Social media campaign
- Presence on website
- Logo on Step & Repeat
- Logo on all marketing collateral
- Gift bag inclusion



A La Carte

DINNER WITH A STAR (\$2200)

(TABLE FOR 8 PLUS HONOR GUEST)

- Dinner for 8 people with surprise celebrity guest.
- Delicious 3 course cuisine
- Open bar serves cocktails, wine beer and soft drinks
- Seating near the stage
- Branded Table with your logo
- Receive Giftbags

ADDITIONAL ADD - ONS

- Social Media content creation for \$500 (15 images includes photoshop)
- Video content for \$1000 (5 /30 sec video content for social media)
- Pop-Up Market Booth Rental \$250 Flat 10x10 booth space for the 2-day festival. You must bring your own tent and décor for the tent.



Cultural Workshops

Personalize your event experience! For one of the biggest fashion events of the year, we have gone all-in by offering a selection of immersive, creative, and interactive workshops.

Each workshop is presented by a Traditional Master Artisan, fashion industry photographers or tools and techniques experts with a vast knowledge and personal experience in the featured subject.

The emphasis of all is on the creative experience. These workshops are hands-on and are designed to give participants the chance to learn more about traditional Hawaiian artistry and get a glimpse into the cultural creative process of fashion photos and how it relates to place.

We invite you to join us in these informative, hands on, and fun sessions.

Sign up at: <http://www.alohashirtfestival.com>

F O C U S

H A W A I I

Focus Hawai‘i provides models and talent for ASF/FWH runway shows and photography.
Looks can take you places but, the right attitude will bring you to the top!

For 30 years, Focus Hawai‘i International modeling agency has been representing and training people in paradise!
Located on Hawai‘i’s Big Island, Focus Hawai‘i is a driving force in the modeling and talent industries across the
U.S., Canada, Asia and the Pacific islands.

At Focus Hawai‘i we put the Focus on you! Anyone looking to advance their career in media, modeling or the film industry is welcome and encouraged to participate in our wide range of workshops, trainings, and events. No one is turned away or judged on their appearance alone.

Our renowned curriculum and unique job placement services through our Focus Academy successfully connects our models and talent with a network of industry pros and industry giants.

We look forward to working with you.
Contact us at: <https://focushawaii.com>
Main Office: 808- 323- 3333

Beauty Event Partner

Big Island Beauty Academy provides Hair and Make-up services for ASF/FWH.

Big Island Beauty Academy LLC, founded in 2018 by award-winning owner and educator Monica May.

Big Island Beauty Academy is Hawai'i Islands only beauty school offering an exciting education opportunity for residents interested in pursuing a career in the beauty industry and provides a supportive learning atmosphere that equips students with essential training, knowledge and skills to launch a successful career in the beauty industry.

Turn Your Passion into a Career

We look forward to working with you.

Contact us at: <https://bigislandbeautyacademy.com>

Main Office: 808- 329- 6447



Environmental Sustainability Partner



Sustainable Coastlines Hawai‘i will be onsite and available to connect and learn more about how fashion impacts our marine resources!

Social responsibility and environmental consciousness are integral to our purpose and ingrained in our culture.

Since 2012, Sustainable Coastlines Hawai‘i decided to take keeping our beaches clean into our own hands while making the work fun. We now utilize our cleanups to inspire better consumer behaviors and continued coastal stewardship through cleanups, education, social media, and more.

We partner with diverse clients to make environmentally conscious choices when planning events, diverting waste all while educating and inspiring guests in the process. Hosting a zero waste or sustainable event can be simple and rewarding. We help you to minimize your events impact on the environment through pre-event consulting and during event implementation of our waste diversion systems and trained resource management/education staff.

All proceeds go directly back into our program to perpetuate our mission.

<https://www.sustainablecoastlineshawaii.org/about-us>

Media Partner



The Global Fashion Channel is a globally recognized 24/7 video-on-demand live-streaming platform that streams a variety of top quality video content including fashion, beauty, luxurious lifestyle shows as well as fashion films and art content. Global Fashion Channel is available on Roku, Amazon Fire, Apple TV, iOS and Android. Out of Home distribution with Loop TV in over 10,000 locations in the US. Global Fashion Channel is available in the US market, Europe, S. America and S.E. Asia, on platforms USTV 360 with Millions of users, Local Now with 15 Million monthly users, Xiaomi TVs with 20 million users globally, Hisense TVs with 26 Million users globally, and TCL TV's with over 22 Million users globally.

“Global Fashion Channel shows compelling, multicultural content and artistic content that can resonate with viewers of all types and in all demographics”.

www.globalfashionchannel.com



Come Join Us

- ❖ Be involved with local community
 - ❖ Build unique community identity
 - ❖ Innovate and diversify the local marketplace
 - ❖ Create business and job opportunities
 - ❖ Get more money circulating in the local economy
 - ❖ Keep taxes close to home
 - ❖ Better for the environment
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Thank you

Contact Us

For more sponsorship information: