

3RD ANNUAL
ALOHA SHIRT FESTIVAL
FASHION WEEK AND VINTAGE ERA EXHIBIT

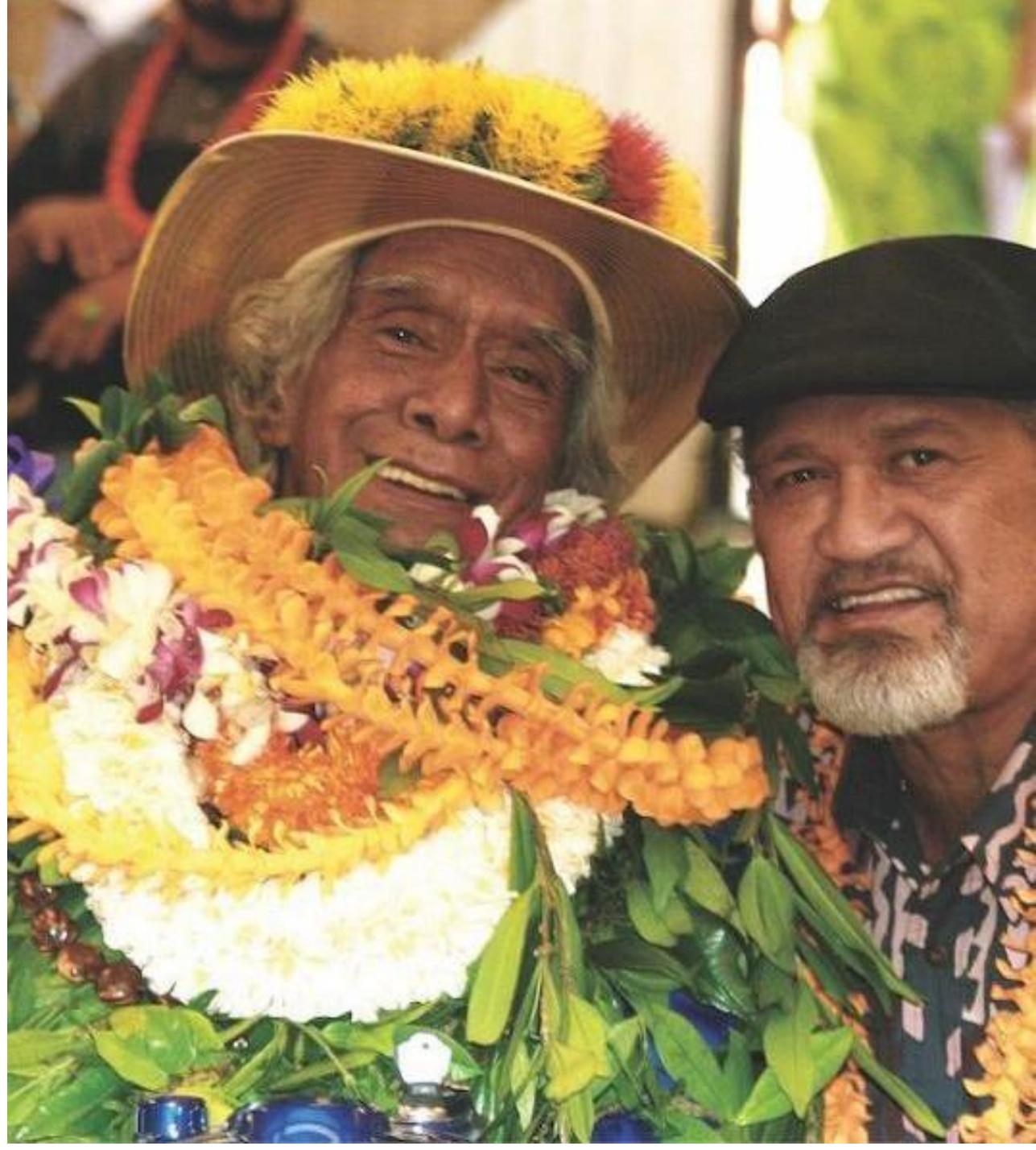


OCTOBER 3 - 6, 2024
AT THE OUTRIGGER KONA RESORT & SPA
WWW.ALOHASHIRTFESTIVAL.COM



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, collections, sales, and appraisals, along with repurposed and contemporary designers' collections showcased in exciting fashion runway shows, sample sales, hands-on workshops, speakers, lei competition, food and beverage, and a pop-up marketplace.





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 the 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 3rd annual Aloha Shirt Festival | Fashion Week 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 & Pop-up Marketplace

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>



Sponsorship Levels

BRONZE LEVEL \$1000

- Logo step & repeat
- Seating for 2 VIP on runway 2 nights
- Logo placement on select marketing collateral
- Logo placement on Website with linkage
- Social Media Posts (2)
- Logo on select marketing collateral
- Quarter Page Ad in program
- Inclusion in Gift bags
- Booth 10 x 10 at Pop-up Marketplace

SILVER LEVEL \$2500

- Full Event presences with your Brand Logo
- Seating for 3 on runway 2
- Logo placement on all marketing collateral
- Logo placement on Website with linkage
- Social Media Posts (4)
- Logo on select marketing collateral
- Quarter Page Ad in program
- Logo placement on Step & Repeat
- Inclusion in Gift bags
- Booth 10 x 10 at Pop-up Marketplace

GOLD LEVEL \$5000

- Full Event presences with your Brand Logo
- VIP seating 4 guests front row
- Logo placement on all marketing collateral
- Presence on Website with linkage
- Logo placement on Website with linkage
- Media buying and advertising campaign
- Logo on all marketing collateral
- Sponsor logo on social media with linkage
- Half Page Ad in program
- Social Media Posts (6)
- Logo placement on Step & Repeat
- Inclusion in Gift bags
- Booth 10 x 10 at Pop-up Marketplace
- On-Site - Exclusive display & Activations





Sponsorship Levels



PLATINUM SPONSOR 10K

- Full Event presences with your Brand Logo
- 2 Complimentary Rooms for 2 nights
- VIP seating for 6 guests fashion shows
- Logo placement on all marketing collateral
- Presence on website with linkage
- Logo placement on Website with linkage
- Media buying and advertising campaign
- Logo on all marketing collateral
- Full Page Ad in Program
- Social Media Posts (10)
- Logo placement on Step & Repeat
- Booth 10 x 10 at Pop-up Marketplace
- On-Site - Exclusive display & Activations
- Commercial included on live stream

PRESENTING SPONSOR 25K

- Full Event presences with your Brand Logo
- 2 Complimentary room for 3 nights
- Logo on website with linkage
- Logo placement on Step & Repeat
- Sponsor logo on website / social media
- Logo placement on all marketing collateral
- 8 VIP front row seating to all events
- Media buying and advertisement campaign
- On-Site - Exclusive display & Activations
- Full page Ad in Program
- Social Media Posts (20)
- Digital promotion- content
- Booth 10X10 during the pop-up marketplace
- Commercial included on live stream
- Inclusion in giftbags

IN-KIND SPONSORS (5K-20K)

- Full Event presences with your Brand Logo
- VIP seating for 4 guests to all fashion shows
- Logo placement on all marketing collateral
- Presence on Website with linkage
- Media buying and advertising campaign
- Sponsor logo on social media with linkage
- Full Page Ad in Program
- Logo placement on Step & Repeat
- Inclusion in Gift bags
- Social Media Posts (8)
- Booth 10 x 10 at Pop-up Marketplace



TEA PARTY SPONSOR \$1250

(private designer showcase, head-table seating & live entertainment)

- Brand Presence at Event
- Photo & Video Assets
- Mention on all Marketing Collateral
- Logo on Website with Direct Links
- Ad in Program
- Mention on Invite
- Inclusion in Gift Bags
- On-site Installation

“Nowhere is the English prodigy of domesticity more notably evidenced than in the festival of afternoon tea,” ~ George Robert Gissing 1857-1903

ADVERTISING Program Book

We offer Ad packages in our program book includes links/QR to your website and social media.

See examples on the following pages.

- Full Page: 5" W X 8" H - \$1000
Website and social media link and/or QR on your ad.
- Half Page: 5" W X 3.75" H - \$500
Website and social media link and/or QR on your ad.
- Quarter Page: 2.5" X 3.75" - \$250

FULL PAGE



We are Hawaiian Airlines and this is our home

We are more than 6,000 of your neighbors, friends, and family.
Dedicated to the people of Hawai'i, we are committed to
connecting these Islands for generations to come.



HALF PAGE



QUARTER PAGE



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, 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 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>

[Sponsor a Workshop or Activity](#)

Event Schedule

Thursday October 3, 2024

Time	Events
12pm -6PM	Vintage Era Exhibit Opening
1:00PM	Talk Shop at the Vintage Exhibit
3:00 PM	Talk Shop Business Panel
5:00 PM	Meet & Greet Cocktail for Designers/Sponsors
8:00PM	Hawaiian Films in the Garden

Friday October 4,2024

Time	Events
12PM -5PM	Pop Up Marketplace W/Live Music
2PM	Swim Shows By Pool (2-3 designers)
2PM-3PM	Vintage Era Exhibit w/ Talk Shop
3PM-4PM	Sustainable Talk Panel
12PM-4PM	Ukeule Workshop by the Big Tree
12PM -4PM	Kapa Kapa Workshop
12PM -4PM	Lei Workshop/ Competition
12PM -4PM	Ho'oponopono Workshop
12PM -4PM	Ohe Kapala Workshop (Bamboo Stamp)
12PM -4PM	Lauhala Weaving Workshop
5PM-8:30PM	Vintage Fashion Shows
6:30PM	Award Show
8:30-10:30PM	Afterparty

Saturday, October 5,2024

Time	Events
12PM -5PM	Pop Up Marketplace W/Live Music
2PM	Swim Shows By Pool (2-3 designers)
2PM-3PM	Vintage Era Exhibit w/ Talk Shop
12PM -4PM	Ukeule Workshop by the Big Tree
12PM -4PM	Kapa Kapa Workshop
12PM -4PM	Lei Workshop/ Competition
12PM -4PM	Ho'oponopono Workshop
12PM -4PM	Ohe Kapala Workshop (Bamboo Stamp)
12PM -4PM	Lauhala Weaving Workshop
5PM-8:30PM	Fashion Shows
6:30PM	Award Show
7PM	Student Fashion Show
8:30-10:30PM	Afterparty

Sunday, October 6,2024

Time	Events
1:30PM-4:30PM	Tea Party with Fashion Presentation





“ I dress to express my Hawaiian style. It keeps them talking....and they gotta keep coming back to see what I'm wearing. As long as they're 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 Nā'ālehu 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.

Environmental Sustainability Partner



Sustainable Coastlines Hawai'i will be onsite and available to connect and educate 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

PAST FESTIVALS

ALOHA SHIRT FESTIVAL
AND VINTAGE ERA EXHIBIT
FASHION WEEK HAWAII

SEPTEMBER 29 & 30, 2023
AT THE OUTRIGGER KONA RESORT AND SPA

OUTRIGGER
KONA RESORT AND SPA

BMW of Hawaii

MANTA
SCOUTS FOR THE OCEAN

Polynesian adventure

STUDIO | 10

SAWSWORLD
80 YEARS

HAWAII
HOTELS & CONVENTION CENTER

Queen STREET STADIUM HAWAII

BIG ISLAND TELEVISION

Mystic Closet

ORIME TARU
TROPICAL PEEL

NICOLE BRYL
SKINCARE

FOCUS HAWAII

FASHION WEEK HAWAII

ola BREW

KOLOA RUM CO.
PREMIUM HAWAIIAN RUM

GFC GLOBAL FASHION CHANNEL

OUTRIGGER
KONA RESORT AND SPA

HAWAII TOURISM AUTHORITY

THE ISLAND OF HAWAII

LANI LAU

my Movie

1st ANNUAL ALOHA SHIRT Festival
AND VINTAGE ERA EXHIBIT
FASHION WEEK HAWAII

OCTOBER 13-15, 2022 • KAILUA-KONA

Southwest

OCEAN
Organic Vodka

BMW of Hawaii

RAW ELEMENTS

Hawaii
VOLCANIC WATER

OUTBACK
STEAKHOUSE

SMART SWIMSUITS

Big Island Climbing

NAVALEHU THEATRE

Wahine Toa

DISCOUNT Fabric WAREHOUSE

SELINA

DRA Family Office

DISCOVERY ANTIQUES

Kiholo Kai

SMART SWIMSUITS

my Movie

Mystic Closet

DISCOVERY ANTIQUES

CRE/CLIP

CosIG

Tiare Hawaii
Anywhere You Dream

ADAPTATIONS
BY Angie Doran

HAWAIIAN AIRLINES

FASHION WEEK HAWAII

FOCUS HAWAII

HAWAII TOURISM AUTHORITY

NAVALEHU THEATRE

WAIAKEA

Hawaii Photography

Walmart

Pot Machine DESIGNS

Tasty Bou

KULA RUM

THE TEMPLE

GLOBAL FASHION CHANNEL

CORSICA

RAW ELEMENTS

808 BILLIARDS

KAPA

DISCOUNT Fabric WAREHOUSE

SELINA

DRA Family Office

DISCOVERY ANTIQUES

Kiholo Kai

SMART SWIMSUITS

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Mystic Closet

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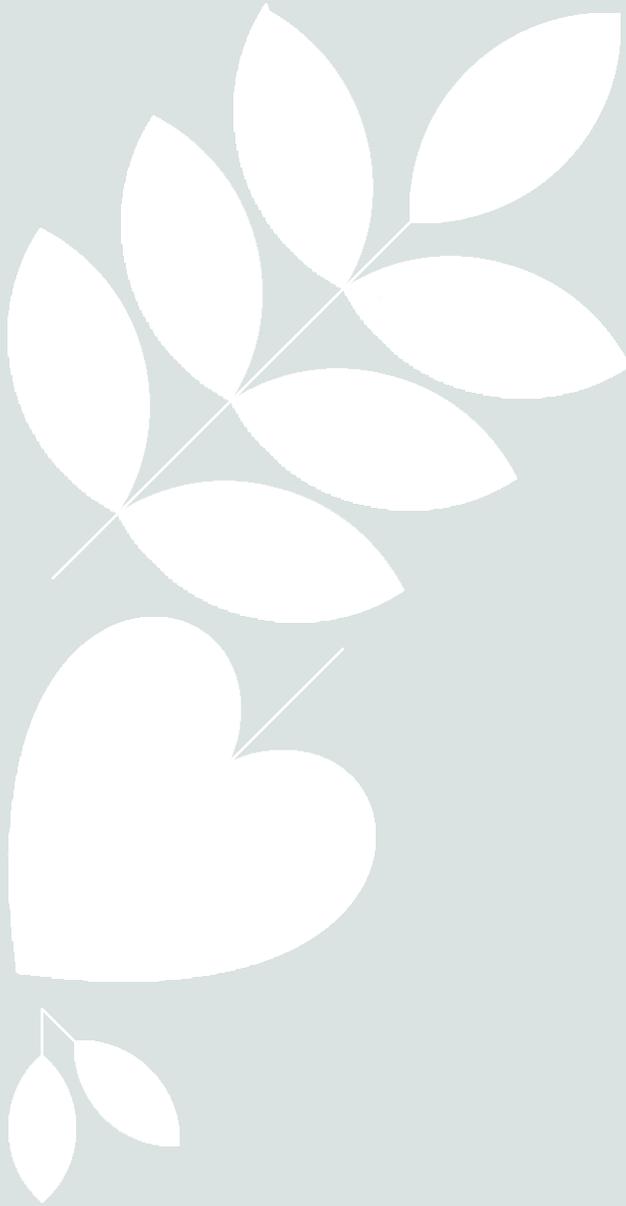
Tiare Hawaii
Anywhere You Dream

ADAPTATIONS
BY Angie Doran

E Komo Mai.....

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





Mahalo!

For more information:
www.AlohaShirtFestival.com

Contact us:
aloha@naalehutheatre.org