



**He'e Nalu Aloha
Pier Festival & Luau
Huntington Beach, CA**

Sponsored by

Duke's Huntington Beach

**FRIDAY & SATURDAY,
OCTOBER 5 & 6, 2018**



www.heealohafestival.com

DEMOGRAPHICS

The 3rd Annual He'e Nalu Aloha celebrates the arts and culture of the Pacific Islands with the backdrop of the iconic Huntington Beach pier and expansive Pacific Ocean views. This FREE one-and-a-half-day event happens on Friday afternoon at 5 pm and continues Saturday from 11am – 8 pm. He'e Nalu is returning as an annual event that celebrates Pacific Island culture through presentation of art, music, dance, crafts, workshops, exhibits and foods of Hawaii. We are anticipating an attendance of 15,000+ people throughout the day.

The Census Bureau estimates that there are 40,000+ Hawaiians and Pacific Islanders living in Los Angeles & Orange County. As the population of Hawaiians grows in Southern California, so does the number of generations born here away from home. This special event is designed to bring this population together with the local community of Surf City, USA® to honor the spirit of the Pacific Islands, and the legendary big wave bonding generations of surfers to the sea, and to each other.

CHARITY

A portion of the event proceeds benefit both the Huntington Beach International Surfing Museum and the Eddie Aikau Foundation. The Foundation's ambitious goals are realized through advocacy, education and philanthropy. These goals include: advancing education and community service; supporting ocean-related activities and events; assisting in the preservation and perpetuation of Hawaiian history and culture; and encouraging Hawaiians and visitors alike to respect and contribute to the growth and development of Hawaiian culture. The Foundation strives to inspire people to develop a strong sense of pride in themselves, their heritage and their community through Eddie Aikau's remarkable spirit and character.

SPONSORSHIP OPPORTUNITIES

BIG KAHUNA SPONSOR - \$10,000

Sponsorship Benefits:

- Company logo placement stating "Sponsored by" prominently displayed on all promotional and advertising materials
- Company logo and name on banner displayed over HB Pier for two weeks prior to event
- Company logo and name prominently placed on all event signage, flyers and posters
- Inclusion in press releases and editorial coverage of event including newspaper exposure in Orange County Register and Huntington Beach Independent
- Title sponsorship acknowledgement and logo on HBDBID website home page and event page and hyperlink to your company's website
- E-Blasts featuring company logo as sponsor sent to over 6,000 Huntington Beach and area residents, businesses and visitors
- Highly visible custom banner on stage
- Free premiere double booth space (10' x 20') on Pier Plaza
- 10 VIP Free Parking Passes

TIDAL WAVE SPONSOR - \$5,000

Sponsorship Benefits:

- Company name and logo prominently displayed on all promotional and advertising materials
- Company logo and name on banner displayed over HB Pier for two weeks prior to event
- Company logo and name placed on all event signage, flyers and posters
- Inclusion in press releases and editorial coverage of event including newspaper exposure in Orange County Register and Huntington Beach Independent
- Logo on HBDBID website home page and event page and hyperlink to your company's website
- E-Blasts featuring company logo as sponsor sent to over 6,000 Huntington Beach and area residents, businesses and visitors
- Company logo and name placed on custom banner on main stage
- 5 commercial announcements from each stage about your company, product and services
- Free premiere booth space (10' x 10') on Pier Plaza
- 7 VIP Free Parking Passes

LOKELANI SPONSOR - \$2,500

Sponsorship Benefits:

- Company logo and name placed on all event printed material listing sponsors
- Company logo on banner displayed over HB Pier for two weeks prior to event
- Company logo and name prominently placed on all event signage, flyers and posters
- Logo on HBDBID website home page and event page and hyperlink to your company's website
- E-Blasts featuring company logo as sponsor sent to over 6,000 Huntington Beach and area residents, businesses and visitors
- Free booth space (10' x 10') on Pier Plaza
- 5 VIP Free Parking Passes

SHAKA SPONSOR - \$1,500

Sponsorship Benefits:

- Company logo and name placed on all printed material listing sponsors
- Company logo on banner displayed over Main St. for two weeks prior to event
- Logo on HBDBID website home page and event page and hyperlink to your company's website
- One free booth space (10' x 10') on Pier Plaza
- 3 VIP Free Parking Passes

OHANA SPONSOR - \$500

Sponsorship Benefits:

- One free booth space (10' x 10') on Pier Plaza
- 2 VIP Free Parking Pass

MEDIA AND / OR IN-KIND SPONSOR

Organizers are looking for partners in the print media, radio and television outlets who want to reach the local Orange County and regional area through the valuable visibility this event offers. In return, we are seeking air-time and/or ad space to advertise this event. Media and In-Kind Sponsors are eligible for all but the Title Sponsor Level benefits. For more information on a sponsorship package custom fit to your company's specific marketing goals, please contact Jodi McKay at 714-337-9176 or SurfCity2@verizon.net.