



PACIFIC ISLANDER FESTIVAL ASSOCIATION

# PIFA 2023

## SPONSORSHIP PROPOSAL

DATE: SEP 23 & 24

PREPARED FOR: Captain Kwon US Army

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# HONORING OUR PAST, INSPIRING OUR FUTURE

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**THE BIGGEST PACIFIC ISLANDER  
FESTIVAL IN USA!**

**PACIFIC ISLANDER FESTIVAL ASSOCIATION**

Celebrating 25+ years of NHPI Culture!



# OUR MISSION

## Aloha, Talofa, Hafa-Adai, Bula and Hello!

The Pacific Islander Festival Association (PIFA) is a non-profit corporation composed of members from all diversities, without limit to the indigenous people of Melanesia, Micronesia, and Polynesia.

PIFA was founded to:

- Promote and provide charitable, cultural, and educational resources to everyone.
- Actively participate in the promotion and perpetuation of the traditional cultures of the indigenous peoples of Melanesia, Micronesia, and Polynesia.
- Create a financial resource program to provide scholarships; and enhance the knowledge and understanding of Pacific Islanders' traditions and values.
- Create an annual event bringing various communities together, both pacific islander and others.

PIFA is the longest running event attracting the biggest NHPI audience in the US. With an event size such as this, community and services based organizations have unmatched opportunities to engage attendees. Many of our participants including dignitaries, entertainers, vendors, and attendees travel from all over the country to participate in this amazing festival. With such an abundance of participants, this weekend is a rich contributor to the attraction and tourism industry of the City of San Diego.

Our festival is preserved forever in the hundred of thousands of pictures and video shared world-wide on social media and with friends and family in all reaches of the world who share a love of family, tradition, and culture.

Let's make a difference in our Community!





# WHAT TO EXPECT AT PIFA

Our festival features a variety of amazing cultural performances, delicious food vendors, and engaging activities for all ages. From traditional cultural dances and music to modern renditions, PIFA has something for everyone. We also offer cultural workshops and demonstrations, giving attendees the opportunity to learn about the rich history and traditions of the Pacific Islands.. As a sponsor, you can be a part of this vibrant and exciting event and showcase your brand to our enthusiastic attendees.

**2000+**  
**PERFORMERS**

**100+**  
**VENDORS**

**COMMUNITY  
LEADERS**

**DIGNITARIES**

**SMALL  
BUSINESS  
OWNERS**

**INFLUENCERS**

**CULTURAL  
PRACTITIONERS**

**ENTERTAINERS**





# 100K+

Attendees

# 2000+

Performers & Entertainers

# 100+

Vendors

## OUR COMMUNITY

### Who attends?

Our audience is a diverse group of individuals and families who are rooted in the Pacific Islander culture and heritage. Our festival draws attendees from across San Diego County, as well as visitors from out of town. We also have a strong online presence, with a growing following on social media platforms like Facebook and Instagram. By sponsoring PIFA, your brand will have the opportunity to connect with a passionate and engaged audience.



# HOW YOU CAN SUPPORT!

## MICRONESIA POLYNESIA MELANESIA



We offer several different sponsorship levels, each with its own unique benefits. Whether you are a small business or a large corporation, we have a sponsorship package that can help you achieve your marketing and branding goals. Our sponsorship levels include benefits such as logo placement, social media promotion, and on-site visibility.

Contact us to learn more about our sponsorship levels and how we can tailor a package to fit your needs.





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# SPONSORSHIP PACKAGES

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# PLATINUM SPONSOR

## \$100,000

- Title Sponsor
- Company Logo placement on Performance Stage
- Announcement on festival stage during open/closing statements and between all performances
- Sponsorship booth both days of festival
- Back cover, full page color ad in our program book
- Company ad placement on PIFA webpage
- Ad on PIFA Facebook page
- Ad on PIFA Instagram
- Company banner at main entrance
- Company Logo placement on 4x promotional pop up backdrop
- Company Logo on sponsor step n repeat backdrop
- Logo Placement on all promotional material for duration of promotional campaign
- 2023 VIP Parking Pass
- 2023 Preferred Seating in VIP area



# **GOLD SPONSOR**

## **\$50,000**

- Announcement on festival stage during open/closing statements and between all performances
- Company banner at main entrance
- Sponsorship booth both days of festival
- Back cover, half page color ad in our program book
- Logo placement on PIFA webpage
- Ad on PIFA Facebook page
- Ad on PIFA Instagram
- Company Logo placement on 2x promotional pop up backdrop
- Company Logo on sponsor step n repeat backdrop
- Logo Placement on all promotional material for duration of promotional campaign
- 2023 VIP Parking Pass
- 2023 Preferred Seating in VIP area



# SILVER SPONSOR

## \$25,000

- Company banner at main entrance
- Sponsorship booth both days of festival
- Back cover, half page color ad in our program book
- Logo placement on PIFA webpage
- Ad on PIFA Facebook page
- Ad on PIFA Instagram
- Company Logo on sponsor step n repeat backdrop
- Logo Placement on all promotional material for duration of promotional campaign
- 2023 VIP Parking Pass
- 2023 Preferred Seating in VIP area



# BRONZE SPONSOR

## \$15,000

- Back cover, quarter page color ad in our program book
- Logo placement on PIFA webpage
- Logo placement on PIFA Facebook page
- Logo placement on PIFA Instagram
- Company Logo on sponsor step n repeat backdrop
- Logo Placement on all promotional material for duration of promotional campaign
- 2022 VIP Parking Pass
- 2022 Preferred Seating in VIP area



# VIP SPONSOR

## \$5,000

- Logo placement in our program book
- Logo placement on PIFA webpage
- Logo placement on PIFA Facebook page
- Logo placement on PIFA Instagram
- Company Logo on sponsor step n repeat backdrop
- 2023 VIP Parking Pass
- 2023 Preferred Seating in VIP area



# COMMUNITY SPONSOR

**\$2,500**

- Logo placement in our program book
- Logo placement on PIFA webpage
- Logo placement on PIFA Facebook page
- Logo placement on PIFA Instagram
- Company Logo on sponsor step n repeat backdrop
- 2023 Preferred Seating in VIP area



# Meet Our Team



**Anissa Acfalle**  
President

Meet the people who have shaped PIFA to become one of the leaders in the community. Their years of hard work and dedication has brought PIFA to where it is today.



**Rudy Tai**  
Vice President



**Chrystell Brace**  
Secretary



**Jeanette Perez**  
Treasurer



# Meet Our Board of Directors



Rita Gorniak



Charlene Kawabata



JoAnn Fields



John Quichocho



June Hawkins



Monica Smith



Jacqueline Cepeda







# THANK YOU!

**Anissa Acfelle**

President

PIFA

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