



## Sponsorship Packet

Event Name: North Texas Pacific Islander Festival

Address: Generations Park at Boy's Ranch - 2801 Forest Ridge Drive, Bedford, TX 76021

Date: Saturday, May 4<sup>th</sup>, 2024

Time: 12pm- 8pm

### **About the Festival:**

The North Texas Pacific Islander Festival is back, and it's bigger than ever! Following the success of our inaugural event last year in Bedford, TX, we are thrilled to announce this year's festival is expected to double the attendance, with an estimated 7,000 attendees. This festival is a celebration and preservation of Pacific Islander culture, featuring traditional performances, live music, delicious food, craft vendors, and introducing – The 2024 Poke Tour Competition.

### **Key Highlights:**

#### **Entertainment**

- Headlining Native Hawaiian Music Entertainers
- Local music bands
- Multiple performing dance groups
- 2024 Poke Competition

#### **Expected Attendance**

- Over 7,000 attendees, double the number from the previous year

#### **Poke Tour Competition**

- Introduction of the 2024 Poke Tour Competition
- Special Guest, Celebrity Chef Sam Choy
- 10 local chef competitors

#### **Media Exposure**

- Coverage by multiple local and national news outlets
- Social media Marketing

#### **Organizers**

- Project Aloha Texas, Pineapple Grill Texas, The City of Bedford, and Na Kumu
- All sponsors receive a tax deduction through Project Aloha Texas (non-profit).

## Why Sponsor?

### **Enhanced Brand Visibility:**

- Sponsors will benefit from extensive brand visibility through various channels, including event signage, promotional materials, and online platforms.
- Logo placement on marketing materials ensures continuous exposure before, during, and after the festival.

### **Media Exposure:**

- The festival receives coverage from multiple local and national news outlets, offering sponsors significant media exposure.
- Sponsors will be featured in interviews, and social media coverage, amplifying their brand presence.

### **Community Engagement:**

- Sponsoring the festival demonstrates a commitment to community engagement and celebration of cultural diversity.
- Sponsors can interact directly with festival attendees, fostering positive brand perception.

### **Social Media Exposure:**

- Sponsors will be featured in dedicated social media posts, creating engagement across various platforms.
- Social media shout-outs, sponsor spotlights, and mentions contribute to an extended online reach.

### **Tax Deductible Contribution:**

- As the festival is organized by Project Aloha Texas, a 501c3 nonprofit, sponsorships are tax-deductible.
- Sponsors can receive tax benefits while supporting a culturally enriching and community-driven event.

## Sponsorship Tiers

### **Platinum Sponsor - \$1,000+**

- Prominent logo placement on stage banner
- Sponsorship spotlight across multiple platforms, accounts, & website
- Multiple Sponsorship shoutouts during festival
- Festival t-shirt
- Sponsorship plaque
- Lunch voucher at festival (\$40 value)
- 1 VIP ticket for The 2024 Poke Tour Competition
- Swag bag (\$150 Value)

### **Gold Sponsor - \$500+**

- Logo on stage banner
- Social Media recognition across multiple platforms, accounts, & websites
- Sponsorship shoutouts during announcements
- Festival t-shirt
- Sponsorship plaque
- Lunch voucher at festival (\$20 value)
- Swag bag (\$100 value)

### **Silver Sponsor - \$250+**

- Logo on stage banner
- Sponsorship shoutout during announcement
- Social media mentions
- Festival t-shirt
- Sponsorship plaque

To become a sponsor of the North Texas Pacific Islander Festival please contact Pomai Uyehara at [info@northtexaspacificislander.com](mailto:info@northtexaspacificislander.com)

Thank you for considering sponsorship and joining us in creating a memorable event!