

# FASHION WEEK HAWAII

## SPONSORSHIPS

Big Island Of Hawaii

Hale Halawai - Kailua-Kona | September 19 -21, 2025



# FASHION WEEK HAWAII



# SPONSORSHIPS TIERS

BIG ISLAND OF HAWAII | KAILUA-KONA

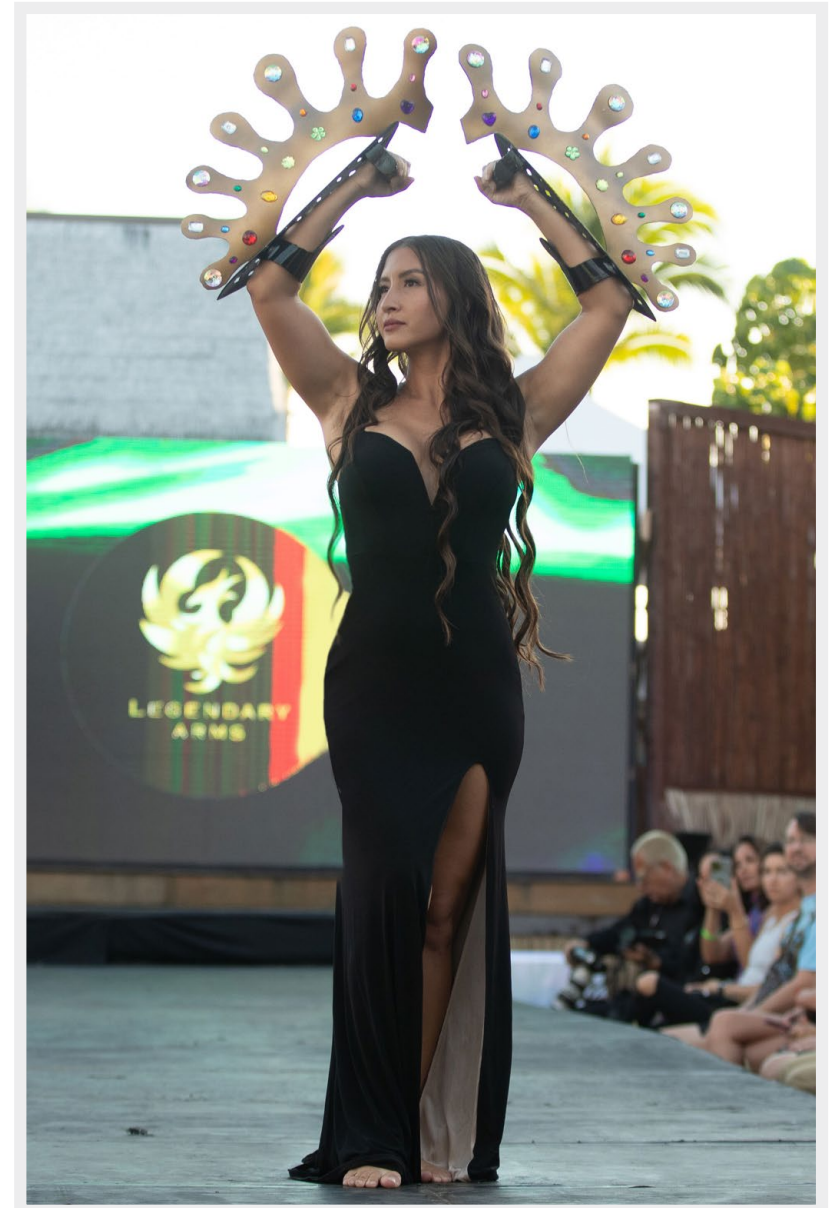
September 19 - 21, 2025

## An Unparalleled, Exclusive Opportunity to Participate in the Global Fashion Destination of The Big Island, Hawaii

Nestled in the heart of the Pacific, the Big Island of Hawaii is more than a location—it's an experience. As the fashion world shifts towards immersive, destination-based showcases, Fashion Week Hawaii 2025 offers sponsors and partners an opportunity to integrate their brand into a globally recognized, luxury-meets-culture fashion event set against the backdrop of volcanic landscapes, pristine beaches, and a thriving local fashion and arts scene. With an increasing demand for one-of-a-kind experiences, Fashion Week Hawaii 2025 is set to become a bucket-list event for fashion professionals, influencers, and industry leaders. This year's sponsorships ensure maximum visibility, premium access, and high-value returns on investment while aligning your brand with innovation, sustainability, and cultural excellence.

### WHY SPONSOR FASHION WEEK HAWAII?

- **Exclusive Access to a Diverse Audience:** Reach an engaged, style-conscious audience, from influential fashion insiders to passionate consumers from across the globe.
- **Unmatched Brand Exposure:** Benefit from extensive media coverage, including social media buzz, press releases, & potential features in fashion publications, ensuring your brand is seen!
- **Unique Cultural Experience:** Align your brand with a one-of-a-kind event that celebrates the rich cultural tapestry and artistic spirit of Hawaii, offering a distinct flavor not found in any other fashion week.
- **Tailored Sponsorship Opportunities:** From runway shows and designer showcases to VIP events and digital activations, we offer a range of sponsorship packages designed to meet your brand's specific marketing goals and budget.



# BE PART OF FASHION'S PARADISE

Fashion Week Hawaii is more than an event; it's a destination where cutting edge design meets island elegance. This is your opportunity to connect with an influential, trend-setting community in one of the most beautiful settings on earth. Let's collaborate to create unforgettable moments and elevate your brand to new heights.

Join us as we set the stage for the world's most vibrant and picturesque fashion event. Your brand deserves to be here, in the spotlight, where fashion meets paradise.





FASHION WEEK HAWAII



# Legacy Sponsor - \$100,000

The Ultimate Investment in Cultural, Creative, and Global Impact

## Branding & Recognition

- Legacy-level naming rights: “Fashion Week Hawaii 2025: A Legacy Collaboration with [Your Brand]”
  - Top-tier logo placement on:
    - ◇ All event materials, including invitations, programs, runway backdrops, digital assets, and signage
    - ◇ Press releases, earned media, and social campaigns
    - ◇ LED runway screen during key shows
      - Multi-page sponsor spotlight (up to 4 pages) in the official Fashion Week Hawaii Magazine, prominently placed in the front section as a legacy-level feature
  - First-position billing in all promotional sponsor mentions across platforms



## Event Engagement

- Premium brand activation space at the main venue
- Designer showcase integration: legacy sponsor may be paired with a featured designer or collection
- Concierge-level hosting: personal VIP support throughout the event for sponsor representatives and guests
  - On-stage welcome or closing remarks opportunity (optional)
- Recognition during all main stage and runway announcements

## Hospitality & Access

- VIP seating in the front row for 10 at two main fashion shows.
  - Full access to VIP Service Staff, for drinks and pupus
- All-access executive badges for up to 4 sponsor representatives

# Title Sponsor - \$50,000

## Branding & Recognition:

- Exclusive naming rights: “Fashion Week Hawaii 2025 presented by [Sponsor Name]”
- Primary logo placement on all event materials, including invitations, programs, runway backdrops, and digital promotions, 1-4 models/spokspersons provided
- Top-tier media coverage, press releases, and interviews with key designers and influencers
- Branded content, collaboration, including a featured two page story, and one advertisement page in the official Fashion Week Hawaii magazine.



## Event Engagement:

- Opening remarks opportunity at the main event
  - Exclusive booth space at the main venue with custom brand activation
- One-hour live-streamed interview with brand executives during the event
  - Sponsored designer showcase featuring a selected designer wearing and incorporating brand elements

## Hospitality & Access:

- VIP seating in the front row for 6 at two main fashion shows.
  - Full backstage access for two brand representatives
- Access to VIP Service staff, for drinks and pupus.

# Platinum Sponsor - \$25,000

## Branding & Recognition:

- Logo placement on event banners, runway signage, and digital advertising
  - Inclusion in press releases and media outreach campaigns
- Co-branded digital media series with event 1-2 spokesmodels

## Event Engagement:

- One page story and one page advertisement in the official Fashion Week Hawaii Magazine
  - Option to sponsor a designer or model segment
- Curated brand activation at a designated event venue

## Hospitality & Access:

- VIP seating for 4 at two Main fashion shows
  - Invitation to pre-event mixer with designers and sponsors



# Gold Sponsor - \$10,000

## Strong Industry Presence with Targeted Brand Engagement Branding & Recognition:

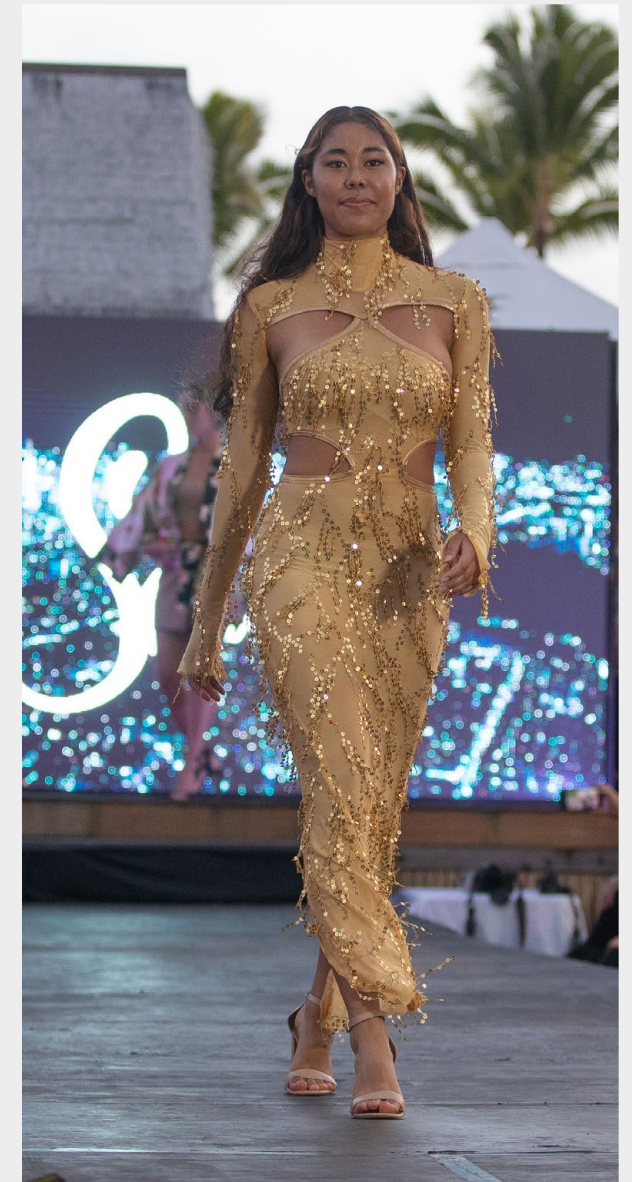
- Featured logo placement on digital and select printed marketing materials
- Brand mention in press releases and event newsletters
- Co-branded content feature on Fashion Week Hawaii's social media

## Event Engagement:

- One full-page advertisement in the official Fashion Week Hawaii Magazine
  - Option to sponsor a featured model
- Product placement in backstage and VIP gift bags

## Hospitality & Access:

- Preferred seating for 2 at Main fashion shows



## Silver Sponsor - \$5,000

### Essential Brand Exposure for Growing Businesses Branding & Recognition:

- Name listing on the official website and select printed materials
- Social media feature in event promotions

### Event Engagement:

- Name listed in the official Fashion Week Hawaii program
- Sponsor recognition during event announcements

### Hospitality & Access:

- Seating for 2 at the main fashion show



## Why Choose the In-Kind Sponsorship Tier?

**Tailored Exposure:** The more you contribute (monetary or product value), the greater the brand visibility and benefits received.

**Brand Alignment with Luxury & Innovation:** Connect with high-end fashion, sustainability initiatives, and global fashion leaders.

**Ongoing Digital & Social Media Impact:** Leverage pre-event, live event, and post-event marketing campaigns for year-round engagement.

**Open to Advertisers & Promoters:** Media, digital campaign partners, and content promoters are welcome to inquire about customized sponsorship opportunities.

**Flexible Contribution Options:** Brands can participate through monetary sponsorships, product placements, or experience-based activations.

Contact us today to customize your in-kind sponsorship package and maximize your brand's presence at Fashion Week Hawaii 2025!

[FashionweekHawaii@focushawaii.com](mailto:FashionweekHawaii@focushawaii.com)



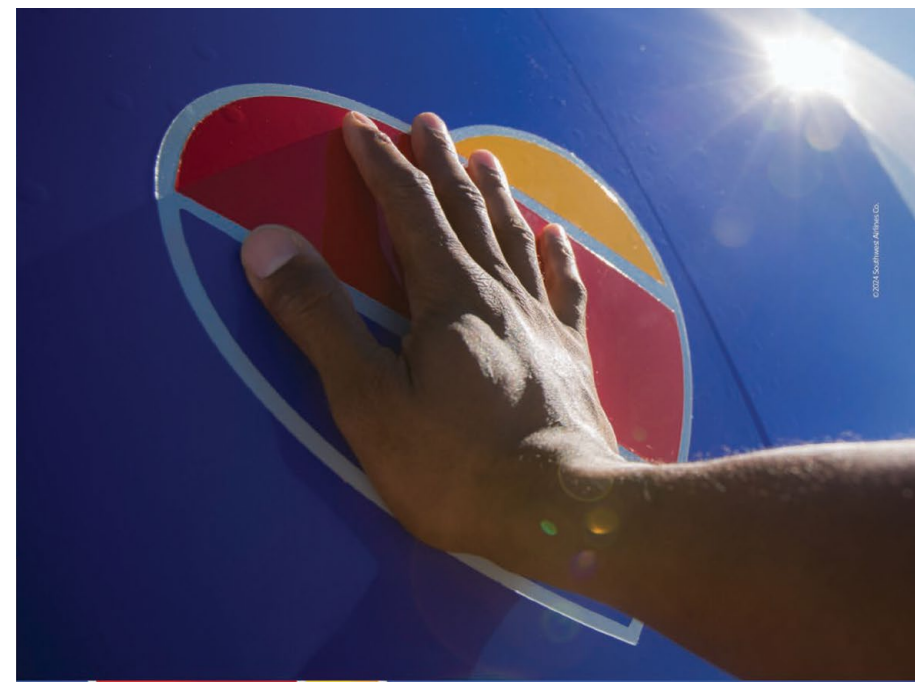
Here is an example of Southwest Airlines program and 2 pages for their contribution at Fashion Week Hawai'i 2024. We can't wait to celebrate your company's contribution!



#### REPURPOSE WITH PURPOSE

Partners play a crucial role in our environmental sustainability efforts, including government support and collaboration throughout the entire value chain. The success of Southwest's sustainability journey will not be just because of our own actions, but also because of our relationships with key organizations whose work complements our efforts to achieve our goals and advance environmental sustainability

The Repurpose with Purpose Program is Southwest's global sustainability initiative that upcycles items such as leather aircraft seat coverings and transforms them into new products. Southwest partners with organizations to reimagine thousands of pounds of materials every year, helping keep it out of landfills.



### Southwest Airlines® is dedicated to your Community.

Our mission is to make the connections that empower communities to thrive. Through our meaningful relationships, we proudly support your efforts in the many communities we call home. Whether in the air or the ground, we believe community is more than a place – it's at the Heart of what brings us together.

Southwest Airlines® is proud to support Fashion Week Hawaii.



# Southwest Airlines Sustainability & Industry Innovation Leaders



## **Branding & Recognition:**

Southwest Airlines is recognized as a pioneering leader in sustainable fashion sponsorship, setting a standard of innovation and commitment.

This tier proudly welcomes industry-leading sponsors equally dedicated to advancing eco-conscious fashion, ensuring a dynamic and competitive platform that highlights multiple sustainability champions.

- Logo placement on all sustainability-focused runway segments and press materials
- Designer showcase dedicated to repurposed, recycled, and eco-friendly materials

## **Event Engagement:**

- Exclusive sustainability runway segment featuring upcycled materials

- Access to designers creating eco-conscious collections for partnered sponsors
- Digital documentary-style feature highlighting sponsored designers' work and innovation
- Special content series on social media featuring the journey of sustainable design

## **Hospitality & Access:**

- VIP seating for guests at main showcase- Inquire for more info
- Private networking event with eco-conscious designers, buyers, and brand executives
- Premium media coverage, spotlighting the brand's commitment to sustainability and providing year-round engagement opportunities for sponsors

## Community Leadership Recognition Tier – Honoring Local Changemakers

Celebrating those who lead, inspire, and uplift their communities

Recognition & Engagement:

- Public recognition during Fashion Week Hawaii 2025 main stage
  - Feature profile in Fashion Week Hawaii Magazine and digital platforms
- Exclusive video tribute showcasing their journey and impact
  - On-stage award presentation celebrating their contributions
- Ongoing promotional exposure through Fashion Week Hawaii’s social channels and media partners



### Selection Process:

- Nominations open to the public
- Follow @fashionweekhawaii2025 and @focushawaiimodelsandtalent for submission rules and entry.
  - Selection made by a panel of industry leaders and community advocates
  - Honorees may include veterans, hospitality industry leaders, environmental changemakers, preservationists, good Samaritans, and citizens, including restaurants and local businesses
- Honorees receive year-round brand and media support, reinforcing their leadership role

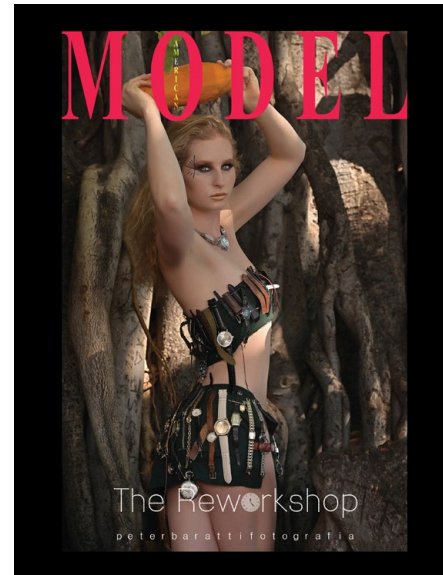
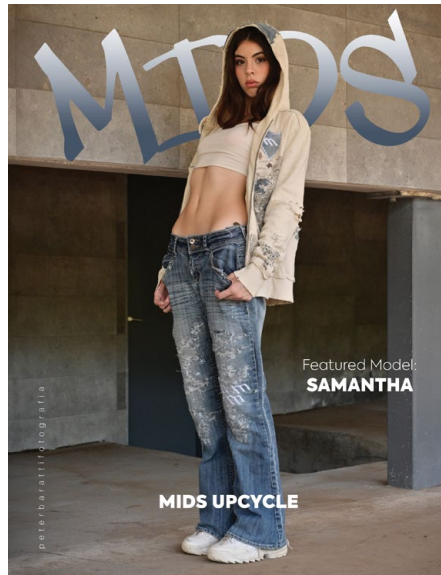
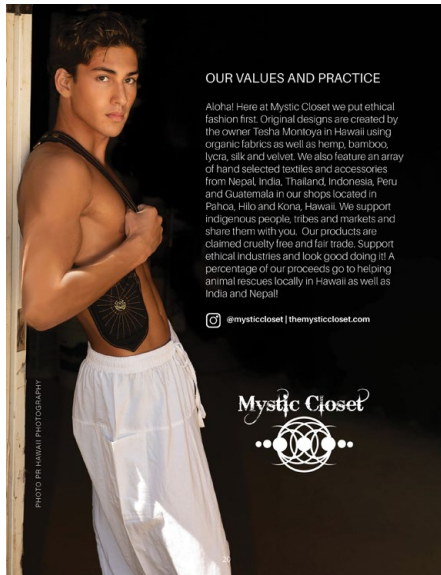
# Additional Add-Ons

## SOCIAL MEDIA CONTENT CREATION:

Enhance your social media presence with five professional images, including model participation and editing, for \$500.

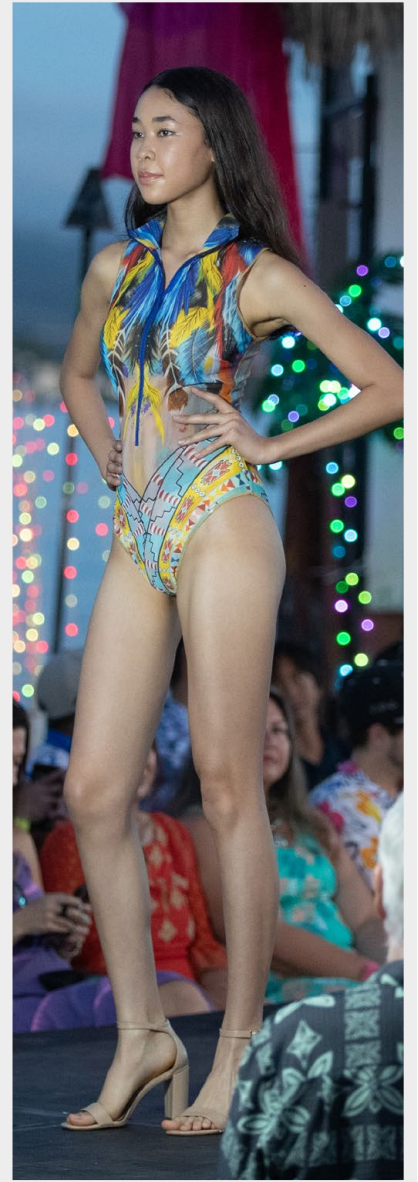
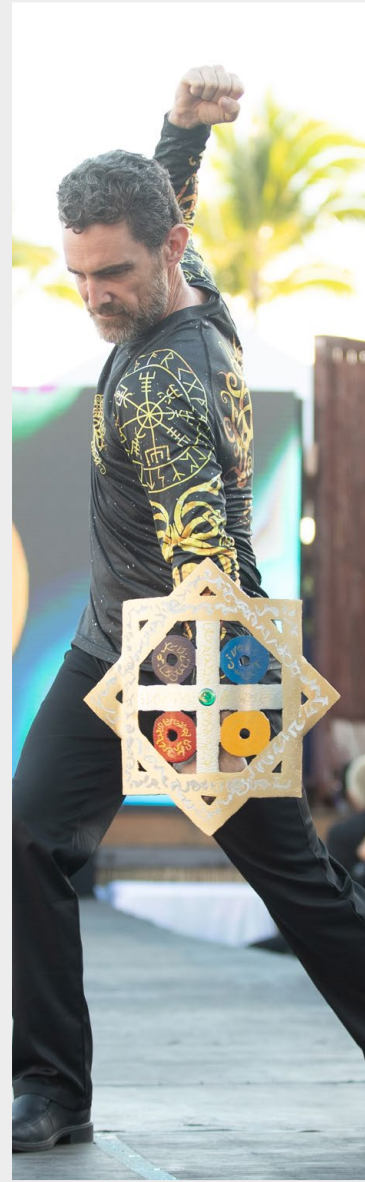
## VIDEO CONTENT:

Create dynamic engagement through three 15-second video segments for social media, inclusive of models and editing, for \$1,000.



# FWHI 2025 Commitment to Sustainability

At Fashion Week Hawaii 2024, we were proud to spotlight wearable arts for the third year, emphasizing our ongoing commitment to sustainability. This unique fusion of fashion and art showcases designers' innovative and eco-friendly creations, embodying the event's dedication to environmental responsibility. Through wearable arts, we celebrate the intersection of creativity and sustainability, offering a platform for visionary designs that inspire and make a difference.





**FASHION WEEK  
HAWAII**

**THANK YOU**



**BIG ISLAND OF HAWAII | KAILUA-KONA**  
**Hale Halawai - September 19 - 21, 2025**  
808.895.2248 • [fashionweekhawaii@focushawaii.com](mailto:fashionweekhawaii@focushawaii.com)

# FASHION WEEK HAWAII

## 2023 SPONSORS

BMW of Hawaii



bmwbigisland.com



Big Island Beauty Academy  
Knowledge is Beautiful

KŌLOA RUM  
Co.



PREMIUM HAWAIIAN RUM  
kono - hawaii

OUTRIGGER.  
KONA RESORT AND SPA



HAWAIIAN AIRLINES.

OUTRIGGER.  
KONA RESORT AND SPA

Southwest

## 2024 SPONSORS

Southwest



KING KAMEHAMEHA  
KONA BEACH RESORT



BMW of Hawaii



KONA SNORKEL TOURS

MODEL

## 2022 DESIGNERS



SMART SWIMSUITS®

Lani Lau

BLIND SEAMSTRESS



ADAPTATIONS

Cosig



WAHINE TOA Designs



SWIMWEAR - LOLE 'ŌU 'ŌU



Mystic Closet



CREA CLIP.

SOLVEIG CIRONE

## 2023 DESIGNERS



SAMS WORLD®  
60 YEARS



SMART SWIMSUITS®



Mystic Closet



ALL IN

KAPENA SURFBOARDS



ORIMETARU  
FOLDED METAL



Volcano Hi



HULA JULA



LEGENDARY ARMS

## 2024 DESIGNERS

SAMS WORLD®  
60 YEARS



SMART SWIMSUITS®



Mystic Closet



The Reworkshop



Abbie Wu Hawaii



BLIND SEAMSTRESS  
Sue Joseph/Peggy Truitt

ISLAND  
BY KOA NANI

Wai Kini

VOLCANO



HULA JULA

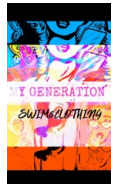


LEGENDARY ARMS



THUNDERCLOUD  
SACRED SPIRIT

Kapena  
SURFBOARDS



# FASHION WEEK HAWAII

## CONTACT US

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Visit us at [fashionweekhawaii.com](http://fashionweekhawaii.com)

Presented by:

**F O C U S**  
H A W A I I

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