

FASHION WEEK HAWAII

SPONSORSHIPS

Big Island Of Hawaii

Kailua-Kona & Various Locations | July 22-25, 2026



FASHION WEEK HAWAII

SPONSORSHIPS TIERS

BIG ISLAND OF HAWAII | JULY 22-25, 2026
Kailua-Kona & Various Locations



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 2026 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 2026 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 unique runway shows and designer showcases to VIP access 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.

SAFARI STYLE

Join us as we set the stage for the world's most vibrant and picturesque fashion event. Fashion Week Hawaii 2026 introduces a bold new "Safari" format, an immersive creative journey where each designer heads out on location for a signature editorial photo shoot. This year, the island becomes a living canvas as designers collaborate with renowned photographers to craft striking visual stories across beaches, lava fields, forests, and hidden corners of Hawai'i. The result is a fusion of exploration and high fashion: the same glamour and artistry Fashion Week Hawaii is known for, now elevated through cinematic imagery and on-location creativity that comes alive on the runway.





FASHION WEEK HAWAII



Legacy Sponsor - \$100,000

The Ultimate Investment in Cultural, Creative, and Global Impact

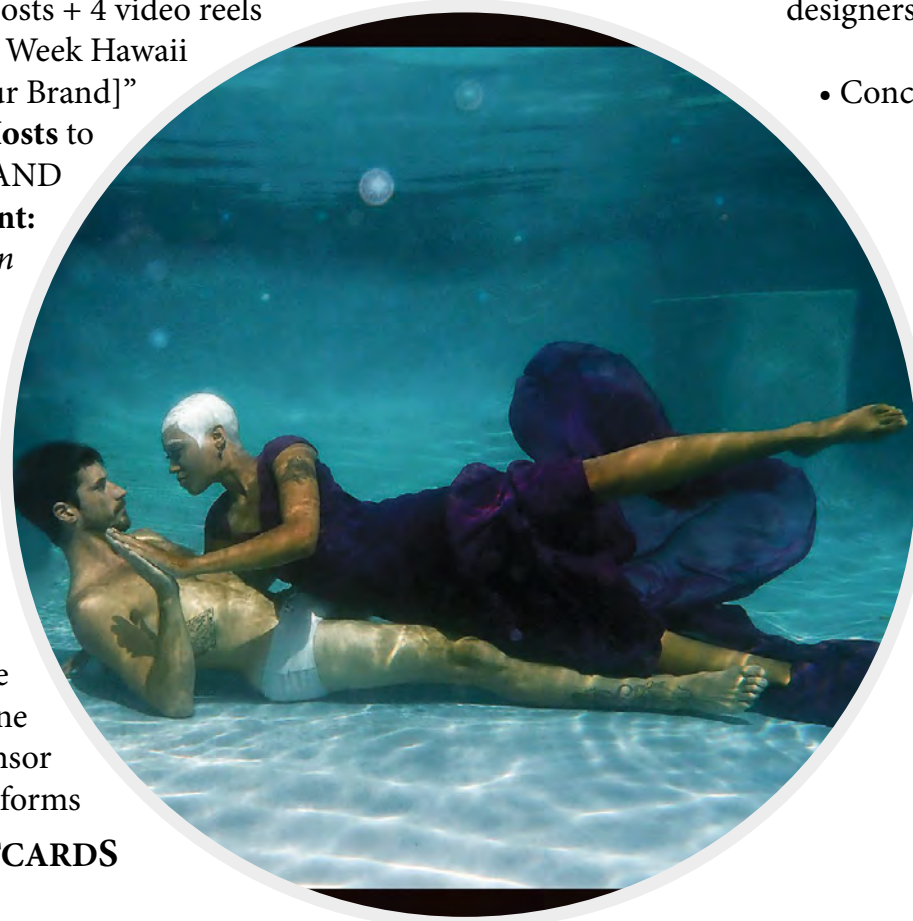
Branding & Recognition

- **YOUR BRAND commercial** in our “Making of the Model” TV series and **Your Logo as legacy Sponsor as part of the credits**
- **YOUR BRAND Social campaigns:** a min of 10 posts + 4 video reels
 - **Exclusive and Legacy naming rights:** “Fashion Week Hawaii 2026: presented by [Your Brand]”
 - **Two Fashion Week Hawaii Spokesmodel Hosts** to represent YOUR BRAND
 - **Top-tier logo placement:**

*Logo added to the front page and full back cover ad in the Fashion Week Hawaii Magazine**

All event materials, including invitations, programs, digital assets, and signage
Press releases and social campaigns

- **Multi-page sponsor spotlight** (up to 8 pages editorial story and ads about Your Brand) in the official Fashion Week Hawaii Magazine, prominently placed in the front section as a legacy-level feature, valid for 1 year
- **Full Backcover** curated to YOUR BRAND of the Fashion Week Hawaii Magazine
 - **First-position billing** in all promotional sponsor mentions across platforms
- **Personalized GREETING CARDS and or POSTCARDS**



Event Engagement

- Principle Brand activation space at locations (e.g. retractable banners)
- Brand vision integration: legacy sponsor may be paired with 3 featured designers and models taking photos with Sponsor’s products / branding
- Concierge-level hosting: personal VIP support throughout the event for sponsor representatives
 - Exclusive 2 min welcome or closing remarks opportunity during the show (optional)
- VIP car service for all events & optional private touring of Big Island (for up to 4 sponsor representatives)
- Optional: YOUR BRAND Promotional Giveaways for Event Gift Bags

Hospitality & Access

- VIP seating for all shows.
- VIP Service for drinks and appetizer
- All-access executive badges for up to 4 sponsor representatives

Signature Sponsor - \$50,000

Branding & Recognition:

- YOUR BRAND Logo in our “Making of the Model” TV series as part of the credits
- **Signature naming rights:** Fashion Week Hawaii 2026 in collaboration with (Sponsor Name)
 - **Primary logo placement on:** all event materials, including invitations, programs, digital assets, and signage, Press releases, and social campaigns
 - **1 Fashion Week Hawaii Spokesmodel Host** to represent YOUR BRAND Media coverage, press releases, and interviews with key designers and influencers
- **Branded content**, collaboration, including up to 4 pages editorial story and ads about Your Brand in the official Fashion Week Hawaii Magazine
 - **Personalized GREETING CARDS and or POSTCARDS**



Event Engagement:

- Premier brand activation space at locations
- Brand vision integration: legacy sponsor may be paired with 2 featured designers and models taking photos with Sponsor’s products / branding
- Concierge-level hosting: personal VIP support throughout the event for up to 2 sponsor representatives
 - Your Brand shout out opportunity by sponsor model or MC during the show (optional)
- VIP car service for all events & optional private touring of Big Island
- Optional: YOUR BRAND Promotional Giveaways for Event Gift Bags

Hospitality & Access:

- VIP seating for all shows.
- VIP Service for drinks and appetizer
- All-access executive badges for up to 2 sponsor representatives

Platinum Sponsor - \$25,000

Branding & Recognition:

- Logo placement on printed advertisement material, and digital advertising
- Inclusion in press releases and media outreach campaigns
- Branded content, collaboration, including up to 2 pages editorial story and ads about Your Brand in the official Fashion Week Hawaii Magazine
- **Personalized GREETING CARDS and or POSTCARDS**



Event Engagement:

- Superior Brand activation space at locations (e.g. retractable banners)
- Brand vision integration: legacy sponsor may be paired with 1 featured designer and models taking photos with Sponsor's products / branding
 - Your Brand shout out opportunity during show (optional)
- Optional: YOUR BRAND Promotional Giveaways for Event Gift Bags

Hospitality & Access:

- VIP access for all shows
- VIP Service for drinks and appetizer
- All-access executive badges for up to 1 sponsor representatives

Gold Sponsor - \$10,000

Branding & Recognition:

- Logo placement on printed advertisement material and digital advertising
- Inclusion in press releases and media outreach campaigns
- Branded content, collaboration, including up to 1-page editorial story and ads about Your Brand in the official Fashion Week Hawaii Magazine
- Personalized GREETING CARDS and or POSTCARDS

Event Engagement:

- Essential Brand activation space at locations
- Your Brand Logo display during the show
- Optional: YOUR BRAND Promotional Giveaways for Event Gift Bags

Hospitality & Access:

- VIP seating for all shows.
- Complementary Drinks and Appetizers



Silver Sponsor - \$5,000

Branding & Recognition:

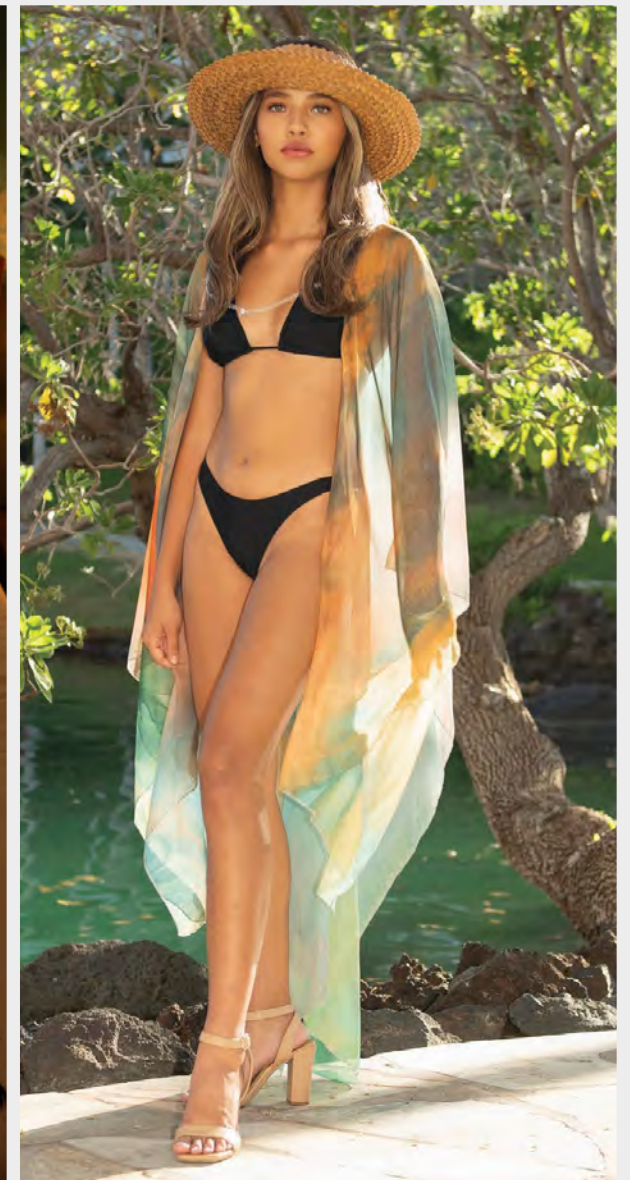
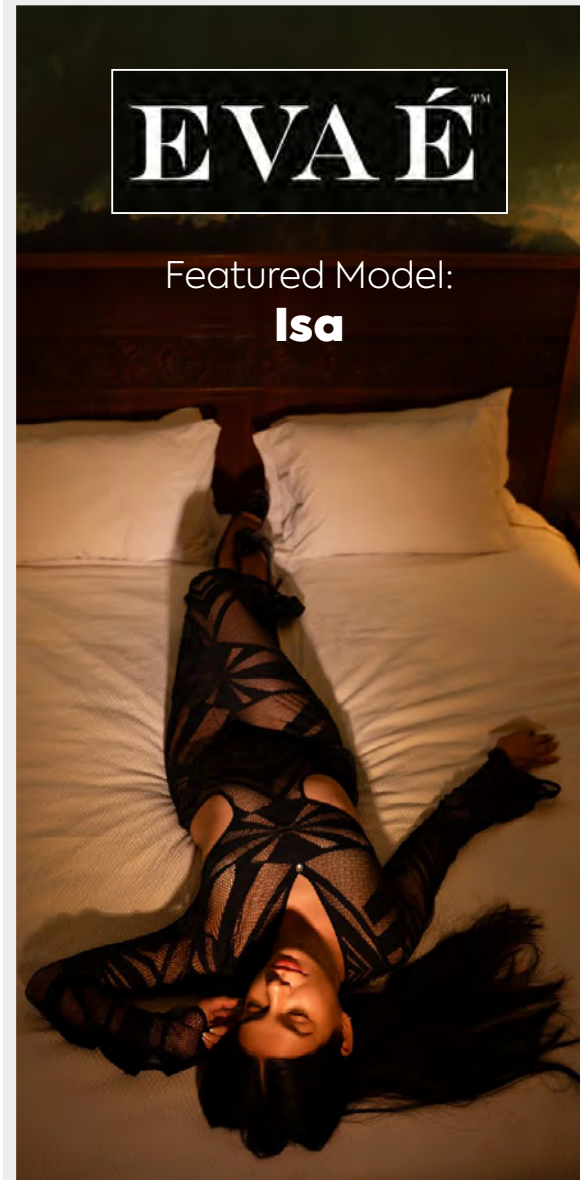
- Logo placement on printed advertisement material, and digital advertising
- Inclusion in press releases and media outreach campaigns
- Branded content, collaboration, including up to 1-page ad about Your Brand in the official Fashion Week Hawaii Magazine

Event Engagement:

- Essential Brand activation space at locations
- Optional: YOUR BRAND Promotional Giveaways for Event Gift Bags

Hospitality & Access:

- VIP seating for all shows



Bronze Sponsor - \$1,000

Branding & Recognition:

- Logo placement on printed advertisement material, and digital advertising
- Inclusion in press releases and media outreach campaigns
- Branded content, collaboration, including up to 1/2 page ad about Your Brand in the official Fashion Week Hawaii Magazine

Event Engagement:

- Essential Brand activation space at locations
- Optional: YOUR BRAND Promotional Giveaways for Event Gift Bags



Why Choose the In-Kind Sponsorship Tier?

Scalable Visibility: Brand exposure and premium benefits are tiered to the total value of your partnership, ensuring maximum ROI for every contribution.

Strategic Alignment: Position your brand alongside global fashion leaders, luxury innovators, and high-end sustainability initiatives.

Omnichannel Impact: Benefit from year-round engagement through a cohesive pre-event, live-production, and post-event digital campaign.

Media & Content Partnerships: Custom opportunities are available for advertisers, digital promoters, and creative media houses seeking exclusive access.

Bespoke Activations: We offer flexible participation through monetary support, premium product placement, or immersive experiential activations.

We invite you to reach out and customize a bespoke activation that maximizes your brand's presence at Fashion Week Hawaii 2026.

FashionweekHawaii@focushawaii.com



Community Leadership Recognition Tier – Honoring Local Changemakers

Celebrating those who lead, inspire, and
uplift their communities

Recognition & Engagement:

- Public recognition during Fashion Week Hawaii 2026
 - 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 @fashionweek_hawaii 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.

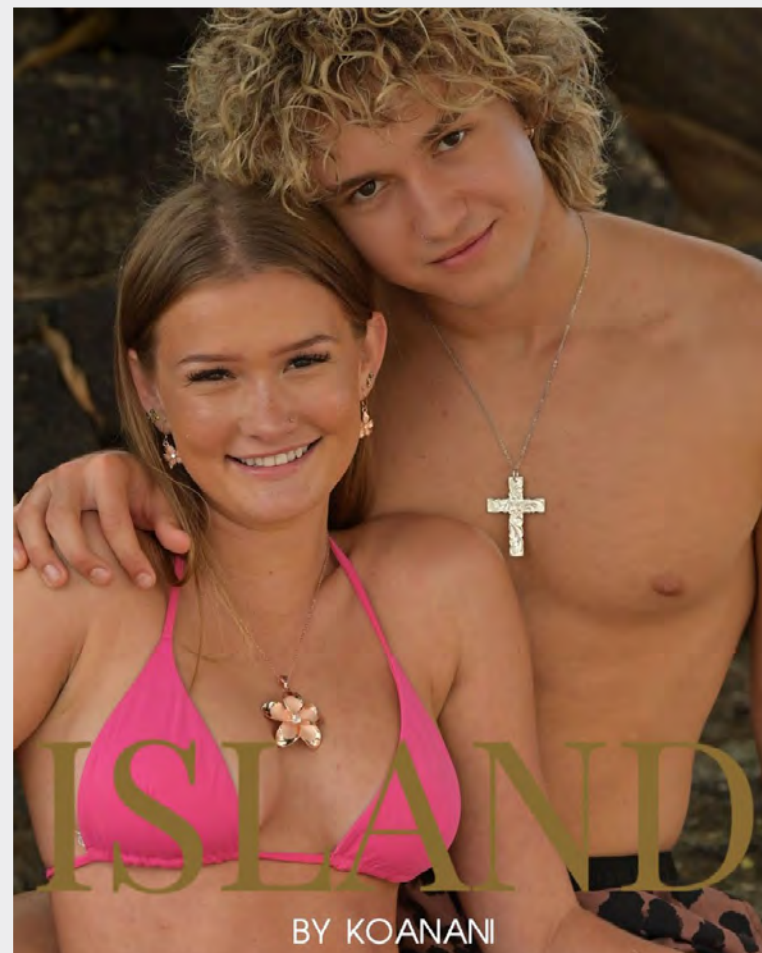
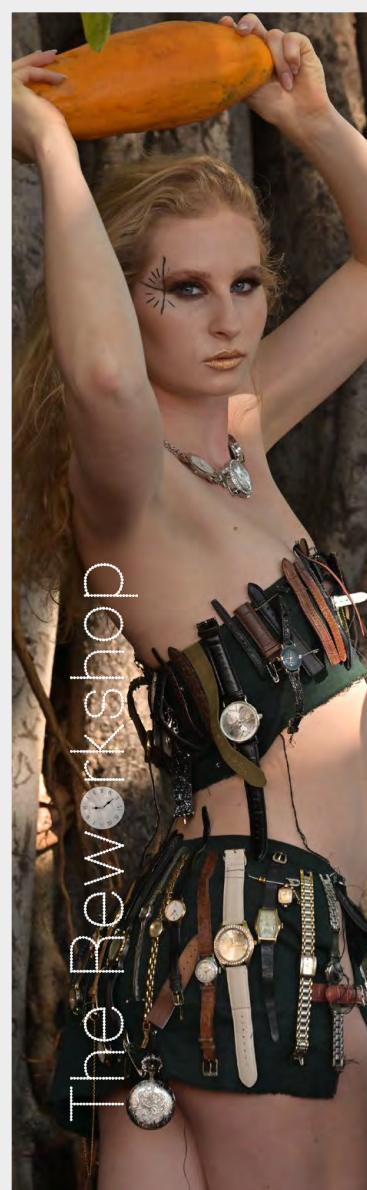
VIDEO CONTENT:

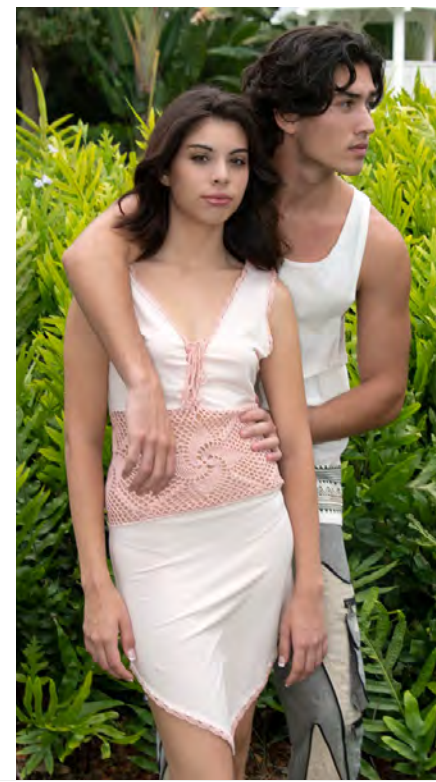
Create dynamic engagement through three 15-second video segments for social media, inclusive of models and editing, for \$1,000.



FWH 2026 Commitment to Sustainability

At Fashion Week Hawaii 2025, we were proud to spotlight wearable arts for the fourth 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
Various Locations Around The Island - July 22 - 25, 2026
808.895.2248 • fashionweekhawaii@focushawaii.com

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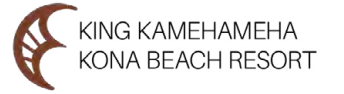
F O C U S
H A W A I I



BMW of Hawaii



MODEL



STUDIO | 10



Southwest

OUTRIGGER
KONA RESORT AND SPA



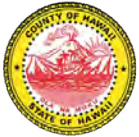
KONA SNORKEL TOURS



LT SMOOTH



AITW MEDIA



MANNY'S AUTO DETAIL CLUB



THE SKIN INSTITUTE
INTERNATIONALE



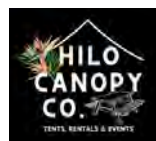
JANE WIELDIN



I · R · M · I · N · S · U · L

Kealoha
Photography

KAPA MAGAZINE
HAWAII



TOM HINTNAUS



PR PHOTOGRAPHY

FASHION WEEK HAWAII

DESIGNERS



CREA/CLIP.



GROYAL

Lani Lau



ALL IN

pacificislandsart.com



SOLVEIG CIRONE

pacificislandsart.com



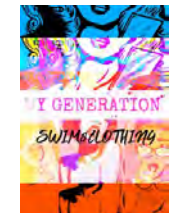
TRIBALIFEART



EVA É



COSTUMES BY IRINA



METAL PHOENIX DESIGNS



AMBER LETO

FASHION WEEK HAWAII

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