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#### **EXECUTIVES & STAFF**

- Vernon Kapua'ala
   President and Chief of Football
- Trisha Kapua'ala, M.Ed.
   Chair & General Secretary
- Kekoa L. Harman, Ph.D.
   Vice President & Kahu Papahana
- Willy Kauai, Ph.D.
  Vice President & Chief of Education
- Desiree Abernathy
   Board Treasurer & Fiscal Officer
- Ian Andrew Mork
  Technical Director
- Emilia Dydasco
   Head Coach & Technical Lead
- Noelani Bio
   Assistant Coach & Technical Lead
- Leina'ala Tsubata National Teams Manager
- Kāhealani Hiraishi
   Communications Officer
- Hezekiah Kapua'ala Digital Media Manager

#### **UPCOMING TOURS**

- NorCal Spring College Showcase 16 Nā Wāhine (U-16 Women) | May 2024
- NorCal Winter College Showcase 16 Nā Kāne (U-16 Men) | Nov 2024

#### **UPCOMING EVENTS**

Hawaiian Football Festival 24 20 Nā Kane x Wāhine (U-20 Men x Women) National Teams vs. Māori Football Aotearoa Hilo, Hawai'i | Jul 7-19, 2024



#### **WHO WE ARE**

Hui Kanaka Pōwāwae (Hawaiian Football) is a Maui-based nonprofit organization dedicated to representing the interests of Hawaiians on a national and international level, independent from the State of Hawai'i and U.S. SoccerFederation, in competitions in Oceania, on the global football stage.

#### WHERE WE COME FROM

Hawaiian Football's first league kicked off in 1975, when the President of Haleakala Dairy, Peter D. Baldwin, organized 40 teams and sponsored the purchase of equipment and uniforms for 600 Maui youth. Since 2010, Hawaiian Football grew to serve 7,000 youth club soccer players across Hawai'i, annually. In 2020, Hawaiian Football shifted its focus to prioritize the most vulnerable population in the islands – Native Hawaiians.

#### WHAT WE DO

We form Nā 'Ālapa Hawai'i (National Teams) to educate Native Hawaiian players, their 'ohana (family), hoa kāko'o (friends), and supporters worldwide about the National Culture, Character, and Identity of the Hawaiian Kingdom.

#### HAWAI'I'S FIRST NATIONAL TEAMS

In 2023, our National Team Players became the first to represent and compete under the Hawaiian national banner (flag) and air (anthem) of the Hawaiian Kingdom on the global football stage (DeMello, 2023; Forbes, 2023; Kapua'ala, 2024; Shimabuku, 2023).

#### **OUR VISION**

Our Vision leverages the unifying, educational, and humanitarian values intrinsic to international football, to create a strong Football Nation, rich in National Character and Identity, with Nā 'Ālapa Hawai'i (our National Teams) serving as 21st-century symbols of aloha 'āina (love of country, love of/for Hawai'i) and aloha kānaka (love of humanity, love for Hawaiians).

#### **OUR MISSION**

Our Mission is to create a space where Hawaiian National Identity can be recovered, rebuilt, collectively expressed, and shared on the global football stage.

# **NATIONAL TEAM SPONSORSHIP**

## **NATIONAL**

\$15,000



FRONT OF JERSEY

# **PREMIER**

\$10,000



**BACK OF JERSEY** 

### **CHAMPION**

\$15,000



SLEEVES OF JERSEY
[ONE (1) SPONSOR PER SLEEVE]

#### **LEAGUE**

\$10,000





FRONT OF SHORT

[ONE (1) SPONSOR PER LEG]

BENEFITS × RECOGNITION		<b>NATIONAL</b> \$15,000	<b>PREMIER</b> \$10,000	<b>CHAMPION</b> \$5,000	<b>LEAGUE</b> \$2,500	<b>PITCH</b> \$1,000						
NATIONAL TEAM APPAREL												
1	Brand Placement on Game Day (Home x Away) x Training Jerseys	<b>✓</b> Front	<b>✓</b> Back	Sleeve (1)	<b>✓</b> Short							
2	Brand Placement on Tour Shirts	<b>~</b>	<b>&gt;</b>	<b>~</b>	<b>~</b>							
SIGNAGE												
3	Field Signage with Company Logo (for all Home Games)	<b>~</b>	<b>&gt;</b>	~								
COMMUNICATIONS												
4	Brand Placement on all National Team Collateral (Digital x Print)	<b>~</b>	>									
5	Brand Placement on E-Newsletters [10K unique emails w/ 35-50% engagement]	<b>~</b>	>	<b>&gt;</b>								
6	Brand Placement on Hawaiian Football Website x National Team Webpages	*	>	<b>&gt;</b>	<b>&gt;</b>							
7	Social Media Recognition on All Hawaiian Football Platforms	<b>&gt;</b>	<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>						
OTHER BENEFITS / OPPORTUNITIES												
8	Right to Brand Exclusivity	<b>~</b>	~									
9	Right to Co-Brand Merchandise	~	<b>~</b>									
10	Right to Provide Promotional Items	<b>~</b>	<b>~</b>	<b>~</b>								

# HAWAIIAN FOOTBALL EVENT SPONSORSHIP

**Hawaiian Football Festival 24** – To be hosted in Hilo, Hawai'i between July 7-19, 2024, this inaugural event will feature international games between Nā Kāne and Wāhine National Teams and the Tāne and Wāhine teams of Māori Football Aotearoa, New Zealand.

**Austronesian Football Symposium** – In addition to 3 days of international competition, Hawaiian Football festivities include 3 days of international learning and intercultural exchange between Kānaka and Māori players and their 'ohana/whānau.

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BE	ENEFITS × RECOGNITION	<b>NATIONAL</b> \$50,000	<b>PREMIER</b> \$40,000	<b>CHAMP</b> \$30,000	<b>MATCH</b> \$20,000	<b>PITCH</b> \$10,000	<b>1843</b> \$5,000					
	EVENT											
1	Event Title Rights at the Hawaiian Football Festival x Symposium	<b>✓</b> Title	<b>✓</b> Presenting									
2	Remarks by Company Representative at Tournament (Cup) Ceremony / Lūʻau	>	<b>&gt;</b>	>	>							
3	Full Festival Admission [Opening Ceremony x Tournament x Symposium x Lūʻau]	<b>✓</b> 6 Passes	<b>✓</b> 5 Passes	<b>✓</b> 4 Passes	<b>✓</b> 3 Passes	2 Passes	✓ 1 Pass					
	TOURNAMENT											
4	Company Logo on All Event Title Signage	>	<b>&gt;</b>									
5	Field Signage with Company Logo at all Tournament Matches	<b>&gt;</b>	<b>~</b>	>	>	<b>~</b>						
6	Company Logo on Awards Backdrop x other Signage (e.g., Banners and Flags)	>	<b>~</b>	>	<b>&gt;</b>	<b>~</b>	<b>~</b>					
	COMMUNICATIONS											
7	Brand Placement on all Tournament x Event Credentials x Printed/Published Collateral	<b>&gt;</b>	<b>&gt;</b>	<b>&gt;</b>	<b>&gt;</b>							
8	Brand Placement on Hawaiian Football Website x Festival Page	>	>	>	>	<b>~</b>	>					
9	Brand Placement on E-Newsletters (10K emails w/ 35-50% engagement)	>	<b>&gt;</b>	>	>	<b>~</b>	<b>&gt;</b>					
10	Social Media Recognition on All Hawaiian Football Platforms	>	>	>	>	<b>~</b>	>					
	OTHER BENEFITS / OPPORTUNITIES											
11	Right to Brand Exclusivity	<b>~</b>	<b>&gt;</b>	<b>~</b>								
12	Right to Co-Brand Merchandise	<b>~</b>	~	<b>~</b>								
13	Right to set up Company Branded Tents at all Tournament Matches	<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>							
14	Right to provide promotional items (e.g., to players x event attendees)	<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>	<b>~</b>					