



KANAKA PŌWĀWĀE

CONTACT

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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. Soccer Federation, 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
BACK OF SHORT
[ONE (1) SPONSOR PER LEG]

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

