



HAWAII UNITED OKINAWA ASSOCIATION

# 41st Hawaii Okinawan Festival

Sharing Uchinanchu Aloha

September 2 & 3, 2023

LIVE IN-PERSON

Honolulu, Hawaii

*Okinawan Festival by the Hawaii United Okinawa Association (HUOA)*



# Sponsorship Request

- **Request:** – Sponsorship for the 41<sup>st</sup> Okinawan Festival
  - **Investment levels:** \$50,000, \$25,000, \$10,000, \$5,000, \$2,500
  - **Sponsorship Package Highlights:**
    - Media placement during Okinawan Festival promotions
    - Logo on all social media posts, website, and event (\$5,000 and above)
    - Advertisement in our Uchinanchu Newsletter – Festival Special
    - Marketing booth (optional)
    - Promotional giveaways (optional)
    - VIP access, seating, and parking
    - ***How else can we better partner with you?***

IPPEE NIFEE DEEBIRU (THANK YOU)  
TO OUR 2022 SPONSORS!

**CPB** Foundation

HAWAII TOURISM



Don Quijote

ZIPPY'S



ISLAND INSURANCE COMPANIES

JTB

GUSHIKEN ENGINEERING CO. LTD.  
WCITARCHITECTURE

Rainbow

SUN NOODLE

ZEPHYR INSURANCE COMPANY, INC.



khon 2

# Hawaii United Okinawa Association

[www.huoa.org](http://www.huoa.org)

- 501(c)(3) non-profit organization established in 1951
- Mission to promote, preserve, and perpetuate the Okinawan culture in Hawaii
- **Serves over 40,000 members of Okinawan ancestry in Hawaii**
- Operates the Hawaii Okinawa Center in Waipio – 1.4-acre lot, 20,000 sf Events hall
- Operates the Hawaii Okinawa Plaza Commercial Building – 2-acre lot 20,000 sf building. Future Starbucks to be built (ground lease)
- Active organization with large community events throughout the year



Paul Y. awarded at 2022 HUOA Legacy Award



CPB/ Sun Noodles/ HUOA Food Drive

Honolulu Festival 2023



Annual Children's Day Camp



Hawaii Okinawa Center



# Hawaii & Okinawa, Japan

- Strong and established connection to Okinawa prefecture in Japan.
- Annual “aisatsu” good-will visit to Okinawa and HUOA President greets the Okinawa Governor, various government leaders, Okinawa business leaders, and cultural partners.
- Participation in the World Uchinanchu Festival in Okinawa
  - Up to 5,000 Hawaii-Okinawans travel and participate
- Annual Hawaii/ Okinawa Student Exchange – 30+ years running
- HUOA helps maintain Sister-State relationship between Hawaii & Okinawa
  - Okinawa is similar in size, population, economies, and synergies w/ Hawaii



HUOA “aisatsu” visit with Okinawan Governor

「沖繩の心守る」  
ハワイ沖繩連合会  
2023年のハワイ沖繩連合会新会長となった県系4世のクラリセ・小橋川新会長が1月31日、県庁で玉城デニー知事を表敬した。4世のブランドン・仲宗根次期会長と3世のジョン・糸村専務理事も同席した。玉城知事は「県民にとって絆の強いハワイは特別な場所だ」と歓迎した。小橋川会長は現在途絶えているハワイ県系人のリデーシップツアーを再開させたいと意欲を述べ「沖繩のことを学び、ハワイに持ち帰って文化を残していきたい」と述べた。ツアーは10月ごろを計画している。2月1日には沖繩タイムス社を訪れ、武富和彦社長に会長就任などを報告。小橋川会長は琉球舞踊が好きで先月にはハワイで開催したイベントで四つ竹を披露したという。「沖繩のちむくくる、いちゃりばちちーでー、ゆいまーるの心を守りベストを尽くす」と沖繩の文化への思いを語った。

街路方式  
県  
島袋善明  
中央  
高木剪定

HUOA assists with Gov Ige visit with Okinawa Governor in Okinawa

に会長就任などを報告。小橋川会長は琉球舞踊が好きで先月にはハワイで開催したイベントで四つ竹を披露したという。「沖繩のちむくくる、いちゃりばちちーでー、ゆいまーるの心を守りベストを尽くす」と沖繩の文化への思いを語った。

Paul Y. with HUOA in Okinawa – and keynote speaker at business symposium.

HUOA hosts Okinawa Prefectural Assembly visitors with Hawaii State Senate delegates in 2022



# CPB Foundation/ Sun Noodles/ HUOA

- CPB Foundation/ Sun Noodles/ HUOA – in partnership distributes 500 cases of Sun Noodles pack to much-needed kupunas in February 2021 during the Pandemic.
- KHON – CPB Foundation/ Okinawan Festival Feature in 2021
  - <https://www.khon2.com/living-808/cpb-foundation-supports-the-okinawan-festival/>
- Hawaii Herald feature:
  - <https://www.thehawaiiherald.com/2021/03/05/community-focus-10/>



**CPB** Foundation



# Pivot to virtual during the Pandemic

Continued virtual programming throughout the pandemic

- 2020 & 2021 VOF: **est. 60,000 & 42,000 viewers respectively globally.**
  - CPB was title sponsor for both years – continued faith in HUOA
- **Big mahalo to CPB for your faith in us during unprecedented times!**
- HUOA kept our members engaged & connected through the pandemic w/ weekly live stream programming
- Other virtual programming includes:
  - Yuntaku Live – weekly talk-story program with Hawaii Okinawa leaders.
  - Uchinanchu no Hi
  - Irei no Hi
  - Installation Banquet & Uchinanchu of the Year

*“Uchinanchu no Hi” – Live Streaming Program Broadcasted w/ live global audience!*



*“Yuntaku Live” - weekly live stream program with talk-story program*



*Virtual*  
**OKINAWAN FESTIVAL**

**UNITED STATES**  
HAWAII

**ARGENTINA**

**JAPAN**  
OKINAWA

**60,000+ VIEWERS**  
**FROM ALL OVER THE WORLD**

**PERU, BRAZIL, INDIA, MEXICO, SOUTH KOREA**  
**CANADA, AUSTRALIA, INDONESIA, GERMANY, UNITED KINGDOM**  
**SINGAPORE, VIETNAM, NEW ZEALAND, PHILIPPINES, GUAM, TAIWAN, SPAIN, THAILAND**  
**FRANCE, CUBA, TURKEY, SAUDI ARABIA, ETHIOPIA, HUNGARY**  
**DENMARK, PUERTO RICO, ITALY, HONG KONG**

**WORLDWIDE UCHINANCHU**

# 41<sup>st</sup> Okinawan Festival

[www.OkinawanFestival.com](http://www.OkinawanFestival.com)

- The largest event held at the Hawaii Convention Center in 2022
- September 2 & 3, 2023 (Labor Day Weekend)
- **The largest ethnic festival in the State of Hawaii**
- First Okinawan Festival started at McCoy Pavilion in 1981, later at Kapiolani Park.
- Okinawan culture, food, performances, and “Uchinanchu Aloha”
- **45,000 – 65,000 visitors annually**
- 3,600 - 4,000 volunteers
- ***We welcome volunteers from your organizations too!***



# Sample: "Okinawa Week" feature on KHON

- Okinawan Festival featured on KHON as "Okinawa Week" leading up to the Festival
  - **Sponsor logos on promotional spots**
  - 50,000 households reached during featured segments
  - 30 sec festival promo through week leading up to Festival featuring CPB Logo.
    - 2022 - 30-sec promo spot: <https://vimeo.com/737736790/98f5d77f51>
- KHON digital, news-app, home-page take-over, and social media push.
- HUOA & Okinawan Festival featured on Living808 each day M-F.
- Feature on Modern Wahine and Sam Choy's Kitchen.
- Featured on KHON News leading up to the event.



# Sample: "Okinawa Week" Media Schedule on KHON 2022

2022		September				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	01	02	03	04
Okinawa Week on Living808 Seg 1	Okinawa Week on Living808 Seg 2	Okinawa Week on Living808 Seg 3	Okinawa Week on Living808 Seg 4	Okinawa Week on Living808 Seg 5	HomePage Takeover	
HomePage Takeover	<a href="https://www.khon2.com/living-808/mixed-plate-goes-to-okinawa-preview/dance/">https://www.khon2.com/living-808/mixed-plate-goes-to-okinawa-preview/dance/</a>	<a href="https://www.khon2.com/living-808/the-hawaii-united-okinawa-association/">https://www.khon2.com/living-808/the-hawaii-united-okinawa-association/</a>	Hawaii's Kitchen - L808	HomePage Takeover	KHON2 push alert Okinawan Festival	
KHON2 push alert – Okinawa Week		<a href="https://www.khon2.com/living-808/okinawa-week-mixed-plate-shisa/">https://www.khon2.com/living-808/okinawa-week-mixed-plate-shisa/</a>	<a href="https://www.khon2.com/living-808/okinawa-week-hawaii-kitchen-hide-chan-sunrise-utage-restaurants/">https://www.khon2.com/living-808/okinawa-week-hawaii-kitchen-hide-chan-sunrise-utage-restaurants/</a>	<a href="https://www.khon2.com/living-808/okinawan-festival-brings-the-celebration-of-okinawa-virtually-to-hawaii-residents/">https://www.khon2.com/living-808/okinawan-festival-brings-the-celebration-of-okinawa-virtually-to-hawaii-residents/</a>	Okinawan Festival Look Live	
Wake Up 2day Interview	<a href="https://www.khon2.com/living-808/cpb-foundation-supports-the-okinawan-festival/">https://www.khon2.com/living-808/cpb-foundation-supports-the-okinawan-festival/</a>		<a href="https://www.khon2.com/living-808/the-2nd-annual-okinawan-festival/">https://www.khon2.com/living-808/the-2nd-annual-okinawan-festival/</a>	<a href="https://www.khon2.com/living-808/mixed-plate-chibariyo-2/">https://www.khon2.com/living-808/mixed-plate-chibariyo-2/</a>	Modern Wahine Hawaii Okinawan Women KHON 9:30pm	
<a href="https://www.khon2.com/living-808/okinawa-week-pigs-from-the-sea-roots-to-hawaii-okinawa-center/">https://www.khon2.com/living-808/okinawa-week-pigs-from-the-sea-roots-to-hawaii-okinawa-center/</a>			<a href="https://www.khon2.com/living-808/mixed-plate-explores-okinawan-cuisine/">https://www.khon2.com/living-808/mixed-plate-explores-okinawan-cuisine/</a>	KHON2 News Segment		
<a href="https://www.khon2.com/living-808/mixed-plate-goes-to-okinawa-preview/">https://www.khon2.com/living-808/mixed-plate-goes-to-okinawa-preview/</a>			Wake Up 2day Interview at HOC	<a href="https://www.khon2.com/local-news/okinawan-festival-goes-virtual-for-second-consecutive-year/">https://www.khon2.com/local-news/okinawan-festival-goes-virtual-for-second-consecutive-year/</a>		
Uchinanchu station ID's start (8/29-9/4)						
Uchinanchu Shakas start (8/29-9/4)						
05	06	07	08	09	10	11

HAWAII UNITED OKINAWA ASSOCIATION

# 41st Hawaii Okinawan Festival

"Sharing Uchinanchu Aloha"

September 2 & 3, 2023

LIVE IN-PERSON

Honolulu, Hawaii

*Mahalo!*  
*Ippee Niffee Deebiru!*

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