



# SPONSORSHIP OPPORTUNITIES

HONOLULU



HAWAII LGBT  
LEGACY  
FOUNDATION



Aloha,

Mahalo for your interest in partnering with the Hawai'i LGBT Legacy Foundation (HLLF) to support, empower, educate, and unify our LGBTQIA+/MVPFAFF+ communities across the islands. Your sponsorship fuels the programs, safe spaces, and signature events that uplift our community year-round through Pride365.

As we move through 2026, our community continues to navigate both progress and uncertainty. Across the country, LGBTQIA+ rights remain under pressure, making the work of visibility, advocacy, and community-building more important than ever. Here in Hawai'i, we remain grounded in 'ike and aloha—ensuring that everyone has the freedom to live authentically and without fear.

This year, our work is guided by the mana'o of kīpuka and ho'omau. Kīpuka represents safe, affirming spaces where our community can gather and thrive, while ho'omau calls us to persevere with courage and resilience. Together, these principles reflect our commitment to creating spaces of belonging while continuing to move forward, even in challenging times.

Honolulu Pride is also growing as an up-and-coming destination Pride event, showcasing Hawai'i's unique culture while attracting increasing national and international attention. With continued investment in marketing, infrastructure, and planning, we are working to expand our reach, elevate the experience, and drive greater visibility and inbound tourism.

Your sponsorship directly supports these efforts—helping us grow our impact, strengthen our programs, and ensure our events remain safe, accessible, and meaningful. While progress has been made, there is still more to do, and with your support, we can continue building on the legacy of those who came before us while creating a stronger, more inclusive future for our community.

For more information, please contact me at [randys@hawaiilgbtlegacy.com](mailto:randys@hawaiilgbtlegacy.com) or (808) 393-0639.

Mahalo for your consideration,

Randy Soriano  
Executive Director  
Hawai'i LGBT Legacy Foundation

# WHAT IS PRIDE365



Pride365 is the Hawai'i LGBT Legacy Foundation's year-round platform for engaging and uplifting Hawai'i's LGBTQIA+/MVPFAFF+ community through meaningful, visible, and impactful programming.

Pride is not confined to a single day or month—it's an ongoing movement. Pride365 extends that impact across the entire year, creating consistent opportunities for connection, education, and community-building.

Through programs that reflect the intersection of culture, gender identity, ethnicity, age, and lived experience, Pride365 fosters inclusion, amplifies diverse voices, and strengthens a more resilient Hawai'i.

For partners and sponsors, Pride365 offers sustained visibility, authentic community engagement, and alignment with a mission-driven organization committed to equity, belonging, and lasting impact. Your support is also vital in ensuring these programs remain free and accessible to our community—removing barriers and creating spaces where everyone can show up fully as themselves.



# PRIDE365 PROGRAMS



## Honolulu Pride

Honolulu Pride is HLLF's signature event, which features Hawai'i's largest parade and a well-attended festival with over 70 exhibitors and a four-hour show. The 2024 parade saw over 140 entrants, 5,000 marchers, 30,000 in-person spectators and 74,000 broadcast viewers.



## Rainbow Support Circle

The Rainbow Support Circle is our community support group, where LGBTQIA+ individuals have a safe space to discuss, meet others and connect through shared experiences.



## LGBTQ+ Center of Honolulu

The LGBTQ+ Center provides a safe space for the LGBTQIA+ community to host meetings, educational events and social meetups. It's open to both non-profit and for-profit organizations and individuals who are of the community or allies to the community.



## Kūpuna Movie Mornings

Kūpuna Movie Mornings are a partnership with HLLF and the Hawai'i Theatre, which brings beloved films to seniors and other film lovers. Attendees not only get to watch some of their favorite movies back on the big screen, but a chance to socialize and enjoy coffee snacks as well.



## Rainbow Town Hall

Rainbow Town Hall is a series of intersectional dialogues exploring topics relevant to MVPFAFF/LGBTQIA+ people, families and communities. Some of the topics we've covered include exploring and understanding diversity, equity, inclusion and belonging, young professional development, the Yes on 1, ConAm ballot initiative, and queer women in business.



## Rainbow Legacy Scholarship Fund

The Rainbow Legacy Scholarship Fund celebrates leadership, resilience, and dedication to Hawai'i's future—empowering LGBTQIA+/MVPFAFF+ students and allies to pursue their educational dreams while fostering diversity, equity, and inclusivity.



## Queer Women Initiative

The Queer Women Initiative is a project of Hawai'i LGBT Legacy Foundation and provides a fun and safe space for queer women to interact and build connections. This space was made by queer women for queer women.



# 2025 BY THE NUMBERS

**8,911,334+**

Honolulu Pride  
Media Impressions  
(Advertising & PR)

**4,000**

Honolulu Pride Parade  
Marchers

**1500**

Kūpuna Movie Morning  
Total Attendees in 2025

**53,196**

Honolulu Pride Parade  
Broadcast Viewers  
in October

**8,000**

Honolulu Pride Festival  
Attendees

**300**

Rainbow Town Hall  
Total Attendees in 2025

**67,057**

Honolulu Pride Parade  
Digital Stream Viewers  
in October

**\$3,600,000+**

LGBTQIA+ Visitor  
Spending in October

**320**

Vision Without Limits Gala  
Attendees

**\$1,100,000+**

Honolulu Pride  
Media Value

**23,100**

IG & Facebook Followers  
@honolulupride &  
@hrfilmfest

**\$5000**

Rainbow Legacy Scholarship  
Funds Awarded to LGBTQIA+  
High School Students

**30,000**

Honolulu Pride Parade  
In-Person Spectators

**1,117,000**

Instagram Reels &  
Post Views in Oct/Sept  
@honolulupride

**12**

LGBTQIA+ Films Screened at  
Honolulu Rainbow Film  
Festival

**140**

Honolulu Pride Parade  
Entrants

**52**

Rainbow Support Circle  
Total Participants in 2025

**250**

Honolulu Rainbow Film  
Festival Attendees

Because of the support of our sponsors, 2025 was our most impactful year to date—reaching record audiences, expanding programs, and deepening engagement across Hawai'i's MVPFAFF/LGBTQIA+ community. From thousands of parade participants and attendees to millions of media impressions and digital views, these milestones reflect not just growth, but the creation of meaningful connections and safer, more inclusive spaces. As we look ahead, your continued partnership allows us to build on this momentum and exceed it—expanding our reach, strengthening Pride365, and ensuring our programs remain free and accessible. Together, we are not only sustaining this impact—we are accelerating it.

**HONOLULU**



## 2026 SCHEDULE

**Friday, October 2**

**First Friday with Honolulu Pride & Queer Arts Festival** | 5 pm | Capitol Modern

**Sunday, October 4**

**Kapaemahu: Nā Pōhaku Ola & Community Picnic** | 6 am | Kapaemahu & Kapī'olani Park

**Wednesday, October 14**

**Official Honolulu Pride Kick-Off Pau Hana** | 5 pm | International Market Place

**Thursday, October 15**

**Honolulu Pride Concert** | 5 pm | Hawaii Theatre

**Friday, October 16**

**Official Honolulu Pride Opening Party** | 9 pm | Scarlet Honolulu

**Saturday, October 17**

**Honolulu Pride Parade** | 3 pm | Waikīkī - Down Kalākaua Avenue

**Honolulu Pride Festival** | 5 pm | Tom Moffatt Waikīkī Shell

**Official Honolulu Pride After Party** | All-Day | Hula's Bar and Lei Stand

**Sunday, October 18**

**Together We Soar Drag Brunch** | 11 am | 'Alohilani Resort Waikīkī Beach

**Lei Over Day Club Pool Party** | 1 pm | 'Alohilani Resort Waikīkī Beach

**The Hangover - Official Honolulu Pride Closing Party** | 6 pm | TBD

HONOLULU



# SPONSORSHIP OPPORTUNITIES

Level	Benefits
<p><b>PRIDE365</b> (Presenting Sponsor) \$75,000</p>	<ul style="list-style-type: none"><li>• All benefits included in Rainbows Over Honolulu package</li><li>+</li><li>• Presenting sponsor of Honolulu Pride Parade (broadcast and digital stream)</li><li>• Presenting sponsor of Legacy Concert</li><li>• Presenting PRIDE365 logo on e-blasts</li><li>• Pride Festival: area activation, 10 VIP Passes, premier booth &amp; placement</li></ul>
<p><b>Rainbows Over Honolulu</b> (Presenting Sponsor) \$40,000</p>	<ul style="list-style-type: none"><li>• All benefits included in Legacy package</li><li>+</li><li>• Presenting sponsor of Honolulu Pride Festival (broadcast and/or digital stream)</li><li>• Alternating banners from Aloha Tower to Kapi'olani Park</li><li>• Presenting Rainbows Over Honolulu logo on e-blasts</li><li>• 4 events/promotions on official Pride events calendar</li><li>• Pride Festival: area activation, 6 VIP Passes, premier booth &amp; placement</li></ul>
<p><b>Legacy</b> \$20,000</p>	<ul style="list-style-type: none"><li>• All benefits included in Platinum package</li><li>+</li><li>• Presenting sponsor of 1 Pride weekend event/activation or PRIDE365 event</li><li>• Logo on e-blasts</li><li>• 3 events/promotions on official Pride events calendar</li><li>• Pride Parade: premier placement of float &amp; marchers</li><li>• Pride Festival: area activation, 4 VIP Passes, premier booth and placement</li></ul>

Level	Benefits
<p><b>Platinum</b> \$15,000</p>	<ul style="list-style-type: none"> <li>• All benefits included in Gold package</li> <li>+</li> <li>• 2 events/promotions on official Pride events calendar</li> <li>• Pride Festival: 3 VIP passes, standard booth and placement</li> <li>• Logo on Honolulu Pride advertising</li> <li>• Quarterly social media posts (tagged or collaborator)</li> </ul>
<p><b>Gold</b> \$10,000</p>	<ul style="list-style-type: none"> <li>• All benefits included in Silver package</li> <li>+</li> <li>• Medium promotion on Pride Partners webpage</li> </ul>
<p><b>Silver</b> \$7,500</p>	<ul style="list-style-type: none"> <li>• All benefits included in Bronze package</li> <li>+</li> <li>• Promotion on Pride Partners webpage</li> <li>• Pride Festival: 2 VIP Passes, standard booth and placement</li> </ul>
<p><b>Bronze</b> \$5,000</p>	<ul style="list-style-type: none"> <li>• Logo on HLLF website &amp; Pride Guide</li> <li>• 1 event/promotion on official Pride events calendar</li> <li>• Pride Parade: float and marchers</li> <li>• Pride Festival: 1 VIP Pass, standard booth and placement</li> <li>• Logo in sponsors post on social media</li> </ul>





Mahalo for your consideration to support the Hawai'i LGBT Legacy Foundation. Your contribution will provide critical support and serve as a beacon of hope for thousands of LGBTQIA+/MVPFAFF+ individuals across the islands.

To confirm a sponsorship with HLLF for 2025, please email Executive Director Randy Soriano at [randys@hawaiiigbtlegacy.com](mailto:randys@hawaiiigbtlegacy.com) or call (808) 393-0639.



# HONOLULU PRIDE™

# MAHALO TO OUR 2025 SPONSORS

## PRIDE365 SPONSOR



## RAINBOWS OVER HONOLULU



First Hawaiian Bank.



## LEGACY



## PLATINUM



KAPI'OLANI  
PALI MOMI  
STRAUB  
WILCOX  
CREATING A HEALTHIER HAWAII!



## GOLD



LifeWear



## SILVER



## BRONZE

