



2026 SPONSOR OPPORTUNITIES

Hawai'i Food & Wine Festival

About the Festival

The Hawai'i Food & Wine Festival® (HFWF) is a signature program of the Hawai'i Ag & Culinary Alliance (HACA), a 501(c)(3) nonprofit organization, and the premier epicurean destination event of the Pacific. HFWF is committed to spotlighting Hawai'i as a world-class culinary destination while uplifting the farmers, chefs, students, and people who call Hawai'i home. As the largest food and wine festival in the state, and founded by two of Hawai'i's own James Beard Award-winning chefs, Alan Wong and Roy Yamaguchi, HFWF showcases the best of Hawai'i's culinary talent and agricultural bounty through world-class dining experiences you won't find anywhere else. Since 2011, HFWF has contributed over \$5 million to advance culinary education, agriculture and sustainability initiatives, as well as providing relief for restaurant and hospitality workers during times of need.

3 Islands

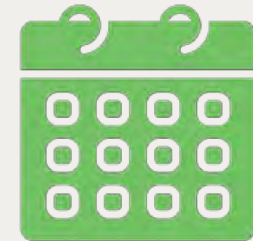


3 Weekends



200+

Chefs, mixologists,
sommeliers,
winemakers &
industry speakers



16

Years



Global
Excellence Awards

2025 Winner

Leading Food & Wine Festival
USA



5,000+

Attendees

Our Impact

What sets HFWF apart is its commitment to education, sustainability and community impact. All participating chefs are required to incorporate locally-sourced ingredients into their dishes, creating direct connections between Hawai'i's farmers, ranchers, and fishers and thousands of international attendees. Since 2011, HFWF has donated over \$5 million to support 'āina-based and community organizations dedicated to culinary and agricultural education, sustainability and cultural initiatives across the state.



\$5.2 Million

Total amount donated back to the community since 2011



\$27.5 Million

Total number of direct visitor expenditures since 2011



3,000+

Culinary students who have learned from 460+ HFWF Chefs



85+

Farms, ranches and seafood suppliers sourced from across 6 Hawaiian Islands

Talent by U.S. State

HFWF CHEFS, MIXOLOGISTS, & WINEMAKERS (SINCE 2011)

Arizona

California

Colorado

Connecticut

Florida

Georgia

Hawai'i

Illinois

Kentucky

Louisiana

Maine

Massachusetts

Michigan

Minnesota

Missouri

Montana

Nevada

New Jersey

New Mexico

New York

Oklahoma

Oregon

Pennsylvania

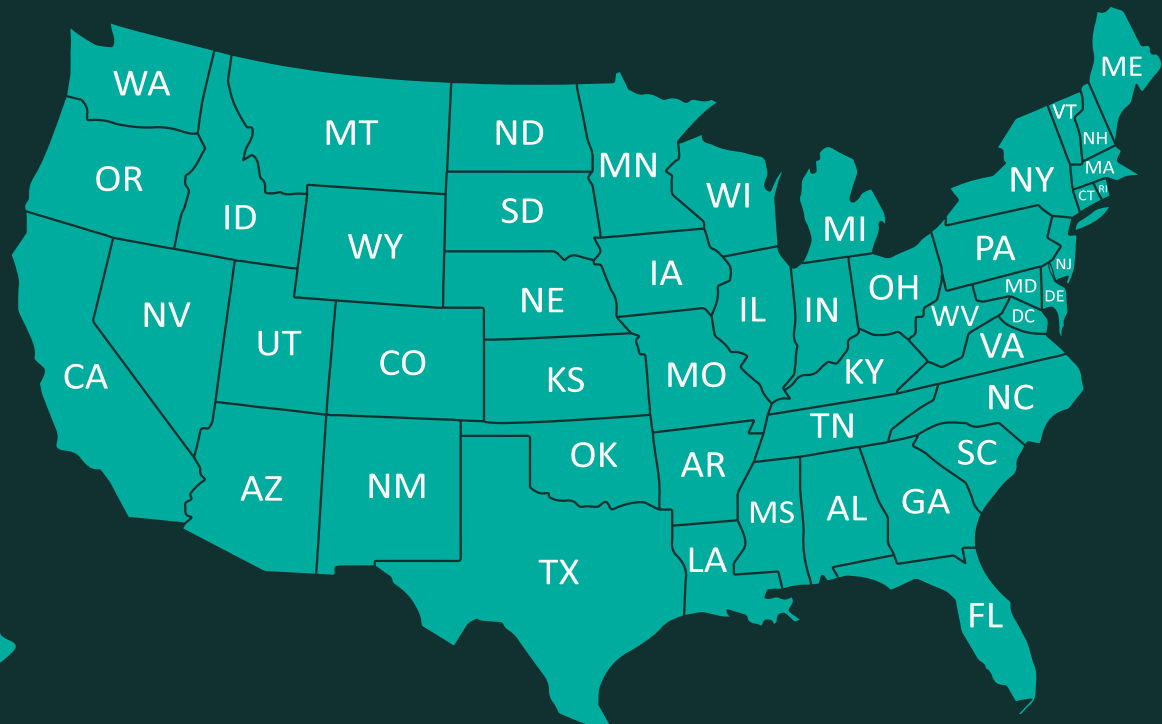
Tennessee

Texas

Virginia

Washington

Washington, D.C.



Talent by Country

HFWF CHEFS, MIXOLOGISTS, & WINEMAKERS (SINCE 2011)



Australia



Canada



China



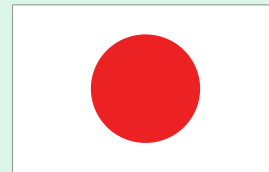
England



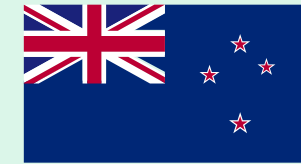
France



Italy



Japan



New Zealand



Philippines



Singapore



South Korea



Taiwan

#HFWF25

by the Numbers



11 EVENTS

FILLED THE HFWF25 SCHEDULE, INCLUDING GRAND TASTINGS, A GALA DINNER, BRUNCHES, GOLF TOURNAMENTS, AND THE INAUGURAL FEAST SUMMIT (PROFESSIONAL DEVELOPMENT CONFERENCE).



5,006 PARTICIPANTS
PARTICIPATED IN HFWF25.



\$72,440,105

IN TOTAL PUBLICITY VALUE WAS EARNED AND SHARED THROUGH LOCAL, NATIONAL AND INTERNATIONAL MEDIA OUTREACH.



36,443,140,546

RECORD AUDIENCE WAS REACHED THROUGH VARIOUS MEDIA OUTLETS, INCLUDING WEB, BROADCAST, RADIO, SOCIAL MEDIA AND DIGITAL ADVERTISING.

MARKETING/PR

Overview



**36.4
BILLION**

PUBLIC RELATIONS
IMPRESSIONS



**9.3
MILLION**

ADVERTISING
IMPRESSIONS



**15.1
MILLION**

SOCIAL MEDIA
IMPRESSIONS



1,554

PRESS PLACEMENTS



**1.6
MILLION**

EMAIL CAMPAIGN
IMPRESSIONS

208 emails distributed to
140,663 subscribers with a 25%
average open rate



231,000+

WEBSITE IMPRESSIONS



**1
MILLION**

SOCIAL MEDIA
ENGAGEMENT



3,015

EARNED SOCIAL MEDIA
MENTIONS

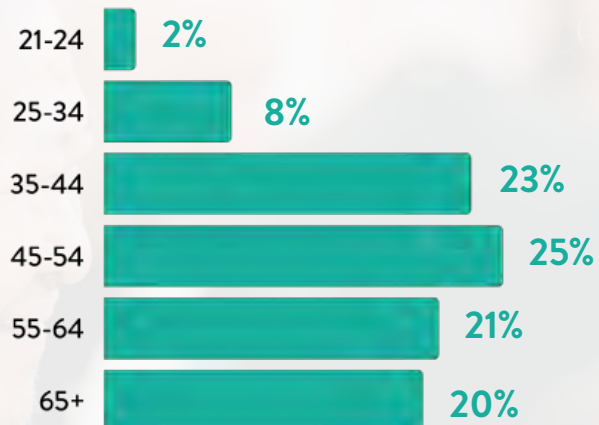
About Our Attendees

Data pulled from 651 HFWF25 online ticket purchasers.

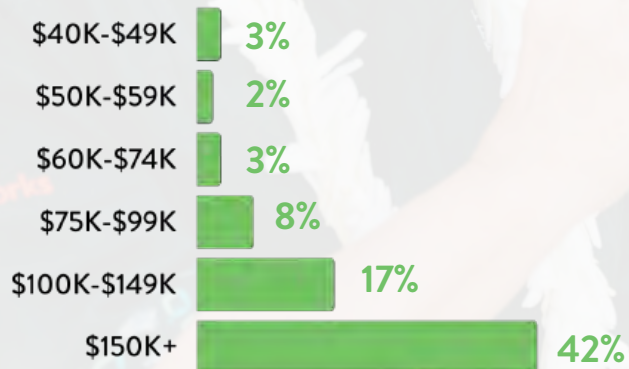
ATTENDEES' FIRST TIME TO HFWF:



HFWF25 AGE DEMOGRAPHIC:

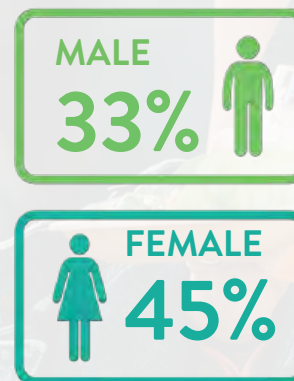


HFWF25 INCOME DEMOGRAPHIC:



26% of ticket purchasers elected not to respond.

HFWF25 GENDER DEMOGRAPHIC:



22% of ticket purchasers elected not to respond.

Attendees by Region

TOP 3 INTERNATIONAL COUNTRIES:



Australia



Canada



Japan

TOP 10 U.S. STATES:

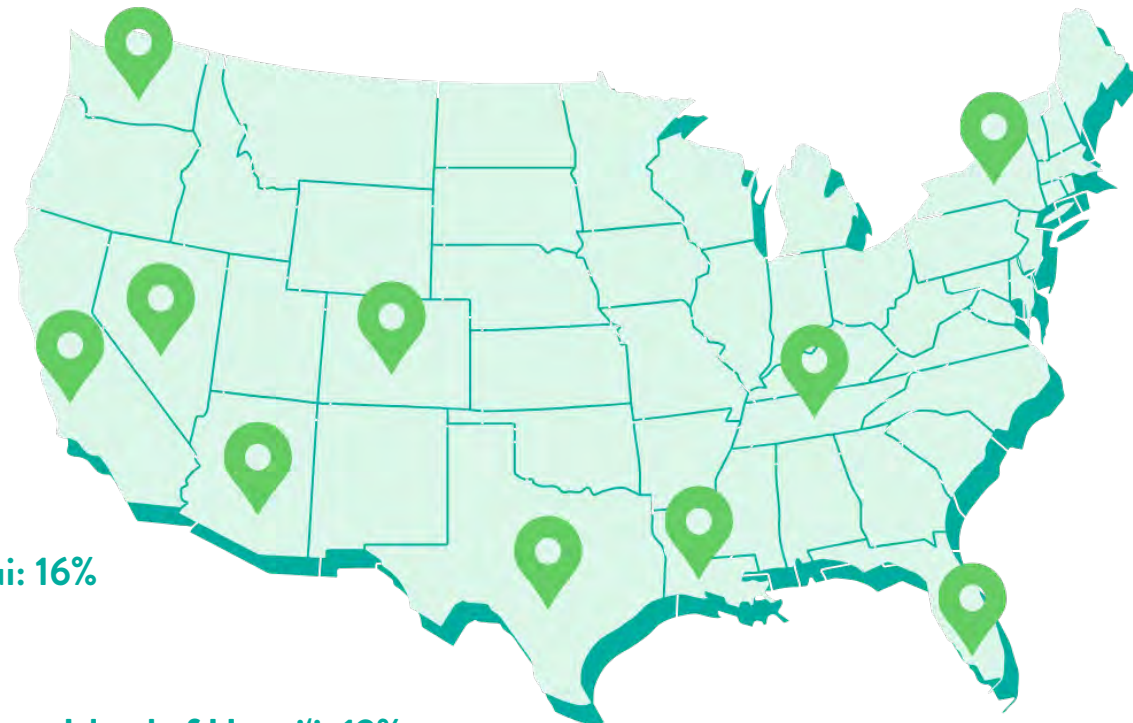
Arizona
California

Colorado
Florida

Louissiana
Nevada

New York
Tennessee

Texas
Washington



HAWAI'I RESIDENTS:



O'ahu: 71%



Maui: 16%



Island of Hawai'i: 13%



SIXTEENTH ANNUAL



HAWAII'
FOOD & WINE
FESTIVAL®

October 16 - November 8, 2026

ISLAND OF HAWAII'
OCT. 16-17, 2026

KĀ'ANAPALI, MAUI
OCT. 23-25, 2026

HONOLULU, O'AHU
NOV. 5-8, 2026





Island of Hawaii

OCT. 16-17, 2026

FRIDAY
GOLF TOURNAMENT

SATURDAY
GRAND TASTING

Mauna Kea Beach Hotel



Kā'anapali, Maui

OCT. 23-25, 2026

FRIDAY - GOLF TOURNAMENT

Kā'anapali Golf Course

SATURDAY - GRAND TASTING

Sheraton Maui Resort & Spa

SUNDAY - BRUNCH

*Royal Lahaina Resort &
Bungalows*



Honolulu, O'ahu

NOV. 5-8, 2026

THURSDAY - FEAST SUMMIT

Sheraton Waikiki Beach Resort

FRIDAY - LUNCH & PANEL

TBD

FRIDAY - GRAND TASTING

'Alohilani Resort Waikiki Beach

SATURDAY - GRAND TASTING

LOCATION TBA

SUNDAY - BRUNCH

*Hyatt Regency Waikiki Beach
Resort and Spa*

SUNDAY - GALA DINNER

Halekulani



SPONSOR *Benefits*

HFWF offers sponsors a range of customized, high-impact opportunities designed to elevate brand visibility, create meaningful connections, and drive engagement with key industry stakeholders.



SPONSORSHIP OPPORTUNITIES

BRANDED OPPORTUNITIES

- *Logo placement on event signage, collateral, and digital platforms.*
- *Brand activations (i.e. sponsored event or tasting stations, product integrations, interactive experiences).*
- *Exclusive product placement opportunities.*

SPONSOR CATEGORIES

CATEGORY EXCLUSIVE SPONSOR

- *Exclusive HFWF sponsor in your industry, securing premium recognition and ticket access.*

SUPPORTING SPONSOR

- *Customized sponsorship with recognition and ticket access.*

PRESENTING EVENT SPONSOR

- *Focused brand placement at a specific HFWF event with recognition and ticket access.*

COMMUNITY SPONSOR

- *Sponsor of HFWF's educational initiatives with recognition and ticket access.*

SPONSORSHIP OPPORTUNITIES

TICKET ACCESS & EXCLUSIVE EXPERIENCES

- *Exclusive access to high-profile HFWF events, which can be used in various ways to maximize business impact:*
 - *Employee incentive and recognition programs*
 - *Executive engagement and leadership retreats*
 - *VIP client, employee, and partner hospitality*
- *Meet-and-greet celebrity chefs and industry leaders.*

INDUSTRY ENGAGEMENT & NETWORKING

- *Interaction with top chefs, winemakers, mixologists, food industry leaders, and decision makers.*
- *Exclusive access to networking events and private by-invitation-only events.*
- *Opportunity to align and partner with Hawaii's thought leaders shaping the future of food, education, and sustainability.*

SPONSORSHIP OPPORTUNITIES

RECOGNITION & VISIBILITY

- *Logo placement on HFWF website's Sponsor page with link to sponsor website.*
- *Logo inclusion in HFWF e-newsletter (140K mailing list, with average open rate of 25%).*
- *Logo visibility in major Hawai'i Food & Wine Festival marketing collaterals and advertisements, including social media, e-newsletters, on-site signage, and media campaigns reaching billions of consumers locally and globally. (36 billion in total media reach in 2025).*
- *Inclusion in HFWF press releases and media outreach.*
- *On-stage mentions and speaking opportunities at select events.*

DIGITAL & SOCIAL MEDIA EXPOSURE

- *Dedicated sponsor highlights on HFWF's social media channels.*
- *Inclusion in email marketing reaching thousands of food and wine enthusiasts (140K mailing list, with average open rate of 25%).*
- *Brand promotion through influencer partnerships, promotional giveaways, etc.*

SPONSORSHIP OPPORTUNITIES

CORPORATE SOCIAL RESPONSIBILITY & COMMUNITY IMPACT

As a charitable 501(c)(3) nonprofit, Hawai'i Food & Wine Festival has donated over \$5.2 million in the past 15 years to community organizations that support culinary education, agriculture, and sustainability, as well as restaurant and hospitality workers during the COVID-19 pandemic and Maui wildfires.

As a sponsor, you'll be partnering with HFWF to make a meaningful impact to support local nonprofits and help fund programs that empower the next generation of chefs and farmers, and engage in charitable giving and community outreach initiatives.

SPONSORSHIP LEVELS

DIAMOND

\$100,000+

PLATINUM

\$50,000-\$99,999

GOLD

\$25,000-\$49,999

SILVER

\$10,000-\$24,999

COMMITMENT DEADLINE: APRIL 30, 2026

Let's Discuss!

CONTACT

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#HFWF26