



KAILUA



INDEPENDENCE DAY PARADE
STRONGER TOGETHER!
SPONSORSHIP PACKET
2026



KAILUA
CHAMBER OF
COMMERCE

KAILUA

INDEPENDENCE DAY PARADE
STRONGER TOGETHER!

ABOUT THE PARADE

As we prepare for the 77th Annual Kailua Chamber of Commerce Independence Day Parade, we invite you to stand with us under this year's theme: "Stronger Together." For generations, this parade has brought our community together in celebration of freedom, service, and local pride. Produced by the Kailua Chamber of Commerce, the parade is a reflection of our businesses, families, and organizations working side by side to create something meaningful for Windward O'ahu. Your sponsorship is more than visibility; it is a direct investment in our community, our traditions, and the small businesses that make Kailua so special.



EVENT OBJECTIVES

The Kailua Independence Day Parade is designed to create meaningful community impact while delivering strong visibility and engagement for participating organizations.

OBJECTIVE ONE

Showcase and amplify local businesses, nonprofits, and community organizations through high-visibility parade placement, branding, and public recognition.

OBJECTIVE TWO

Strengthen community pride and civic engagement by producing a free, inclusive Independence Day celebration that welcomes families, residents, and visitors of all ages.

OBJECTIVE THREE

Deliver meaningful sponsor exposure and engagement through strategic touchpoints including media mentions, on-site activations, and community-focused programming.



SPONSORSHIP OPPORTUNITIES



LIBERTY SPONSOR - \$1000

- **Brand Visibility**
 - Logo included on official parade sponsor banner.
 - Business name listed on official Kailua Chamber of Commerce Parade page
 - Tagged and recognized across parade social media.
 - Free Participation in the parade
 - Name in text on official Parade Shirt
- **Digital Feature**
 - One (1) professionally filmed 15-second sponsor reel
 - Shot by Vitamin B Studios (104k followers)
 - Cross-promoted with 808Viral (458k followers)
 - Posted April-June
 - Includes 30-minute b-roll session
- **Community Reinforcement**
 - Liberty "Best of Kailua" Sponsor Mahalo Box



SPONSORSHIP OPPORTUNITIES



FREEDOM SPONSOR - \$2500

Includes all Liberty benefits, plus:

- ***Enhanced Visibility***

- On-stage recognition during parade program (beginning, middle, end rotation).
- 1/6 page ad in official printed parade mailer.
- Recognition at the July 15 Kailua Chamber General Membership Meeting
 - One (1) guest invitation to attend on July 15
- Logo feature on official Parade Shirt

- ***Digital Feature Upgrade***

- One (1) professionally filmed 30-second sponsor reel
- Dedicated sponsor spotlight post
- Inclusion in official parade recap video

- ***Community Reinforcement***

- Freedom "Best of Kailua" Sponsor Mahalo Box



SPONSORSHIP OPPORTUNITIES



PATRIOT SPONSOR - \$5000



Limited Availability, Includes all Freedom benefits, plus:

- **Exclusive Visibility**
 - Exclusive branding on one parade trolley
 - 4x5 banner placement on the trolley
 - Enhanced on-stage mentions.
 - Recognition in official parade press releases.
 - Two (2) guest invitations to attend July 15 General Membership Meeting.
 - Sponsor representative welcome to sit as a parade judge.
 - Medium logo feature on official Parade Shirt
- **Digital Feature Upgrade**
 - One (1) professionally filmed 60-second reel
 - Two (2) 30 second reels filmed
- **Community Reinforcement**
 - Patriot "Best of Kailua" Sponsor Mahalo Box



SPONSORSHIP OPPORTUNITIES



STARS + STRIPES SPONSOR - \$10,000



Limited Availability, Includes all Patriot benefits, plus:

- **Premier Branding**
 - Official Stage Sponsor recognition on 3x8 banner
 - Largest logo placement on parade stage banner.
 - First and priority on-stage recognition (guaranteed first mention)
 - Large logo placement on official parade T-shirt.
 - Inclusion in all primary marketing materials as:
 - "The Kailua Independence Day Parade Presented by...[Sponsor Name]"
 - Full table invited (6 seats) to July 15 General Membership Meeting
- **Digital Feature Upgrade**
 - Two (2) professionally filmed 60-second sponsor reels.
 - Priority placement in parade recap video.
- **Community Reinforcement**
 - Stars & Stripes "Best of Kailua" Sponsor Mahalo Box





WHY SPONSOR US?

For 77 years, the Kailua Independence Day Parade has been a cornerstone community tradition, bringing together residents, visitors, and local organizations to celebrate Independence Day in the heart of Kailua. With an estimated 76,000 attendees in 2025, the parade offers sponsors a rare opportunity to connect with a large, engaged audience through a trusted, family-friendly event that is deeply woven into the community. Sponsoring the parade is more than brand placement; it is a visible investment in community pride, local connection, and a legacy event that continues to grow in impact year after year.

HIGH-IMPACT BRAND EXPOSURE

Sponsors benefit from repeated, high-impact brand visibility across multiple touchpoints; including on-site signage, stage mentions, print materials, digital promotion, and community programming. This layered exposure creates stronger brand recall than single-channel advertising.

BRAND-SAFE COMMUNITY ALIGNMENT

The parade offers a rare brand-safe environment; family-friendly, celebratory, and deeply respected. Sponsors are showcased in a setting associated with joy, patriotism, and community pride, protecting brand integrity while enhancing public perception.

BRAND-SAFE COMMUNITY ALIGNMENT

Sponsorship provides direct access to community leaders, Chamber members, nonprofits, and other business decision-makers through recognition opportunities, invitations, and VIP experiences. This creates valuable relationship-building opportunities beyond the event itself.

VISIBLE COMMUNITY INVESTMENT

Supporting the parade demonstrates visible commitment to the Kailua community. Sponsors are recognized not just for their brand, but for helping make a free, inclusive celebration possible; building trust, loyalty, and long-term goodwill with residents and customers.

