

HRFF.ORG

@hrfilmfest

37TH ANNUAL

HONOLULU RAINBOW  
FILM FESTIVAL

IN MEMORY OF ADAM BARAN

SPONSORSHIP PACKET



JULY 10-12, 2026



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[HRFF.ORG](http://hrff.org)

Dear Community Partner,

The Hawai'i LGBT Legacy Foundation (HLLF) is proud to announce the 37th Annual Honolulu Rainbow Film Festival (HRFF37) in Memory of Adam Baran, returning in 2026 as a signature program of the Foundation. We invite you to join us as a sponsor and partner in continuing this powerful legacy of celebrating creativity, diversity, and equity through film.

As one of the longest-running and most respected LGBTQIA+ film festivals in the country, HRFF serves as a vital bridge connecting Hawai'i with the Pacific, Asia, and the continental United States. Each year, we welcome more than 2,000 filmmakers, artists, and community members to experience the very best in queer cinema from around the world.

In 2026, HRFF37 will place a renewed emphasis on the art of filmmaking and increasing access to the arts within our community. We are expanding beyond the screen to create meaningful opportunities for education, connection, and visibility through film.

This year's festival will feature:

- A new HRFF Preview Broadcast in partnership with KITV to highlight the upcoming films, Foundation programs, and community initiatives
- Quarterly industry networking events to connect local creatives with filmmakers and industry professionals
- A FREE, community-focused red carpet opening event to ensure broader access and celebration for all
- Increased accessibility through lower ticket pricing to make it easier for the community to support filmmakers and the arts
- A new short film showcase, highlighting emerging local talent and providing a scholarship opportunity for Hawai'i-based filmmakers sponsored by Lei Magazine

Through these initiatives, HRFF continues to uplift storytelling as a tool for representation, empowerment, and community building—building community and ensuring queer filmmaking is sustainable for the future.

HRFF also provides valuable visibility and recognition for our sponsors. By aligning your brand with this impactful program, you demonstrate your commitment to supporting LGBTQIA+ & MVPFAFF communities while engaging with a diverse and dynamic audience.

We would be honored to welcome you as part of the HRFF37 'ohana in 2026 as we continue to amplify voices, celebrate stories, and invest in the future of queer filmmaking.

With gratitude and aloha,

Board of Directors, Executive Director & HRFF Committee  
Hawai'i LGBT Legacy Foundation  
[Info@HawaiiLGBTLegacy.com](mailto:Info@HawaiiLGBTLegacy.com) | (808) 393-0639



HONOLULU RAINBOW  
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## SCHEDULE

**Friday, June 26**

HRFF Preview Broadcast | KITV  
Official Viewing Party | 6 pm | Location TBD

**Friday, July 10**

Opening Night Red Carpet Event | 5 pm | Hawai'i Theatre Courtyard

Opening Night Short & Feature Film | 7:30 pm | Hawai'i Theatre

**Saturday, July 11**

Special Edition of Kūpuna Movie Mornings | 11 am | Hawai'i Theatre

Lei Queer Short Film Showcase and Scholarship Program | 2 pm | Hawai'i Theatre

Māhū Feature Film and 'The Return of Kapaemahu' Live Hula Show | 7 pm | Hawai'i Theatre

**Sunday, July 12**

QWI (Queer Women Initiative) Featured Screenings | 2 pm | Hawai'i Theatre

Closing Night Short and Feature Film Screening | 4 pm | Hawai'i Theatre

JUNE 27-29, 2025

# PREMIER SPONSORSHIP OPPORTUNITIES

Tier	Inclusions
<b>Presenting Sponsor (Not Available)</b>	<ul style="list-style-type: none"><li>• Presenting sponsor logo recognition in all event-related marketing and promotional collateral, including TV, digital and radio ads</li><li>• Presenting sponsor recognition and hyperlink from HRRFF website and social media channels</li><li>• Presenting sponsor logo on signage at all events with opportunity to distribute collateral</li><li>• Option to be presenting sponsor for opening night red carpet event and opening feature film screening and to give remarks before screening</li><li>• Option to have a table and co-branding at opening night red carpet event</li><li>• Option to provide branded merchandise in VIP bags</li><li>• Twenty (20) Ticket Block in premium area for the entire festival, including all HRRFF screenings and events</li><li>• KITV Media Deliverables:<ul style="list-style-type: none"><li>◦ Prominent logo on shared :15-second billboard at open &amp; close of show</li><li>◦ 1 x :30-second spot inside show</li><li>◦ Prominent logo &amp; exclusive audio on promos to air on KITV (10x) and KIKU (10x)</li><li>◦ Live in studio segment on Island Life Live</li><li>◦ 1 x :30-second spot inside show on KITV.com live-streaming</li></ul></li></ul>
<b>Platinum Sponsor \$5.5k</b>	<ul style="list-style-type: none"><li>• Prominent sponsor logo recognition in all event-related marketing and promotional collateral, including TV, digital and radio ads</li><li>• Sponsor recognition and hyperlink from HRRFF website and social media channels</li><li>• Sponsor logo on signage at all events with opportunity to distribute collateral</li><li>• Option to be presenting sponsor for an individual film screening and to give remarks before screening</li><li>• Option to provide branded merchandise in VIP bags</li><li>• Eight (8) All-Access Passes for the entire festival, including all HRRFF screenings and events</li><li>• KITV Media Deliverables:<ul style="list-style-type: none"><li>◦ Shared logo on shared :15-second billboard at open &amp; close of show</li><li>◦ 1 x :30-second spot inside show</li><li>◦ Shared logo &amp; exclusive audio on promos to air on KITV (10x) and KIKU (10x)</li><li>◦ 1 x :30-second spot inside show on KITV.com live-streaming</li></ul></li></ul>
<b>Gold Sponsor \$4k</b>	<ul style="list-style-type: none"><li>• Prominent sponsor logo recognition in all event-related marketing and promotional collateral, including TV, digital and radio ads</li><li>• Sponsor recognition and hyperlink from HRRFF website and social media channels</li><li>• Sponsor logo on signage at all events with opportunity to distribute collateral</li><li>• Six (6) All-Access Passes for the entire festival, including all HRRFF screenings and events</li><li>• KITV Media Deliverables:<ul style="list-style-type: none"><li>◦ Shared logo on shared :15-second billboard at open &amp; close of show</li><li>◦ 1 x :30-second spot inside show</li><li>◦ Shared logo &amp; exclusive audio on promos to air on KITV (10x) and KIKU (10x)</li><li>◦ 1 x :30-second spot inside show on KITV.com live-streaming</li></ul></li></ul>

# SIGNATURE SPONSORSHIP OPPORTUNITIES

Tier	Inclusions
<b>Silver</b> <b>\$2.5k</b>	<ul style="list-style-type: none"><li>• Sponsor recognition and hyperlink from HRFF website and social media channels</li><li>• Sponsor logo on signage at all events with opportunity to distribute collateral</li><li>• Four (4) All-Access Passes for the entire festival, including all HRFF screenings and events</li><li>• KITV Media Deliverables:<ul style="list-style-type: none"><li>◦ 1 x :30-second spot inside show</li><li>◦ 1 x :30-second spot inside show on KITV.com live-streaming</li></ul></li></ul>
<b>Bronze</b> <b>\$1k</b>	<ul style="list-style-type: none"><li>• Sponsor recognition and hyperlink from HRFF website and social media channels</li><li>• Sponsor logo on signage at all events with opportunity to distribute collateral</li><li>• Two (2) All-Access Passes for the entire festival, including all HRFF screenings and events</li></ul>
<b>Copper</b> <b>\$500</b>	<ul style="list-style-type: none"><li>• Sponsor recognition and hyperlink from HRFF website and social media channels</li><li>• Two (2) All-Access Passes for the entire festival, including all HRFF screenings and events</li></ul>

## CUSTOM IN-KIND SPONSORSHIP PACKAGES ALSO AVAILABLE

Let us build a CUSTOM SPONSORSHIP PACKAGE that meets your marketing and branding goals AND fits your budget! We are taking an innovative approach to sponsorship “levels” so that your marketing and philanthropy dollars go further with sponsorship benefits that extend before, during and after the festival.



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The Hawai'i LGBT Legacy Foundation produces Honolulu Pride, hosts the LGBTQ+ Center, and creates programs that inform, unify and empower Hawai'i's LGBTQIA+ community.

The Foundation also provides in-kind and financial support to organizations addressing social, cultural and economic inequalities. Our mission is to help LGBTQIA+ people live happy, healthy and productive lives as integral members of Hawai'i's larger diverse communities. Learn more at [HawaiiLGBTLegacy.com](http://HawaiiLGBTLegacy.com).

## 2026 Board of Directors

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Randy Soriano (Executive Director)

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Jonathan Enos (HRFF37 Chairperson) • Von Ka'ana'ana (Programming Co-Director) • Tony Dia (Programming Co-Director) • Joe Wilson • Dean Hamer (Emeritus) • Mahina Choy • Lanie Punani

Hawai'i LGBT Legacy Foundation  
P.O. Box 23300, Honolulu, HI, 96823

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