



Hawai'i Island Festival of Birds Sponsorship Information

Event Details

Date: October 4, 2025

Time: 9AM – 5:30PM

Location: Grand Naniloa Hotel Hilo
93 Banyan Dr, Hilo, HI 96720

Contact

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Festival History

The Hawai'i Island Festival of Birds (HIFB) was created in 2016 by Hawai'i Forest and Trail and Destination Marketing Hawai'i to showcase Hawai'i's bird species, encourage nature and environmental awareness and promote the Hawai'i Island Coast to Coast Birding Trail. HIFB sought to broaden Hawai'i Island's brand beyond ocean and volcano-based activities by inspiring visitors and residents to experience Hawai'i as a birding and ecotour destination. When the Hawai'i Wildlife Center, a nonprofit wildlife conservation organization and native bird hospital and rehabilitation center, took over HIFB the festival focus priority became boosting native species awareness and appreciation.



Today, HIFB remains under the management of the Hawai'i Wildlife Center. In 2020 the festival went virtual due to the pandemic. The festival took a break year in 2021 and in 2022 was back in action, hosting an online Hawk Week in October. The festival's partnership with Grand Naniloa Hotel Hilo started in 2023, when Hawai'i Wildlife Center partnered with Conservation Council for Hawai'i to bring back an in-person festival. After a successful 2023 event, Festival partners HWC and CCH carried on the partnership with Grand Naniloa for the 2024 festival and into 2025.



About The Event

The goal of the festival is to come together as a community to celebrate native bird species in Hawai'i and fight against hopelessness in the face of tough conservation challenges. Through the sharing of mana'o and enthusiasm, the festival aims to uplift and motivate attendees to keep up the tireless efforts preventing extinction. In 2023, over 600 people attended the festival and this number increased to over 700 in 2024.

The theme of the 2025 Hawai'i Island Festival of Birds is **Celebrating Successes**. The goal of the 2025 festival is to highlight conservation success stories like the comeback of Nēnē from the brink of extinction, and cheer on the community to press forward with the understanding that in conservation efforts, success stories are still works in progress.

HIFB is a fundraising event as well as an educational event. In an effort to keep costs manageable for families, we offer a considerable discount if tickets are purchased via presale. Presale tickets are \$15 for adults and \$10 for students ages 13 to 18. Keiki ages 12 and under are always free. Each paid ticket comes with a \$5 Birdie Bucks coupon that the attendee may use for a discount at any of the vendors at the Bird Fair or donate it to a nonprofit exhibitor (vendors and exhibitors are paid the full value of their collected Birdie Bucks by the festival). We have found that this was a great tool to increase engagement at the bird fair as it encourages shopping at small businesses and supporting important conservation nonprofits. Net proceeds of the festival is split three ways. Hawai'i Wildlife Center and Conservation Council for Hawai'i each receive a third of proceeds, with the remaining third set aside to support the costs of the next festival.

Event Highlights

Bird Fair: The HIFB Bird Fair provides a stage for local artists and crafters who incorporate native bird designs in their work to showcase their products. The fair also highlights native bird conservation organizations and wildlife agencies doing critical work to save native species.

Guest Presentations:

Presentations offer a diverse glimpse into community commitment to manu and share knowledge in many forms. Presentations include talks by biologists, conservation organizations, and cultural experts including local Hālau sharing their manu hula. New this year: in an effort to include our growing younger audience, we are planning to include a "Manu 101" series, short introductory talks about bird topics that are meant for all ages.

Learning Lounge: We transform the lobby lānai of the Grand Naniloa into a "learning lounge" featuring select conservation organizations and wildlife agencies. This area is free the whole day and anyone can come and explore without having to purchase festival admission.

Event Schedule

04
Oct

Hawai'i Island Festival of Birds (Sat)

Building community excitement and engagement

The Bird Fair and Learning Lounge are open from 9 am to 5:30 pm. Presentations run from 10 am to 4 pm. During the last hour of the Bird Fair, 4:30 to 5:30 pm, admission is free for everyone.

Location : Grand Naniloa Hotel Hilo

Bird Fair: Ho'omalimali, Sandalwood, and Palm Rooms

Learning Lounge: Lobby Lānai

Presentations: Crown Room

05
Oct

Free Birding Trips (Sun)

Fostering connections with the environment

HIFB offers free guided birding trip opportunities that take place the day after the festival. Birding trips signups are available on a first come first serve basis to all festival attendees.

Location : Various spots around Hawai'i Island



Manu Swag!

The festival is known for its swag! There is a special keychain each year (embroidered, not hard plastic) and our festival wristbands are made out of eco-silicone which can be kept as a festival keepsake after the event, reducing waste.



2024 presenter David Shepard shares about why it's important to incorporate native flora and fauna into his designs.

Sponsor Benefits

Support important conservation and outreach efforts, and be seen by hundreds of festival attendees!



High Visibility

Sponsor names and logos are displayed on banners and the festival website, plus printed in the festival program which is distributed to all attendees, 'lo and 'Ākepa level sponsors are also included on the Major Sponsor table in the Crown Room where presentations take place. This special unmanned sponsor table provides a place where collateral can be shared alongside organization info. All exhibitors and vendors will be at the Bird Fair in rooms separate from the Crown Room. The Major Sponsor table is the the only opportunity to have collateral available in the presentation area.



VIP Passes

Passes include wristbands for full access to all event rooms, plus VIP access to a preferred seating area in Crown Room. Preferred Seating is available on a first-come-first-serve basis to those with VIP passes.

Swag Box

A box of festival swag will be mailed to sponsors after the festival. We encourage sponsors to share this swag with their teams and help us continue to build manu representation out in the community!



Sponsorship Levels



'Io Sponsor



Name and logo in printed program and on festival website, plus live mentions throughout the program

5 VIP passes, plus a reserved table in the VIP area

Sponsor information on Major Sponsor table in Crown Room

Festival Swag Box

The 'Io, Hawaiian Hawk, is often seen soaring high in the sky. This regal bird is often a symbol of royalty and regarded by many families to be a kinolau of their 'aumakua. He 'io au, 'a'ohē lālā kau'ole. I am a hawk, there is no branch on which I cannot perch.

'Io Sponsor Bonus: Tour of Hawai'i Wildlife Center for up to 6 people and a meet and greet with Maka'io, ambassador hawk at HWC. Sponsor will be able to schedule a tour for their group on a date that works best for all.

\$2,500+

'Ākepa Sponsor



The Hawai'i 'Ākepa is a small honeycreeper known for their brilliant orange color. It takes males three years to develop their characteristic orange plumage. They can be seen foraging for insects high up in the canopy of old-growth forests.

Name and logo in printed program and on festival website

4 VIP passes

Sponsor information on Major Sponsor table in Crown Room

Festival Swag Box

\$1,000 - \$2,499

'Alawī Sponsor

The 'Alawī, Hawai'i Creeper, is a small cryptic honeycreeper that is often mistaken for 'Amakihi. they search for insects by creeping up tree trunks and branches.

Name and logo in printed program and on festival website

2 VIP passes

Festival Swag Box

\$500 - \$999