

*aloha*  
HOME MARKET

# SPONSORSHIP



2019



April 16th: Spring Fling Market

May 5th: Mom's Day Market  
+ Cinco de Mayo

July 21st: Endless Summer Market

October 6th: Fall Festival Market

November 17th: Holiday Market

December 8th: Hana Hou  
Holiday Market

The Aloha Home Market is currently accepting sponsors for the 2019 season starting in April!

Sponsoring the Market will give your business exposure in various forms of media, PR outreach, newsletters & throughout the Kailua community.

For sponsorship inquiries, please contact Danielle Scherman at [danielle@alohahomemarket.com](mailto:danielle@alohahomemarket.com) or (808) 782-7576

# ABOUT US



Aloha Home Market is Hawaii's premier pop-up market and showcase for unique local treasures and finds! Aloha Home Market features Hawaii's finest furniture makers, artisans, jewelry makers, clothing designers, food vendors, and more. Strategically timed seasonally around gift-giving holidays, Aloha Home Market attracts visitors from all over the island.

Growing from 30 to over 75 vendors, and averaging 500-1,000 visitors per market, Aloha Home Market has seen tremendous growth since November 2018. We attribute this not only to highly targeted marketing, advertising and social media campaigns, but also a growing demand for high-quality, locally made products here on Oahu. We pride ourselves in supporting small, local businesses by providing them a platform to sell their goods, promote their businesses, and reach the public in a warm and friendly environment.

Above all, Aloha Home Market creates a fun, festive, and family/pet-friendly gathering place that brings the Oahu community together. Shoppers enjoy live music, freshly prepared food, keiki activities, & the best of made-in-Hawaii goods.



# ABOUT OUR FOUNDER

Aloha Home Market is the latest passion project of real estate agent **Danielle Scherman** who believes that home is life's greatest inspiration and support of local industry creates a deeper relationship with home, life and community.



Born and raised in Kailua, Danielle is a real estate advisor and expert who specializes in Ewa, Diamond Head and her hometown of Kailua. Despite Hawaii's fiercely competitive marketplace, Danielle sees opportunity in every neighborhood. Her positivity, prowess, marketing savvy and network have manifested great success. In her five years of real estate, she has sold over \$20 million in real estate in Hawaii and New York City.

Her entrepreneurial endeavors led her to New York City where she established Soiree Events, her own event production company. While there, she founded Event Headquarters, a New York-based online community of 4,000 event planners. In Hawaii, Danielle established Social Wahines, an online community of more than 1,000 professional women. Past events spearheaded by Danielle have included Cool Kailua Nights - an annual charity event attended by more than 10,000 people and Startup Weekend, which takes place in 67 countries and is a 54-hour event in which startups come together to strengthen their ideas and plans.

Danielle is an outdoor enthusiast. While she may sell real estate and make deals during the week, she's most at home in the ocean where her favorite past time is sailing.

# EXPERIENCE



# REACH



Featured In:

**HONOLULU**  
**family**

**M**  
**MidWeek**

**HAWAII**  
**NEWS**  
**NOW**



Social Media:

Instagram:

@alohahomemarket

Followers:

4,600+ (and quickly growing!)

Facebook:

[facebook.com/alohahomemarket](https://facebook.com/alohahomemarket)

Follows: 1,400+



510 posts

4,610 followers

2,874 following

Message



Aloha Home Market

Flea Market

🌴 Premiere Pop-Up Market in Kailua, HI  
🌺 Local Fashion, Furniture, Decor, Art, Food & more!  
📅 Next: July 21st!  
👉 NOMINATE YOUR FAVORITE VENDOR HERE!  
[www.alohahomemarket.com/contest](http://www.alohahomemarket.com/contest)  
340 Uluniu St, Kailua, Honolulu County, Hawaii  
Followed by isla\_theshop, chelseajaimie, mmetal44 + 26 more



May 2019



April 2019



Feb 2019



Dec 2018



Nov 2018

In addition to regular posting/content, AHM spends a generous budget spent for each market on Social Media Advertising campaigns

For sponsorship inquiries, please contact Danielle Scherman at [danielle@alohahomemarket.com](mailto:danielle@alohahomemarket.com) or (808) 782-7576

# ALOHA HOME MARKET OHANA SPONSORSHIP PACKAGE

## Inclusions:

- (1) booth space at AHM for promotional use
- Recognition in media opportunities
- Collateral placement at info tent/booth
- Promotion and recognition on AHM social media posts (Instagram & Facebook)
- Inclusion/recognition in AHM Newsletters (2-3 per market)
- Logo included on event banner and printed promotional collateral
- Recognition in press release and calendar advisory
- Logo placed on Aloha Home Market website



\$1,500