The Pacific Islander Festival Association (PIFA) is a non-profit corporation composed of members from all diversities, without limit to the indigenous people of Melanesia, Micronesia, and Polynesia.

PIFA was founded to:

• Promote and provide charitable, cultural, and educational resources to everyone.

• Actively participate in the promotion and perpetuation of the traditional cultures of the indigenous peoples of Melanesia, Micronesia, and Polynesia.

• Create a financial resource program to provide scholarships; and enhance the knowledge and understanding of Pacific Islanders’ traditions and values.

• Create an annual event bringing various communities together, both pacific islander and others.

Our Festival date for 2020 is September 26 and 27, 2020. The location is Ski Beach in Mission Bay. We offer 2 days of fellowship, culture, entertainment, shopping, and food.

Please come and join us!
Let’s make a difference in our Community

The Asian and Pacific Islander community in general has unique needs and strengths. The Pacific Islander Festival is the largest and longest running event attracting not only Pacific Islander communities, but Asian and other communities as well. Community and services based organizations have unmatched opportunities to engage attendees.

Our attendees come ready to shop for items not typically available year-round. In the span of two days, most of our smaller business partners quadruple their net investment through direct purchases from customers.

Many of our participants including dignitaries, entertainers, vendors, and attendees travel from outside San Diego to attend our festival. They stay in our hotels, enjoys many of the tourist attractions in America’s Finest City, and add to the rich tourism that is a city staple.

Our festival is preserved forever in the hundred of thousands of pictures and video shared worldwide on social media and with friends and family in all reaches of the world who share a love of family, tradition, and culture.

Join us September 26 and 27, 2020.
### Sponsorship Levels

**GOLD LEVEL ($10,000)**
- Sponsor booth both days of the festival
- Back cover, full page color ad in our program book
- Company banner in prominent location
- Company logo on PIFA webpage (top position)
- Ad on PIFA Facebook page
- Name recognition and speaking opportunity day of festival
- VIP parking pass and preferred seating in VIP tent

**SILVER LEVEL ($7,500)**
- Information booth both days of the festival
- Full page color ad in our program book
- Company banner at entrance
- Company logo on PIFA webpage
- Ad on PIFA Facebook page
- VIP parking pass and preferred seating in VIP tent

**BRONZE LEVEL ($5,000)**
- Information booth both days of the festival
- Half page color ad in our program book
- Company banner at entrance
- Company logo on PIFA webpage
- VIP parking pass and preferred seating in VIP tent

**IN KIND DONATIONS**
Including transportation, Stage, Sound, etc
- Half page color ad in our program book
- Company logo on PIFA webpage
- Other amenities based on level of sponsorship

### Scholarships

Each year PIFA awards college scholarships to deserving students. To date PIFA has awarded over $150,000 to young students to help with tuition costs and promote a bright future through education. For more information visit www.pifasandiego.com
We are involved **Year Round**

In addition to the PIFA Festival, we host various community engagement activities throughout the year to celebrate Culture and Diversity.

**Miss PIFA Pageant**

We will be celebrating PIFA's 17th Annual Miss Pacific Islander of San Diego Scholarship Pageant this year. For more information visit www.pifasandiego.com

**Taste of the Pacific Islands:**

Our annual scholarship fundraiser celebrating the many flavors and cuisines of Pacific Islander restaurants. The 18th Annual Taste of PIFA will be held in summer at the Bali Hai Restaurant on in Shelter Island. For more information visit www.pifasandiego.com

**Pacific Islander Community Night at Petco Park:**

PIFA has teamed with the San Diego Padres in a night of cultural celebration. This year's event will be held on September 5, 2020 at Petco Park. We have surprise entertainment planned for this night. For more information visit www.pifasandiego.com

**Contact Us**

Our festival is a free community event that attracts over 200,000 attendees. We share our excitement and extend an opportunity for you to reach our engaged audience with your sales message and production presentation. We look forward to hearing from you and present unique ways to co-brand your company and promote diversity through investment of tomorrow's community leaders.

We are a free event and family friendly.

**Deadline for sponsorship applications is August 30, 2020.**

**Please contact our Sponsor Team.**

**sponsors@pifasandiego.com**

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**Committee Chair Brian Cruz**

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**Sponsor committee Bryson Kim**

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Facebook: Pacific Islander Festival

Instagram: pifasandiego