

45th ANNIVERSARY

We're celebrating 4 decades of the swap meet

Engage

- First 250 shoppers to find our “golden” ticket located at various vendor booths and you’ll receive a limited-edition commemorative item.

Experience

Celebration Zone – Volcano Statue & South Stadium Entrance
Themed activations, a specialty cocktail and beer garden and more.

Explore

- We invite you to rediscover all the great deals, unique items and local made products from over 400 vendors.



July Worthy Mentions:

Attendance

*Overall: 12,000 visitors
(2,000+ increase vs 2023)
Walk-ins (skyline): 900+*

Public Relations

Estimated value: \$17,000



Explore:

Rediscover the great deals and support local

Engage: Hunt for the "Golden" Ticket

Shoppers who found our "golden" ticket hidden at various vendor booths - received an Aloha Stadium Swap Meet Tote Bag.

Experience: Celebration Zone Partners:

- **Non-Profit Partner: Ma'i Movement Hawaii:** Donation drive
- **Vendor Highlights:** New vendors offered premium quality items not usually found at the swap meet.
- **Lava Lounge by Island Beverages**
Relax and cool off with lawn chairs, games and ice- cold refreshments.
- **Oahu Auctions:** Take a piece of Aloha Stadium home with limited edition commemorative items including turf and seats.



- **Experience: Immerse Yourself in the 90's** Step into our Celebration Zone at the Volcano Statue & South Stadium Entrance:
- This month's activation zone featured: **SHOP AND PAINT: It's Graffiti Art at a whole new level!** Shoppers can take piece of the Aloha Stadium home and had the opportunity to create their very own artwork.

August Worthy Mentions: Hurricane weather

Attendance

Overall: slight decrease due to weather vs 2023

Walk-ins (skyline): increase of 361

Public Relations

Estimated value: \$12,000

**included Living808 segment*



Estimated over 15,000 guests last year.
Attendance is expected to be even higher this year.

“revamped layout, additional food and retail vendors count, and opening an hour earlier to address the crowds!”



The poster features a yellow border and a background image of a large crowd at an outdoor event. At the top left is a cartoon mascot of a brown bear wearing a blue and white checkered lei and a white hat with a red pom-pom. To its right are logos for 'HAWAII TODAJI BEKKAKU HONZAN' (a sun icon), 'JCI HONOLULU' (a blue shield icon), and 'JUNIOR CHAMBER INTERNATIONAL HONOLULU' (a blue shield icon). The main text is in large, bold, yellow-outlined letters: 'MEGABON 2024', 'Saturday, Sept 7th', '4PM - 9PM', and 'Aloha Stadium Lower Halawa Lot'.

Know Before You Go Guide
Traffic and Parking strategy
Skyline partnership
Rideshare coordination
Community & Media Outreach



CONGRATULATIONS!

DBEDT
TEAM OF THE YEAR

