

TIKI KON

The Pacific NW's
POLYNESIAN-POP
EXTRAVAGANZA

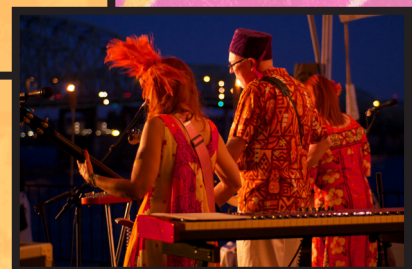
Announcing
TIKI KON AIR
FLIGHT #13

A tribute to the Jet Age and
exotic travel destinations

Taking off July 10-12, 2014
Red Lion at the Quay
Vancouver, WA / Portland, OR



Marketing &
Sponsorship Kit



Celebrating Our Tiki Heritage

Now in its 13th year, Tiki Kon is a weekend celebration of exotic tropical destinations and the Tiki bars, cocktails, art, music and fashions they inspire.

Tiki Kon gets its inspiration from the highly-stylized Polynesian-themed restaurants and lounges that were popular in the decades after World War II. Those Tiki temples ushered in a whole genre of art, fashion, architecture, music and mixology that swept the nation. It was the era of the Tiki bar.

As part of the resurgence of Tiki culture, Tiki Kon started with a home bar crawl between friends. It now welcomes guests from the Pacific Northwest and across North America and has grown to become an exciting weekend gathering for fans of Tiki bars, vintage travel, fashion, live entertainment, classic cocktails and socializing. The event also features vending, symposiums, cocktail classes, fashion show, luau-style banquet and more. The finale is the Tiki Kon home bar tour—it's the longest-running bar crawl of its kind!

In 2014, *Tiki Kon: Mysteries of the Deep* took guests under the sea with an underwater theme tied together with graphics, merchandise and decor. In 2015, *Tiki Kon Airways* takes off for its 13th outing, with a vintage 60s airline vibe that promises to take guests on an international flight of fancy.



Commitment to Community

Tiki Kon depends on the generous support of our volunteers, sponsors and marketing partners. Each year we return that generosity and rally our guests and fans in support of a charitable cause that's important to our community.

In 2014, Tiki Kon raised over \$3,000 in support of the Alzheimer's Association, through donations and participation in a nationwide fundraiser. In 2013, event organizers pledged a portion of profits to the Autism Society.

This year our efforts will benefit the *Ke Kukui Foundation*, which supports the Hawaiian/Polynesian community in the Pacific Northwest. It's our way of giving back to the cultures that inspire us.



Media Coverage

Tiki Kon is a colorful event with a big heart. It makes an entertaining feature on television and in print, and it consistently gets coverage by the local media in the Portland and Vancouver markets and beyond.

07/11/2014

"Get into the swim with Tiki Kon," by Sue Vorenberg, *The Columbian Weekend*, Vancouver, print edition and online, cover feature in Friday entertainment section

"If Tiki Kon's growth is any indication, then the Polynesian pop culture trend that swept the country in the mid-1900s is well on its way back into fashion."

07/01/2014

"On the Go with Joe," Good Day Oregon, KPTV FOX-13, Portland, six segments during the morning show featuring Tiki Kon and major sponsors



KPTV Good Day Oregon

06/21/2014

AM Northwest, KATU-2, Portland, morning show segment with Alzheimer's Association

07/12/2013

"Tiki Kon carries the torch for Polynesian Pop," by Sue Vorenberg, *The Columbian Weekend*, Vancouver, print edition and online, cover feature in Friday entertainment section

07/10/2013

"Zombie Underground," by Richard Grunert, *Willamette Week*, print edition and online

07/04/2013

"Time for a tropical adventure? The rum will flow freely at Tiki Kon," by Colin Powers, *The Oregonian*, Portland, print edition and online

"A lot of people in my generation were too young to enjoy the tiki-themed palaces from the '50s and '60s, so we re-create them in our basements and neighborhood bars."



The Columbian Weekend

07/01/2013

"Craig Hermann's Tiki Underground," by Miranda Rake, *Portland Monthly*

10/17/2012

"Carrying the Tiki Torch," by Ruth Brown, *Willamette Week*

08/02/2012

"It's Tiki Time," by Hannah Doyle, *Portland Monthly*

07/05/2011

"Tiki culture comeback, how to mix it up," *The Oregonian*

08/05/2010

"Tiki Weekend!" by Caterina Purves, *Portland Monthly*



Willamette Week

TIKI KON

How to Get Involved

Raise your company's profile to new heights through a marketing partnership with Tiki Kon. We have participation levels designed to fit any budget.

Our audience is highly targeted and trends towards the 35-54 age group, with disposable income and strong interests in travel, art, music, dining, mixology, shopping, vintage fashion, mid-century design, classic cars, travel and similar pursuits.



PRESENTING SPONSOR

Present one of the major weekend shows and get name-checked every time we mention the event...in print, television, online and anywhere else! Plus you or your representatives will be treated like Tiki royalty at Tiki Kon.

SPONSOR/PARTNER

Contribute as a cash sponsor and get your brand placed in front of a legion of passionate fans at Tiki Kon and through our online and social media channels.

IN-KIND CONTRIBUTOR

Contribute a product or service to the event in return for valuable exposure and promotion. Our guests are always on the lookout for interesting new brands that fit their lifestyles, and they enjoy reconnecting with old favorites in a fun, festive setting.

BAR TOUR SPONSOR

The world famous Tiki Kon home bar tour takes guests into the private watering holes and basement bars of the Portland tiki community. Craft cocktails and refreshments are served at each stop, providing key opportunities for product placement and promotion.

HOSPITALITY SUITE HOST

Host a party in one of the hotel's premium deckside rooms, facing the Friday and Saturday night outdoor concert space. This is a great way to promote yourself and interact directly with fans in a relaxed, friendly setting. Usually combined with other sponsorships.

PRINT ADVERTISER

Sponsor an ad in our event program. Each year we place hundreds of copies of this souvenir event guide in the hands of eager guests and promote our advertisers through our website and social media program.

BENEFITS

Naming Rights

Put your name on one of our weekend shows, included in event schedules, TV & print appearances, schedules, newsletters, social media and other marketing.

Photo Opportunities

We showcase your brand and provide unique opportunities for you to capture your products being enjoyed by our guests. Photography services are available.

Banner Placement

We provide opportunities throughout our venues to place banners and other tasteful displays and signage.

Social Media

We provide an interactive link between fans and sponsors. It's an ideal way to relay your organization's message and promotions to a highly targeted audience.

Product Placement

Showcase your product or service at Tiki Kon. We offer placement in our VIP gift bags, and we use select food & beverage products throughout the event.

Tickets & Gifts

Receive tickets and merchandise that can be used to reward your most valuable contacts, and enjoy the sponsor/VIP lounges at our Friday and Saturday night shows.



contact us / sponsor@tikikon.com / 503.985.TIKI

TIKI KON

2015 Sponsorship Levels

Sign up now and get started right away!

sponsor@tikikon.com
503.985.TIKI



	In-Kind	In-Kind	In-Kind	Sponsor	Partner	Presenting Sponsor
Cash Contribution				\$500	\$1000	\$2500
In-Kind Contribution, retail value	\$500	\$1000	\$1500+			
Naming rights & presenting sponsor credit						X
Name/logo on event signage						X
Name/logo on handbills						X
Name/logo in print ads						X
Inclusion in local TV/print appearances						X
Brand/Product photo session						X
Name/logo on posters		X	X		X	X
Feature spotlight on website			X		X	X
Name/logo/link on website	X	X	X	X	X	X
Social media integration			X		X	X
Social media shout-outs	X	X	X	X	X	X
Banner space at show venues		X	X	X	X	X
Event shout-outs		X	X	X	X	X
Booth/table in vendor marketplace		table	10x10	table	10x10	12x12
VIP Lounge tickets	1	2	4	2	4	6
Program print ad, quarter page	X					
Program print ad, half page		X		X		
Program print ad, full page			X		X	X
Program print ad, back page, color						
Product/media in VIP gift bag	X	X	X	X	X	X
Show Pass, Friday or Saturday	1	2	4	2	4	8
Weekend Pass + Bar Tour					2	2
Limited event mug (100)					1	1
Super-limited event mug (25)						1
Exclusive event cocktail glasses		1	2	1	2	4

Number of shout-outs, banner space, booth size, etc., is dependent on sponsorship level. Sponsor benefits subject to availability. Sponsors must provide banners, media for gift bags, etc. Assistance with design production is available. Hotel accommodations not included with event admission.

Tiki Kon is not a 503c non-profit organization, but contributions may be tax-deductible as a marketing expense for your business. Please consult your tax consultant for guidance.

Print Advertising



If a cash or in-kind contribution isn't in your marketing budget, we also offer a low-cost way to get involved through print advertising. Our event program is a multi-page booklet, letter size folded lengthwise in a unique format that fits easily in a pocket. They perform double duty for our guests, as both a guide and a nifty keepsake, with exclusive full-color cover art.

Back Cover, Color	4-1/4" x 11"	\$150
Full Page, B/W	3-3/4" x 10-1/2"	\$90
Half Page, B/W	3-3/4" x 5-1/4"	\$60
Quarter Page, B/W	3-3/4" x 2-1/2"	\$40

