



Adventure island

July 12-14, 2013
Red Lion at the Quay
vancouver, wa



sponsorship kit



The Pacific Northwest's Polynesian Pop Extravaganza!

Tiki Kon is a celebration of exotic tropical destinations and the vintage American tiki bars, fashion and music they inspired

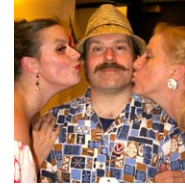
Now in its 11th year, Tiki Kon returns this summer, July 12-14, at the Red Lion at the Quay in Vancouver, Washington. It's a weekend of live exotica, surf and lounge music, dance, DJs, vendors, vintage fashion, prizes, cocktails and adventure. The event features local and regional artists and performers in an elegant, intimate setting. The finale is an all-day VIP tiki tour of Portland's most amazing home bars—it's the longest-running home bar tour in the country!

The adventure begins Friday night at the legendary Quay Bar, the West Coast's best vintage nautical-themed bar and restaurant. With real masts, sails and rigging towering overhead, guests find themselves transported to the main deck of a sailing ship. Saturday morning, guests "come ashore" on Adventure Island for a day of activities, fine dining, and an evening gala party under the stars on the River Deck, adjacent to the Tiki Kon Lounge. Expeditions set out Sunday morning for the home bar tour, which includes brunch at the world famous Alibi Tiki Lounge, Portland's only remaining vintage tiki bar, plus stops at three fabulous home bars and a visit to Hale Pele, the newest tiki bar on the Portland scene.

An extraordinary labor of love and the product of a passionate community

The event was founded by some of Portland's top mixologists and aficionados, who started the event as a gathering of friends on a tiki bar tour. Through their tireless efforts over the years, it's grown to become an annual tradition that draws guests from up and down the West Coast, from San Diego to Vancouver, B.C.

Tiki Kon relies on the generosity of sponsors and a passionate, all-volunteer staff, and returns that generosity to the communities that inspire and support us. This year the event benefits the Autism Society of Oregon, in honor of the amazing parents of autistic children in our Tiki Kon ohana. We participated in the Autism Society's April 2013 walkathon, and we've pledged one-third of profits from this year's event to this very worthy organization.



Tiki Kon gets its inspiration from the highly-stylized Polynesian-themed restaurants and lounges that were popular in the decades after World War II





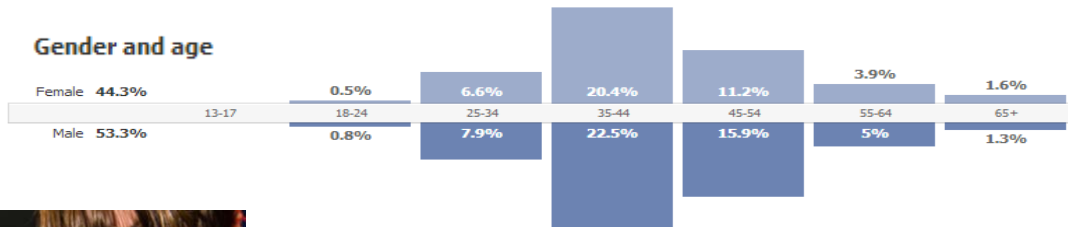
Passionate Fans

As the only event of its kind in the Northwest, Tiki Kon has a passionate and loyal audience

Tiki Kon's fans and guests are based primarily the Portland and Seattle metro areas, but tiki fans are everywhere. Though nearly extinct for decades, tiki culture and glamorous tiki palaces have experienced a national resurgence. Cross-pollination between events/bars in different cities is common, especially on the West Coast, and many tiki fans travel specifically for these experiences. Tiki Kon guests arrive from as far away as San Diego and British Columbia.



Gender and age



The Tiki Kon social media presence is strong and growing, with audience members that tend towards the 35-54 age group. They are passionate and typically affluent, and often have strong interests in art, music, mixology, shopping, vintage fashion, mid-century design, classic cars, travel and similar pursuits.

At its peak in 2012, the Tiki Kon Facebook page commanded a “reach” of 10,000—that’s the number of people who have seen content from the page in a given week. It consistently reaches hundreds of fans with each post, and the numbers have climbed steadily since last year’s successful event. An expanded traditional and social media campaign is already under way, increasing traffic to the event’s online properties.

Past sponsors





Sponsorship Options

Tiki Kon provides sponsors with a valuable opportunity to drive sales, enhance company image, and interact directly with fans and customers in a unique setting. We welcome participation at all levels and have opportunities to fit any marketing budget. Ask us about the creative ways we can integrate your brand or product into our event!



Premiums

Based on availability and level of participation

- Banners at event venues
- Logo on event promotional materials
- Social media integration
- Product featured/used at event
- Representation in gift bags
- Sponsor reception
- Event tickets
- Limited edition merchandise
- Ad space in event program
- Creative product/brand integration
- Ask about other opportunities



Fleet Admiral (1 available) — \$5,000

Achieve the highest level of prestige and visibility. Your name is attached to the entire event as presenter, and Tiki Kon becomes, "Tiki Kon, presented by Your Company." It's a great way to promote your brand and reward your most valuable players, with premiums that include a total of 30 single-event, VIP, and sponsor lounge tickets, plus the largest assortment of exclusive event merchandise.



Commodore (2 available) — \$2,000

Receive some of the highest visibility throughout the event, both at the event and in the community, including banner space at all main event venues, logos on posters and flyers, and a heavy presence in Tiki Kon's outreach campaigns. Plus boatloads of other benefits like event tickets and merchandise.



Captain (3 available) — \$1,000

Get featured throughout the event and receive unique opportunities to connect with guests. At this level, your company becomes the presenter of a major element of the event, such as the Tiki Kon Lounge, the vintage car show, or the Saturday quayside breakfast.



Commander — \$500 or \$1,000 in-kind

Help make the event a success, while gaining the respect and loyalty of new customers with a cash or in-kind sponsorship. This is an ideal level for product sponsors, small companies and those wishing to build brand loyalty or break into a new audience.



Lieutenant — \$500 in-kind

As an in-kind contributor, we'll place your product or service front and center before our guests and feature it in unique ways. This is a great opportunity for rum sponsors who would like to be featured on our home bar tour, or in one of our signature event lounges.



Ensign — \$250 in-kind

Get your foot in the door with a small in-kind contribution, and get your product in our VIP gift bags or featured in our raffle drawing.





Rate Card

Sponsorship Levels

	Ensign	Lieutenant	Commander	Captain	Commodore	Fleet Admiral

Cash Contribution			\$500 OR \$1000	\$1000	\$2000	\$5000
In-Kind Contribution (retail value)	\$250	\$500	\$1000			
Logo/link on website homepage		X	X	X	X	X
Website credit/listing	X	X	X	X	X	X
Social media shout outs		X	X	X	X	X
Banner space at venues		X	X	X	X	X
Event shout-outs			X	X	X	X
Logo on posters			X	X	X	X
Booth/table in vendor marketplace				X	X	X
Company logo in print ads				X	X	X
Feature spotlight on website				X	X	X
Logo on flyers					X	X
Logo on event signage					X	X
Shout out in media promotions and interviews					X	X
Presenting sponsor credit						X
Sponsor Reception tickets	1	2	3	4	6	10
Program credit/listing	X	X	X	X	X	X
Program print ad, quarter page	X	X				
Program print ad, half page			X			
Program print ad, full page				X	X	XX
Program print ad, back page, color						X
Product/media in VIP gift bag	X	X	X	X	X	X
Single-event tickets	2	2	4	6	8	16
VIP tickets				2	3	4
Limited event mug (100)				1	1	4
Super-limited event mug (25)					1	2
Exclusive event cocktail glasses			2	4	6	10

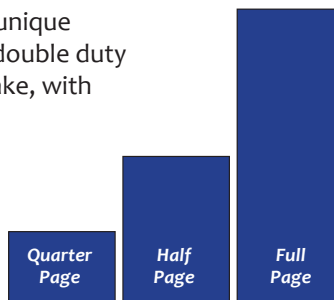
Sponsors must provide banners, print ads, etc. Assistance with design production is available. Hotel accommodations not included with event admission. Sponsorship premiums subject to availability.

Print Ads

If a cash or in-kind contribution isn't in your marketing budget, Tiki Kon offers other ways to participate, such as print ads in our event program. Ads are included with sponsorship packages, and all advertisers receive a listing in the Tiki Kon website.

The programs are multi-page booklets, 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, Full Color	4-1/4" x 11"	\$150
Full Page	3-3/4" x 11-1/2"	\$90
Half Page	3-3/4" x 5-1/4"	\$60
Quarter Page	3-3/4" x 2-1/2"	\$40



Interested in becoming a sponsor? Drop us a line, and we'll create a customized package that's just right for your company.