



# TIKI KON CARIBBEAN CASTAWAY

JUNE 30 - JULY 2, 2017

RED LION ON THE RIVER  
PORTLAND, OR



## SPONSORSHIP KIT

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# CELEBRATING OUR TIKI HERITAGE

*Tiki Kon is a weekend celebration of exotic tropical destinations and the Tiki bars, cocktails, art, music and fashions they inspire.*

Now in its 15th year, Tiki Kon gets its inspiration from the highly-stylized Polynesian-themed restaurants and lounges that exploded in popularity in the decades after WWII. Those Tiki temples were a uniquely American creation, fueled by the stories and souvenirs brought back by the brave men and women serving in the Pacific Theater, and they were the heart of a pop culture phenomenon that lasted nearly 30 years. The bars were a dark and mysterious escape from everyday life, their decor was reminiscent of the South Pacific, drinks were strong and well crafted, fashions were bright and colorful, and the music was exotic. It was the golden age of the Tiki bar.

Though that glory had mostly faded by the 1970s and 80s, a resurgence of interest in Tiki bars and fine craft cocktails is again making its mark on



American pop culture. A new generation has taken up the Tiki torch, new themed bars and restaurants are opening all the time, and weekend events like Tiki Kon are selling out across the country.

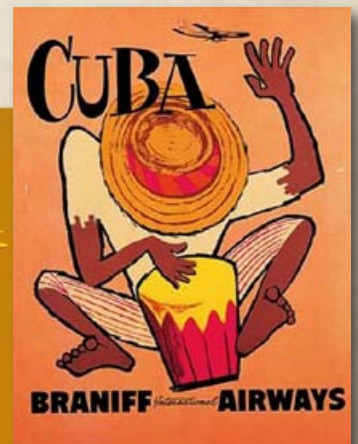
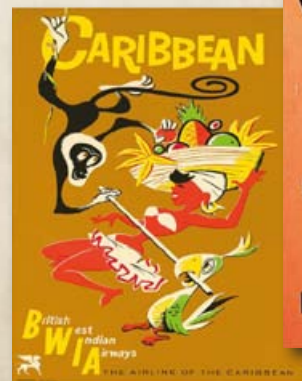


Tiki Kon started in 2002 as a small Sunday bar crawl, by a group of friends who wanted to show off and share the elaborate home Tiki bars they'd built in their basements and backyards. It now welcomes guests from the Pacific Northwest and across North America and has grown to become an exciting full-weekend gathering.

## TIKI KON GOES TO THE CARIBBEAN IN 2017!

In 2017, *Tiki Kon: Caribbean Castaway* departs the usual Polynesian climes of the Pacific and travels to the West Indies to explore the tropical birthplace of rum, Afro-Caribbean music, dance and fashion, and the mysteries of Cuba. The weekend includes three nights of live music, banquet dinner and floor show, vendors and artists from around the country, informative and entertaining symposiums, amazing cocktails, vintage fashion, and the longest-running home bar tour of its kind.

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# MEDIA COVERAGE

*Tiki Kon is a colorful event with a big heart. It consistently gets coverage by local broadcast and print media.*

07/07/2016

**"Tiki Time: Celebrate with a Mai Tai at Tiki Kon,"** by Colin Powers, *The Oregonian*

06/29/2016

**"On Business,"** KUIK AM 1360, morning show segment about Tiki Kon and Tiki culture

02/03/2016

**"On Business,"** KUIK AM 1360, morning show segment about Tiki Kon and Tiki culture

07/09/2015

**"Tiki Kon Air takes flight this weekend with Hale Pele's Blair Reynolds on board: The Cocktail Hour,"** by Colin Powers, *The Oregonian*, print edition and online

*This year's [Tiki Kon Air] theme contrasts with last year's Mysteries of the Deep, and it's a fitting turn as the convention soars a little higher with each outing, this year taking over the entire Red Lion Hotel at the Quay and selling out its weekend passes.*

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

06/21/2014

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

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."*

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*



# PHOTO GALLERY



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# COME ABOARD AS A TIKI KON SPONSOR!

*Tiki Kon is a great opportunity to promote your brand, drive sales and interact with customers!*

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

Our audience is highly targeted and trends towards a somewhat older 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.



## MARQUEE SPONSOR

Present one of the major weekend shows and get name-checked every time we mention the event...in print, 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 rooms. 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 channels.

## BENEFITS

### NAMING RIGHTS

Put your name on one of our weekend shows, included in event schedules, media 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.



# TIKI KON 2017 SPONSORSHIP LEVELS

*Sign up now and we'll start promoting your brand right away.*

We can create a custom plan that meets your budget and marketing needs, and we're always looking for creative ways to integrate our sponsors into Tiki Kon in meaningful ways. The table below is rough guide to the benefits of sponsorship based on your financial or in-kind contribution.

	Contributor	Sponsor	Partner	Marquee Sponsor
<b>Cash Contribution</b>	<b>\$250</b>	<b>\$500</b>	<b>\$1000</b>	<b>\$2500+</b>
<b>In-Kind Contribution, retail value</b>	<b>\$500</b>	<b>\$1000</b>	<b>\$2000+</b>	
Naming rights & presenting sponsor credit				●
Name/logo on event signage, handbills and print ads				●
Name/logo on event posters			●	●
Feature spotlight on website				●
Name/logo/link on website	●	●	●	●
Social media integration			●	●
Social media shout-outs	●	●	●	●
Banner space at show venues and event shout-outs		●	●	●
Program print ad, half page	●			
Program print ad, full page		●	●	
Placement of product/media in VIP gift bag	●	●	●	●
Weekend Pass (basic)	1	2	4	4
VIP Weekend Pass			1	2
Limited event mug			1	1

*Sponsor benefits subject to availability. 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 a qualified tax professional for guidance.*

## PRINT ADVERTISING

We also offer a low-cost way to get involved through print advertising. Our event program and guide is a multi-page passport-sized souvenir booklet that fits easily in a pocket. The passport format is used as admission media and for collecting stamps, and it's wildly popular with guests.

Full Page, B/W	3.5" x 5"	\$95
Half Page, B/W	3.5" x 2.5"	\$65

## TIKI KON STATISTICS

Weekend guests	400+
Print program reach	400+
Hotel room-nights	400+
Social media followers	3,300+
Social media reach (organic)	5,000+/day
Email subscribers	1050+
Growth since 2012	600%



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