



TIKI KON: FANTASY ISLAND

JULY 13-14, 2018

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 Fantasy Island IN 2018!

In 2018, *Tiki Kon: Fantasy Island* takes an imaginative plunge into a world of mystery, romance and adventure. The weekend includes three nights of live music, banquet dinner and 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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Contact us today to learn how you can get involved at Tiki Kon!

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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 wiht 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*



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Photo Gallery



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Come Aboard at Any Level!

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, travel and similar pursuits.

Marquee Sponsor

Present the Friday or Saturday night show, or the Sunday Bar Tour, 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.

3 Available — \$2500

Naming Sponsor

Put your name on one of our signature weekend activities, such as the welcome reception, Saturday banquet, vending hall or Sunday bar tour. You'll be name-checked wherever the activity is listed...event schedules, social media, programs and signage.

Multiple Available — \$500-1000

Home 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. Sponsor a bar on the tour through a monetary or in-kind contribution, or be the marquee sponsor of the entire tour and get name-checked anywhere the tour is mentioned.

3 Bar Sponsorships Available — \$400, or \$600 in-kind

1 Marquee Sponsorship Available — \$2000

In-Kind Contributor

Contribute a product or service to the event in return for valuable exposure to our guests and fans. Combine in-kind contributions with a monetary sponsorship and reach the highest levels of promotion.

Unlimited Available — any contribution level, ask for details

Print Advertiser

Sponsor an ad in our event program/passport. Attendees get stamps that are used as admission at shows and events, so guests have it in-hand all weekend. It's also a treasured souvenir. Each year we place 750 copies of this souvenir event guide in the hands of eager guests.

Full Page — \$195, Half Page — \$125



Sponsorship Includes:

- Banner placement in event venues
- Social media shout-outs
- Product placement
- Option to place product samples or promotional materials in VIP gift bags
- On-stage shout-outs during Friday/Saturday night shows
- Print ad in event passport-program
- Sponsor logo on website, posters, handbills, and signage (depending on level)
- Tickets and gifts (varies)



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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.

	In-Kind Contributor	Home Bar Sponsor	Premiere Sponsor	Marquee Sponsor
Cash Contribution		\$400	\$500-1000	\$2000-2500
In-Kind Contribution, retail value	Varies	\$600	\$1000+	
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	2	4
VIP Weekend Pass				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.

**Varies by participation level.*

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, who keep it in-hand throughout the weekend.

Full Page, B/W	3.5" x 5"	\$195
Half Page, B/W	3.5" x 2.5"	\$125

Tiki Kon Statistics

Weekend guests	500+
Print program reach	750+
Hotel room-nights	450+
Social media followers	5,700+
Social media reach (organic)	7,000+ / day
Email subscribers	1500+
5-year growth	700%



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