

# TIKI KON



THE PACIFIC NORTHWEST'S  
TROPICAL-POP EXTRAVAGANZA

Part festival and part conference, Tiki Kon is an exciting weekend celebration of exotic tropical destinations and the vintage American tiki bars, fashion & music they inspired.



## 2020 SPONSORSHIP KIT



# A BRIEF HISTORY OF TIKI KON

It all started in 2002 as a small, one-day home tiki bar crawl for friends with basement bars. Now it's a national leader.

Though it started small, Tiki Kon has blossomed into a full weekend conference that welcomes over 1000 guests from the Pacific Northwest and around the world to celebrate mid-century style tropical pop culture and enjoy music, dance, art, fashion, symposiums, shopping and cocktails.

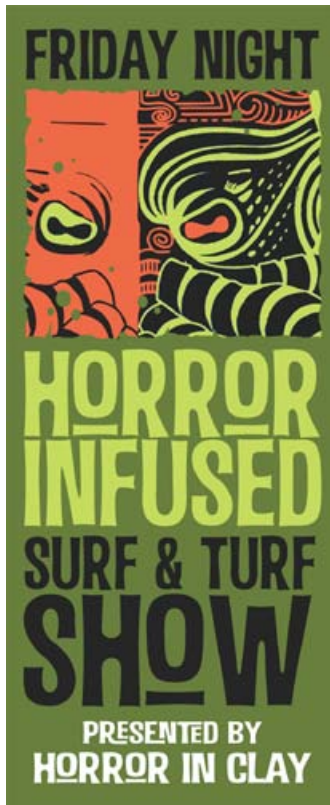
We get our inspiration from the highly-stylized Polynesian restaurants and lounges that were popular in the decades after World War II. Those tiki temples ushered in a genre of pop art that was distinctly American. Fifty years later, interest in tropical escapism and craft cocktails is again making its mark on pop culture, and Tiki Kon is on the forefront of that revival, helping to promote like-minded artists, musicians and businesses.

## Commitment to Community

Tiki Kon is dedicated to giving back to the communities that give us inspiration and sustain us. We contribute a percentage of our profits to charity. Past recipients include the Alzheimer's Association, Autism Society, USO Northwest, Red Cross (Puerto Rico hurricane relief), the Salvation Army Hawaiian and Pacific Islands Division, and Hawaii Food Basket (Kilauea eruption relief).



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# WHY TIKI KON?

Tiki Kon offers a unique opportunity to partner with us and raise your brand's profile, drive sales, and gain new customers in a fun, relaxed atmosphere.

## A trusted voice

With our grassroots origins and independent spirit, our endorsements are trusted by our fans and provide positive proof to new customers.

Social media followers	 9,915
Monthly reach	18,025
Monthly impressions	95,235

## Experience and insight

Under new management since 2013, the Tiki Kon team has consistently provided a high quality experience for its guests and partners. Our expertise and passion for details has earned us a sterling reputation and phenomenal growth.

Attendance	1000
Guest growth since 2012	600%
Hotel occupancy growth	850%
Revenue growth	1650%

## Valuable opportunities

A partnership with Tiki Kon is so much more than just putting up some banners. We look for creative and tasteful ways to integrate our partners into the main event.

Naming rights	Print advertising
Social media integration	Hospitality suites
On-site presence	Bar takeovers
Product placement	

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# PARTICIPATION LEVELS



We can create a custom plan that meets your budget and marketing needs, and we're always looking for creative ways to integrate our marketing partners into Tiki Kon in meaningful ways. The table below is rough guide to the benefits of participation and available touchpoints based on your contribution. Contact us for a detailed proposal.

MARQUEE	PRESENTER	SPOTLIGHT
<p>Present a headline show or our home tiki bar crawl, and make it your own!</p> <p>Friday Surf &amp; Turf Show</p> <p>Saturday Night Show</p> <p>Sunday Brunch &amp; Home Tiki Bar Tour</p>	<p>Get name checked anywhere your presented event is listed!</p> <p>Island Marketplace</p> <p>Saturday Luau</p> <p>Aloha Oe Finale Party</p> <p>Tiki Kon Art Show</p>	<p>Put your name on a weekend feature or party to make an impact!</p> <p>Fri/Sat Symposiums</p> <p>Saturday Pool Party</p> <p>Merchandise Co-Branding</p> <p>+ More</p>

What's Included	Marquee \$4,000	Presenter \$3,000	Spotlight \$1,000	General \$500	Starter \$250
App and website listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gift bag access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner placement	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>	<input type="checkbox"/>
Social media shout-outs	<b>4</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
On-stage shout-out	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail blast, full mailing list	<b>2</b>	<b>1</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail blast, guests-only list	<b>1</b>	<input type="checkbox"/>	<b>1</b>	<input type="checkbox"/>	<input type="checkbox"/>
Presenter credit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product placement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Print ad in passport	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complimentary exhibit space	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VIP admission	<b>2</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deluxe admission	<input type="checkbox"/>	<b>2</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard admission	<input type="checkbox"/>	<input type="checkbox"/>	<b>2</b>	<b>2</b>	<b>1</b>
Merchandise package	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Hospitality suite option	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CONTACT US FOR A CONSULTATION  
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# TOUCHPOINTS

In addition to valuable brand exposure at the event and through our social media channels, we provide highly targeted human, physical, and sensory opportunities for our partners to reach guests during Tiki Kon weekend and throughout our promotion lifecycle.

## Product Placement

Since 2003, Tiki Kon has been a trusted influencer, careful to promote only brands that appeal to our audience and reflect our standards. Product placement with us is one of the most powerful touchpoints we offer. Our high volume event bars are a great outlet for beverage brands, and we have opportunities throughout the event for other types of products.

- Placement in VIP gift bags
- Placement at event bars available with Marquee and Presenter packages
- Exclusive placement available with Marquee packages



## Exhibit Space

The Tiki Kon Island Marketplace is an exciting, single-day vending event that provides an ideal venue to interact with customers in person, while they enjoy beer, wine and tropical cocktails from our on-site event bar. It's so popular, guests line up early and rush the doors at opening, literally running to their favorite vendors to get first pick of their offerings.

- Open Saturday daytime only
- Various exhibit space sizes available
- Included with Marquee packages or as an add-on

## Spotlight Exhibit Space

In addition to the Marketplace, we offer pop-up exhibit opportunities at key locations throughout the event grounds, including the arrival hall right outside our main showroom. This is the nexus of the weekend activities, where guests can find the check-in desk, information booth, Tiki Kon gift shop, and our event bars.

- Available all weekend
- Food and beverage service not allowed
- Priority for Marquee sponsors

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# TOUCHPOINTS CONT'D

## Hospitality Suites

Everyone loves a good room party, and hospitality suites at Tiki Kon have become a prime way for brands to interact with customers on their own terms. Since they occur in private guest rooms, the hotel's prohibitions against outside food and drinks generally do not apply. Frequently used by food and beverage brands to offer samples and guided tastings in a controlled setting.

- Suite provided at discounted group rate
- May be open at any time; ask us about best times
- Food and beverage service allowed
- Included with Marquee, Presenter, or Spotlight packages



## Ticket Giveaways

Tiki Kon routinely sells out, with our coveted top tier passes selling out moments after they go on sale. Let us know in advance, and we'll reserve passes you can use for prize drawings. This is a powerful way to draw customers to a physical location, or to collect guest contact information from entry forms for marketing purposes.



## Print Advertising

Each year we place 1000 copies of our informational passport booklet in the hands of attendees, who use it to collect stamps and find event info throughout Tiki Kon weekend. A print ad is a great way to show your support for the community and get valuable exposure with our guests.



## Sunday Bar Tour

On Sunday of Tiki Kon weekend, we put our most enthusiastic and loyal guests on motor coaches for an all day guided tour of the private home bars and favorite watering holes of the local tiki community. Complimentary cocktails are served at home bar stops using product from our sponsors, and we tailor the drinks to highlight the characteristics of the spirits we use. Like hospitality suites, this is a unique opportunity for brands to interact with guests on a one-on-one basis. Representatives are invited to give presentations, offer curated tastings, distribute swag, and set up displays.

- Sunday, 10:00 a.m. - 5:00 p.m.
- Direct access to 200+ guests
- Food and beverage service
- Available with Marquee, Presenter, and Spotlight packages
- Requires product contribution in sufficient quantity to serve guests



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