

**TIKI
OASIS**



**AUGUST
14-17
2008**

WHAT: The largest, longest-running Tiki Weekender in the world. In addition to three nights of live entertainment we feature the top experts - from Exotica music to Tiki carving - giving educational presentations, vendors, a fashion show, B-movie theater, poolside entertainment, and Tiki Tots kids activity room!

WHEN: Thursday August 14 through Sunday August 17, 2008

WHERE: Crowne Plaza Hotel and Bali Hai restaurant in sunny San Diego, California.

WHY: To share the fun and creative Tiki Style with friends from across the globe.

HOW MANY: During the course of the four-day event over 2000 Tiki fans experience Tiki Oasis. Over 800 of those guests stay at the primary hotel for the entire weekend

TIKI OASIS SPONSORSHIP CATEGORIES

ZOMBIE KING

Presenting Sponsor (2) - \$2,500

On-site Exposure

- Right to hang one banner adjacent to the Main Stage
- Space in vending area (if needed) to distribute category-specific premiums, product and/or sales information on-site for both days
- PA recognition on stage each night

Print Exposure

- Logo included on posters, flyers, postcards and promotional materials and included on press releases
- Logo included in local and national print ads
- Posters & postcards (at least 10,000) distributed throughout San Diego and internationally
- Full page BW advertisement in the Event Program
- Sponsor can include item in gift bag for hotel guests (500 bags)
- Sponsor highlighted in email blast

Website

- Logo positioning and link on Tiki Oasis website Home Page

Hospitality & Client Entertaining

- Four (4) complimentary passes Event

HOODOO VODOO

Official Sponsor (4) - \$1,500

On-site Exposure

- PA recognition on stage each night

Print Exposure

- Half-page BW advertisement in the Event Program
- Logo included on postcards and promotional materials
- Logo included in local and national print ads
- Sponsor can include item in gift bag for hotel guests (500 bags)

Website

- Logo positioning and link on Tiki Oasis website

Hospitality & Client Entertaining

- Two (2) complimentary passes

SHRUNKEN HEAD

Tiki Bar Sponsor (4) - \$1000

Tiki Bar Promo

- Logo on one side of 5000 drink coasters distributed to U.S. Tiki bars.

On-site Exposure

- Logo on drink coasters at Hotel

Print Exposure

- Full-page BW advertisement in the Event Program
- Logo included on postcards and promotional materials

Website

- Logo positioning and link on Tiki Oasis website

Hospitality & Client Entertaining

- Two (2) complimentary tickets [This offer is not available to liquor sponsors].

Deadline for all sponsorship is:
Tuesday, July 1, 2008

WWW.TIKIOASIS.COM

2215-R Market Street #177, San Francisco, CA 94114

TIKI OASIS 8



**AUGUST
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WHO (DEMOGRAPHICS):

Tikiphiles are lovers of island lifestyle and range in age from 5 years to 85 years old.* Tiki Oasis attendees tend to be professionals of all kinds with disposable income and enough leisure time to enjoy it. They are interested in architecture & art, music (current and past), and

the finer things in life - such as a properly prepared Martini!

*Our demographic is so broad it requires further explanation. Tiki Style instinctively appeals to all ages. Kids love it because it has elements of primitivism and Disneyland-like fantasy. Adults dig it cause

Tiki Style is a unique American movement that has "fun in the sun" written all over it. The Tiki Oasis audience consists of everyone from surfers, retro-hipsters, artists and architects, to grandmas, families, Democrats and Republicans. And they are from all over the world!

DELUXE VENDING SPONSORSHIP \$800 - ten available (10)

On-site Exposure

- Vending space to distribute category-specific product or sales info on-site 10am - 4pm Sat & Sun.
- PA Recognition onstage each night
- Inclusion of product in Voodoo Tiki Fashion Show Friday night

Print Exposure

- Full pg. BW ad in Event Program
- Vendor highlighted in email blast
- Sponsor can include item in gift bag for hotel guests (500 bags)
- Vendor specific email blast

Website

- Sponsor receives top logo positioning and link on Tiki Oasis website vending page

Hospitality & Client Entertaining

- Four (4) weekend tickets \$160 value

VENDING AT TIKI OASIS \$375

You will receive vending space to distribute category-specific premiums, product or sales information on-site for both days (set-up 8:30am, vending 10am-4pm, break-down by 5pm), vending space includes electricity, link on Tiki Oasis website, listing in Event program, and two free tickets to the event. Please note vending will be exclusive to hotel guests on Saturday and open to the public on Sunday. Advertisements will be distributed locally for Sunday to get a local crowd.

Deadline for vendor reservations is:
Wednesday, April 2, 2008

TIKI OASIS PROGRAM ADVERTISING

We print 2500 programs that are given away free at the event. The program has a full color cover and is considered a keepsake collectible by Tiki Oasis attendees. Be a part of the event through an advertisement!!

- \$175 - Half page ad, BW (5x4)
- \$250 - Full page ad, BW (5x8)
- \$300 - Inside front/back cover, Color (5x8) - 2 available
- \$350 - Back cover, Color - (5x8)

Artwork must be 300 dpi JPG, PDF, or EPS file with outlined fonts
Please send all artwork to:
otto@tikinews.com

Deadline for all advertising is:
Tuesday, July 1, 2008

BARTER SYSTEM

We are always open to promo ideas and creative ways of helping each other out! We'll create a custom sponsorship package in exchange for reasonable and valuable trade, or increase sponsorship benefits with cash/trade offer. Let us know what you have to work with, because we'd love to hook up with you!

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