

PYRAT

RUMS

PRESENTS



TAKI FEST

AUG. 14, 2010

ALOHA!

EVENT: TikiFest 2010

DATE: August 14, 2010

Aloha! Welcome to Tiki Fest, an event that will be held in 15 cities starting with Los Angeles and completing in Honolulu, Hawaii. Tiki Fest is a celebration of the island way of life, great foods and drinks. Our event features great tropical cocktails and delicious treats from the islands. Savour great Luau cuisine as the Steel Drums take you to the islands for a great treat of dance, music, entertainment and fine cocktails.

SPONSORS



PYRAT
RUMS

CHARITIES



TAX ID:
80001152

TICKETS:

Available at TIKIFEST.EVENTBRITE.COM and www.TIKIFEST.net

CONTACT:

(818) 288 - 4050

MEDIA CHART

ESTIMATED NUMBER OF MEDIA IMPRESSIONS: 38 Million

MEDIA NAME	MEDIA TYPE	COPIES / POTENTIAL AUDIENCE	COVERAGE AREA	TYPE OF COMMUNICATION
TV				
KNBC Channel 4 'First Look LA'	Television	1,000,000 viewers	Greater Los Angeles	Editorial
KTLA Channel 5	Television	1,000,000 viewers	Greater Los Angeles	Editorial
Fox Good Day LA	Television	1,000,000 viewers	Greater Los Angeles	Editorial
RADIO				
KCRW	Radio	550,000 weekly	National	Editorial
790 KABC Talk Radio	Radio	1,400,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
97.1 The FM Talk Radio Station	Radio	1,200,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
100.3 The Sound	Radio	1,000,000 for 2 weeks	Greater Los Angeles	Paid Advertisement
PRINT				
Daily News	Print	70,000 weekly	Greater Los Angeles	Paid Advertisement
IN Magazine	Print - Magazine	25,000 bi-monthly	Los Angeles	Paid Advertisement
Live Long Beach and South Bay	Print - Magazine	25,000 bi-monthly	Greater Los Angeles/O.C.	Paid Advertisement
Live Orange County	Print - Magazine	25,000 monthly	Greater Los Angeles/O.C.	Paid Advertisement
Live LA	Print	50,000 monthly	National	Sponsored Ad
Los Angeles Magazine	Print - Magazine	40,000 monthly	Los Angeles	Paid Advertisement
LA Weekly	Print	40,000 monthly	Los Angeles	Paid Advertisement
WEB-ADS & EDITORIALS				
Zagat	Web	25,000,000 per month	National	Advertisement
CitySearch.com	Web	1,600,000 visitors/month	Los Angeles	Editorial
Yelp	Web	1,200,000 visitors/month	Los Angeles	Editorial
LA's The Place.com	Web	30,000 subscribers	Greater Los Angeles	Editorial
Thrill List	Web	320,000 per month	National	Newsletter E-Blast
Tasting Table	Web	320,000 per month	Los Angeles	Advertisement
Chowhound	Web	320,000 per month	Los Angeles	Advertisement
WEB - EVENT LISTING				
Dining Out Meet Up.com	Web	12,000 visitors/month	Greater Los Angeles	Event Listing
LocalWineEvents.com	Web	775,000 visitors	Greater Los Angeles	Event Listing
Los Angeles Times - The Grid	Web	2,700,000 visitors/month	Greater Los Angeles	Event Listing
Singular City.com	Web	73,000 visitors	Greater Los Angeles	Event Listing
Yelp.com	Web	74,000 subscribers	Greater Los Angeles	Event Listing
Facebook.com	Web	300 million active users	Worldwide	Event Listing
YouTube.com	Web	24 million+ users	Worldwide	Event Listing
MySpace.com	Web	120 million active users	Worldwide	Event Listing
Twitter.com	Web	14 million users (US users)	Worldwide	Event Listing

ATTENDEE PSYCHOGRAPHIC

- Enjoys Beer and Wine tasting
- Dines out at least 5 times a month
- Makes travel plans yearly - nationally and internationally
- Attends concerts / Avid movie-goers
- Loves to shop
- Throws dinner parties for guests at home
- Eco-conscious
- Supports local charities

ATTENDEE DEMOGRAPHIC

- Age ranges: 25 - 55
- Household income range: \$85,000 - \$1.5 million
- 90% of attendees live in the San Fernando Valley
- Estimated number of attendees is 2,500
- 60% single
- 90% college educated
- 89% own Home
- 98% use internet at home or work
- 75% make purchases online
- 58% make travel plans online
- 79% obtain news and current events online
- Occupations: Professional / Managerial: 60%, Attorneys: 20%, Hollywood Industry: 20%, Other: 10%

VENDORS, COMMERCIAL TABLES AND SPONSORSHIP INFORMATION

There are limited number of tables available for the display of your company, goods, and or services. Reserve yours as soon as possible.

PLATINUM LEVEL

PRICE: \$5,000

PACKAGE INCLUDES:

- Full Page Color ad in the event program book
- Logo on website
- 10' x 20' space for a commercial exhibit
- Logo on all printed material: including postcards, advertisements and promotional posters
- Mention in Radio Spots
- Mention on TV Spots
- 6 VIP Tickets (price \$200 each)
- 20 General Admission Tickets (price \$100 each)



GOLD LEVEL

PRICE: \$2,500

PACKAGE INCLUDES:

- 1/2 Page Color ad in the event program book
- Logo on website
- One 6' table and 2 chairs
- Logo on all printed material, including postcards, advertisements, and promotional posters
- 2 VIP Tickets (price \$200 each)
- 5 General Admission Tickets to the event (price \$100 each)

SILVER LEVEL

PRICE: \$500

PACKAGE INCLUDES:

- One 6' table and 2 chairs
- Listing in promotional items
- Logo on Website

BRONZE LEVEL

PRICE: \$250

PACKAGE INCLUDES:

- One 6' table and 2 chairs
- Logo on Website

MEDIA COVERAGE

PRINT

- LA TIMES
- LA DAILY NEWS
- LIVE LA MAGAZINE
- OCEAN MAGAZINE

RADIO

- 100.3 FM

ONLINE MULTIMEDIA

- ZAGAT
- FACEBOOK
- YELP
- THRILLIST
- LOCALWINE EVENTS

TELEVISION

- My Fox LA
- KTLA
- FOX 11