



2010 FESTIKI®



SATURDAY, AUGUST 14, 2010

OLD RIVER PARK | Dayton, Ohio

Doors open 10:00 AM | Live music from 2 PM until 10:30 PM

SPONSORSHIP OPPORTUNITIES



“The Ultimate Staycation Alternative”

www.festiki.com

Ron Kaplan

| mrsurfohio@surfohio.com

| 937.212.8847

| www.surfohio.com



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WHAT IS THE SURF OHIO FESTIKI?

The inaugural, 2009 Surf Ohio Festiki was founded by Ron Kaplan, who in 1978 created the perennially popular Surf Ohio line of apparel and accessories. Back in the mid-'80s, he also produced the infamous Surf Ohio Bash events held in Columbus, Ohio annually for seven years.

Kaplan conceived of the all-new Festiki as an outdoor, full-day and evening cultural celebration of the laid back yet active island lifestyle everyone enjoys and aspires to, especially appealing in the hectic and challenging environment we live in. With volunteer support from the Fraternal Order of Moai and a media partnership with Clear Channel Radio, Surf Ohio Festiki provides a fun, memorable, experiential escape featuring live surf music performances, artisans, displays, cuisine and more brought together in a tropical island atmosphere created right here in Dayton, Ohio.

Partner Dayton History's historic venue, Old River Park, features 33 acres worth of expansive and beautifully maintained grounds surrounded by the 1.5 mile long Old River lagoon (canoes and paddleboats available), ample free parking and a prime location near I-75, Marriott Hotel, University of Dayton, and downtown. 2010 Festiki offers anyone, families included, a unique and affordable summer "staycation alternative," all in one place and on one day – August 14, 2010.

With the support of sponsors like you, Dayton History is able to offer a special Surf Ohio Festiki admission price of just \$10 each for adults, \$5 each for students (ages 10-17) and free admission to children 9 years and under. Admission includes access for the day to Dayton History's nearby Carillon Park and its historic displays.

As importantly, Surf Ohio Festiki is proud to support the Surfrider Foundation, a non-profit environmental organization dedicated to the protection and enjoyment of the world's oceans, waves and beaches for all people, through conservation, activism, research and education.

If you want to reach thousands of active, vibrant, fun and appreciative consumers this summer, Surf Ohio Festiki has a place on the beach for you, your brand message, and product. Please consider joining sponsors like AAA Travel, Land Shark Lager, Monster, Clear Channel Radio and others we celebrate this year's

Surf Ohio Festiki – "The Ultimate Staycation Alternative"

Additional information available at:

www.surfohio.com

www.festiki.com

www.daytonhistory.org

www.surfriderfoundation.org



WHAT ARE THE FEATURED *FESTIKI* SHOWS AND ATTRACTIONS?

Here's a summary of what's in store, and each of them are available for *your* sponsorship...

LIVE STAGE PERFORMANCES:

Surf Ohio Festiki Stage* is the raised-stage focal point of the expansive entertainment area featuring acres of park-like setting for Festiki-goers. Thousands of patrons can find their own comfortable spot to relax among the shade of the rustling palms, er, uh, trees, a spot in the sun to sway to the tropical vibe, or take leisurely cruise around the island setting in a paddleboat. As the tradewinds bring on the starry night, the lighted trees and glow of the tiki torches make the Festiki Stage the ticket for an ideal escape. Live music performed onstage throughout the day and evening features a variety of authentic traditional and contemporary island and surf performances by some of the best players in the genre. The seven bands to appear on the Surf Ohio Festiki Pavilion include:

Llacuna & Silva with Leilani

The Nick Kizirnis Band

Tyrd Fyrgysn and the MasterXploders

Crazy Joe & The Mad River Outlaws

The Madeira

Vegas 66

The Space Cossacks

Plus... Soul Fyre Productions (fire dancers!)

Additional music will be provided by DJ Jet Sterling and his crew from Surfabilly Freakout, the internet's acclaimed surf music show blasting out of Champaign, Illinois' WPGU 107.1 FM.

OTHER ATTRACTIONS & ACTIVITIES:

Surf Ohio Safari Cruise Tours* - From the lagoon-side boathouse, able park staff rent patrons a paddle boat or canoe to begin their adventure, a lazy and scenic 1.5 mile cruise around Surf Ohio Festiki island. Ordinarily this famously popular attraction is a pay-to-play feature of Old River Park but, thanks to your sponsorship and the prominent exposure that comes with it, patrons will be gratefully aware that boat rental is totally FREE during Surf Ohio Festiki from 10 AM until dusk.

Ginormous Festiki Sand Castle Sculpture* Award-winning artist Ted Siebert of The Sand Sculpture Company (www.sandsculpting.com) arrives in Dayton a full day early to custom sculpt a spectacular 15-ton masterpiece designed to capture the Festiki spirit for all to marvel at. Ted is a great interview and his eyepopping work provides the perfect backdrop for Festiki media coverage, a memorable photo opp for patrons and the press alike, and inspiration to anyone who has ever built the castle of their dreams on a beach with a plastic shovel and pail.

The Festiki Hot Rod Cruise-In* co-hosted and organized by the wild ones at Daddy Katz Kustom Kar Kulture, dozens of vintage hot rods and "scooters" (motorcycles) will be on public display throughout the island. Patrons can meet the owners and builders, photograph these rolling works of art, or simply wax nostalgic for days gone by - when dual-carbs, baby moons, flame jobs and surf tunes on the AM radio ruled the boulevard!



WHAT ARE THE FEATURED *FESTIKI* SHOWS AND ATTRACTIONS?

Big Kahuna's Tiki Torch Lounge* recreates that perfect beachside bar and grille, where anyone can feast luau style on grilled salmon, veggie kabobs, jerk chicken, pulled pork, and much more. The Tiki Torch Lounge is the spot to kick back, kick off your flip flops and enjoy a favorite chilled concoction to toast another sunset in paradise. A select group of catering masters will offer a sumptuous array of reasonably priced Festiki food and drinks for all ages and tastes, with an outdoor seating area (complete with tiki torches, naturally) centrally located on the Old River Park grounds.

Old River Beach Kids Zone* will beckon kids of all ages who want to get their faces painted tiki-style, play a game of giant checkers, burn off some energy by bouncing around the giant inflatables, or cool off in the refreshing free misters. The conveniently located Kids Zone is near restroom facilities, shade trees, Festiki's largest picnic pavilion, and other amenities for your Ohana (that's Hawaiian for "family"). With all kids under age 9 admitted free, this is bound to be a hopping spot throughout the Festiki.

The Old River Park Boardwalk* features booths and tents of carvers, artists and vendors offering a unique and exotic variety of tropical gifts and crafts, including clothing, lighting, jewelry, original art, posters and yes, actual authentic, hand-carved tiki totems by several talented artists from across the U.S., many who will demonstrate their ancient island carving skills throughout the day.

Moai Moai Putt-Putt* – Old River Park boasts its very own miniature golf course which, for Festiki, will be turned into a tropical putt-putt paradise for its sponsor thanks to tiki themed décor by volunteer artisans from the Fraternal Order of Moai. Best of all, thanks to your sponsorship, Moai Moai Putt-Putt play will be FREE for Surf Ohio Festiki patrons from the time the gates open at 10 AM until dusk.

Surf Ohio Festiki Party Pavilion (4 pavilions available) - Host a private company outing, family reunion or picnic for the fun of it in one of four covered pavilions available throughout the park. Whether your group numbers 15 or 150, invite your Surf Ohio Festiki guests to your home base on the beach, with picnic table(s), electric service, and nearby charcoal grille(s). Party Pavilion's will feature prominent signage promoting your organization or brand and, should you desire, provides a high-traffic venue from which to do product sampling, coupon distribution, and/or product sales, from the time Festiki gates open at 10 AM until the last band plays. Due to limited availability, these pavilions are on a 'first-come, first-served' sponsor opportunity!

Festiki Surf Shack (3 gazebos available) - Sponsor one of the Old River Park quaint picnic gazebos during Festiki and enjoy prominent exposure for your branded signage, the ability to merchandise (from the gazebo itself or, upon advance request, an additional 10x10 spot among vendors on the Boardwalk, free) as well as a special place to kick back with your associates, family or guests during the event. Each gazebo features electricity and its own picnic table, plus ten free Festiki admissions. Due to limited availability, these surf shacks are on a 'first-come, first-served' sponsor opportunity!

**Note – certain levels include category exclusivity – please be sure to define your brand and product(s) when inquiring about sponsorship.*



HOW CAN I SPONSOR *FESTIKI* AND WHAT ARE MY BENEFITS?

Sponsoring the 2010 Surf Ohio Festiki is not only your great opportunity to be part of something fresh, upbeat, outdoors, and exciting, it's easy, too - there are plenty of options to participate based on your company or organization's marketing or sales objectives. These include opportunities to distribute samples and coupons, conduct product demonstrations, and directly connect with a captivated and motivated audience whose lifestyle has them primed for action, fun, new experiences, products and services.

Festiki's official media partnership with Clear Channel Dayton's WTUE-FM (Rock) and WONE-AM (Sportstalk) stations ensures robust radio advertising and promotion leading into the event, including premium on-air recognition for top-tiered sponsors.

Below is a quick list of the sponsorable attractions and investment levels, followed by details of Clear Channel Radio's robust Surf Ohio Festiki promotional package. Summaries on the following pages include details of the benefits for each level.

Surf Ohio Festiki "Presenting Sponsor" Stage	\$6,000
(This includes Presenting Sponsor status or may be co-shared with compatible sponsor @ \$3,500 each)	
Surf Ohio Safari Cruise Tours	\$3,500
Ginormous Festiki Sand Castle Sculpture	\$3,000
Old River Beach Kids Zone	\$2,500
Big Kahuna's Tiki Torch Lounge	\$2,000
The Festiki Hot Rod Cruise-In	\$2,000
Moai Moai Putt-Putt	\$2,000
The Old River Park Boardwalk	\$1,500
Surf Ohio Party Pavilion (4 sizes to choose from)	\$1,000 – 1,800
Festiki Surf Shack (3 gazebos available)	\$850 ea.

WTUE/WONE Clear Channel Dayton Advertising & Promo Partnership August 01 - 14, 2010

- 40 Recorded Promotional Announcements on WTUE
- 20 Live Promotional Liners on WTUE
- 50 Recorded Promotional Announcements on WONE
- 50 Streaming Commercials on all Clear Channel Dayton streams
- Inclusion on Event Listings and/or Family Calendars on Clear Channel Dayton's 7 Websites including WTUE.com; WONE.com; 1039TheX.com; Mix1077.com; WLQT.com; Channel945.com; 1065TheBull.com

Media Promotional Value = \$7400



FESTIKI SPONSORSHIP DESCRIPTIONS

Surf Ohio Festiki “Presenting Sponsor” Stage **\$6,000**
(may be co-shared with compatible sponsor @ \$3,500 ea, becoming primary co-sponsors)

Surf Ohio Festiki Stage* is a 30-foot wide canopied stage centrally located on Festiki Island (Old River Park). Thousands of patrons will find a comfortable spot to enjoy the shows, whether lounging in the sun or amidst under the tradewinds blowing through the shade trees. The stage is “Show HQ,” with Surfably Freakout DJ’s keeping tunes and announcements going, and live music performed onstage from 2 PM until 10:30 PM. Live performances features a variety of authentic traditional and contemporary island and surf music, often engaging in educational interaction with our audience and culminating with a surf-music and rockabilly band showcase. (see page 3 for performer lineup)

Benefits of Presenting Sponsor/Surf Ohio Festiki Pavilion investment:

- Exclusivity – no other 2010 Festiki sponsor in your specific product category
- Prominent mention as Presenting Sponsor in all radio advertisements and ticket giveaways on Media Partner WTUE FM & WONE AM radio (ad schedule available on request)
- Prominent mention over stage PA by live announcers and DJs throughout event
- Your logo and sponsor status prominently identified on:
 1. Front and back designs of official event t-shirts
 2. Surf Ohio Festiki Stage banner graphics
 3. Surf Ohio Festiki Aloha Hut at the main entrance gate
 4. Free event info map & schedule distributed from the Aloha Hut
 5. Official event signage and banners throughout the park
 6. Surf Ohio 2010 Festiki admission tickets
 7. Display advertisements appearing in Dayton City Paper
 8. 500 11” x 17” full-color promotional posters distributed regionally
 9. Festiki event pages of www.surfohio.com, www.festiki.com, and www.daytonhistory.org
- One hundred (100) adult and fifty (50) student admission tickets
- Twenty-four (24) official 2010 Surf Ohio Festiki t-shirts
- Opportunity for display of your logo banners, upon approval, on stage and at numerous other park locations, e.g. admissions entrance, parking lot(s) and exit.
- Opportunity on-site to retail/demonstrate/promote any non-conflicting products or services. This includes distribution of sample product, coupons, literature, et al.
- First right-of-refusal for 2011 Surf Ohio Festiki Presenting Sponsorship

Surf Ohio Festiki encourages your creativity and innovation with ideas to activate your sponsorship, leading up-to as well as day-of August 14th. We are happy to discuss collaborating with you on appropriate advance events, campaigns or tie-ins that help you promote your Presenting Sponsorship of the 2010 Surf Ohio Festiki. **To ensure your place at Festiki, “the ultimate staycation alternative,” sponsorship commitment is due by June 14 and payment to Surf Ohio LLC must be received by July 14, 2010.**



FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

Surf Ohio Safari Cruise Tours (Free to patrons)\$3,500

Surf Ohio Safari Cruise Tours* - From the lagoon-side boathouse, able park staff rent patrons their choice of a paddle boat or canoe to begin their adventure, a lazy and scenic 1.5 mile cruise around Surf Ohio Festiki island. Ordinarily this famously popular attraction is a pay-to-play feature of Old River Park but, thanks to your sponsorship and the prominent exposure that comes with it, patrons will be gratefully aware that boat rental is totally FREE during Surf Ohio Festiki from 10 AM until dusk.

Benefits of Surf Ohio Safari Cruise Tours investment:

- Your logo and sponsor status prominently identified on:
 1. Back designs of all official event t-shirts
 2. Stage banners recognizing all sponsors
 3. Banners identifying the Free Surf Ohio Safari Cruise Tours – at the high- visibility boathouse and various locations along the 1.5 mile lagoon
 4. Official event signage and banners throughout the park
 5. Free event info map & schedules distributed from the Aloha Hut
 6. 500 11” x 17” full-color promotional posters distributed regionally
 7. Display advertisements appearing in Dayton City Paper
 8. Festiki event pages of www.surfohio.com, www.festiki.com and www.daytonhistory.org
- Twelve (12) adult and six (12) student admission tickets
- Twelve (12) official 2010 Surf Ohio Festiki t-shirts
- Your sponsorship role in making this feature FREE to patrons will be frequently identified/referenced by emcees from the stage over the PA throughout the event
- This offers a high-visibility, high-traffic location from which to sell your product or distribute your appropriate samples, coupons, information and/or branded premiums to several thousand 2010 Festiki patrons and consumers (some restrictions may apply based on product compatibility and/or local and federal law – please contact Ron Kaplan to discuss details)

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FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

Ginormous Festiki Sand Castle Sculpture\$3,000

Ginormous Festiki Sand Castle Sculpture* Award-winning artist Ted Siebert of The Sand Sculpture Company (www.sandsculpting.com) arrives in Dayton a full day early to custom sculpt a spectacular 15-ton masterpiece designed to capture the Festiki spirit for all to marvel at. Ted is a great interview and his eye-popping work provides the perfect backdrop for Festiki media coverage, a memorable photo opp for patrons and the press alike, and inspiration to anyone who has ever built the castle of their dreams on a beach with a plastic shovel and pail.

Benefits of Ginormous Festiki Sand Castle Sculpture investment:

- Your logo and sponsor status prominently identified on:
 1. Back design of all official event t-shirts
 2. Stage banners recognizing all sponsors
 3. Banner at sculpture site dedicated to recognizing your sponsorship
 4. Official event signage and banners throughout the park
 5. Free event info map & schedule distributed from the Aloha Hut
 6. 500 11" x 17" full-color promotional posters distributed regionally
 7. Display advertisements appearing in Dayton City Paper
 8. Festiki event pages of www.surfohio.com, www.festiki.com, and www.daytonhistory.org
- Twelve (12) adult and twelve (12) student admission tickets
- Twelve (12) official 2010 Surf Ohio Festiki t-shirts
- Your sponsorship will be publicly identified/referenced:
 1. where appropriate anytime the Ginormous Sand Sculpture is mentioned on WTUE & WONE on-air promotions leading up to the event
 2. by emcees over the stage PA throughout the event
- This offers a central and excellent high visibility location for your (up to) 10x20 tent or display from which to distribute your product samples, coupons, information and/or branded premiums to several thousand Festiki patrons and consumers
- Festiki will be utilizing the talented Ted Siebert and his sculpting "work-in-progress" as a key media hook for television, radio and print media coverage the day prior to Festiki, further prominently mentioning your sponsorship in the process
- Experience has shown that this Ginormous Sand Sculpture will be one of the most visible and unique attractions on the grounds and thus a focal point and photo subject for attending media and Festiki patrons, further enhancing your brand and product exposure

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FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

Old River Beach Kids Zone \$2,500

Old River Beach Kids Zone* will beckon kids of all ages who want to build their own sand creations “on the beach,” play a game of giant checkers, burn off some energy by bouncing around the giant beach-themed inflatables, or cool off in the refreshing free misters. The Kids Zone is coordinated by the Dayton Parrotheads from its own dedicated pavilion and playground, conveniently located near, restroom facilities, Festiki’s largest picnic pavilion, plenty of shade trees and other amenities for your Ohana (that’s Hawaiian for “family”). With all kids under age 9 admitted free, the Kids Zone is sure to be a hopping spot throughout 2010 Festiki.

Benefits of *Old River Beach Kids Zone* investment:

- Your logo and sponsor status prominently identified on:
 1. Back designs of all official event t-shirts
 2. Stage banners recognizing all sponsors
 3. Banners on Kids Zone HQ pavilion (this includes ability to hang your branded signage, as well)
 4. Official event signage and banners throughout the park
 5. Free event info map & schedules distributed from the Aloha Hut
 6. Display advertisements appearing in Dayton City Paper
 7. Festiki event pages of www.surfohio.com, www.festiki.com, and www.daytonhistory.org
- Six (6) adult and six (6) student admission tickets
- Six (6) official 2010 Surf Ohio Festiki t-shirts
- Your sponsorship will be publicly identified/referenced:
 1. where appropriate anytime the Old River Beach Kids Zone is mentioned on WTUE & WONE on-air promotions leading up to the event
 2. by emcees over the stage PA throughout the event
- Kid Zone location from which to distribute your appropriate samples, coupons, information and/or branded premiums to several thousand 2010 Festiki patrons and consumers

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FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

Big Kahuna's Tiki Torch Lounge..... \$2,000

Big Kahuna's Tiki Torch Lounge* recreates that perfect beachside bar and restaurant, where anyone can feast luau style on grilled kabobs, jerk chicken, pulled pork, and more. The Tiki Torch Lounge is just the spot to kick back, kick off your flip flops and enjoy a favorite chilled concoction to toast another sunset in paradise. A select group of food vendors will offer a sumptuous array of reasonably priced Festiki-themed cuisine and drinks for all ages and tastes, with an adjacent, paved outdoor dining area (complete with tiki torches) centrally located on the Old River Park grounds.

Benefits of Big Kahuna's Tiki Torch Lounge investment:

- Your logo and sponsor status prominently identified on:
 1. Back of official event t-shirts
 2. Stage banners recognizing all sponsors
 3. Banners displayed at Tiki Torch Lounge entrance and dining areas
 4. Official event signage and banners throughout the park
 5. Free event info map & schedules distributed from the Aloha Hut
 6. Display advertisements appearing in Dayton City Paper
 7. Festiki event pages of www.surfohio.com, www.festiki.com, and www.daytonhistory.org
- Twelve (12) adult and twelve (12) student admission tickets
- Twelve (12) official 2010 Surf Ohio Festiki t-shirts
- Your sponsorship will be publicly identified/referenced:
 1. where appropriate anytime Big Kahuna's Tiki Torch Lounge is mentioned on WTUE and WONE on-air promotions leading up to the event
 2. by emcees over the stage PA throughout the event
- This offers a central and excellent high visibility location from which to distribute your appropriate samples, coupons, information and/or branded premiums to several thousand Festiki patrons and consumers, many seated during their dining experience
- Big Kahuna's is the exclusive dining area for the 2010 Surf Ohio Festiki, thus your impressions among patrons will be highly prominent throughout the duration of the event

Surf Ohio Festiki encourages your creativity and innovation with ideas to activate your sponsorship, leading up-to as well as day-of August 14th. We are happy to discuss collaborating with you on appropriate advance events, campaigns or tie-ins that help you promote your Presenting Sponsorship of the 2010 Surf Ohio Festiki.

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FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

The Festiki Hot Rod Show & Cruise-In \$2,000

The Festiki Hot Rod Show & Cruise-In* is coordinated for 2010 Festiki by the Fraternal Order of Moai and Daddy Katz Kustom Kar Kulture, hosting a display of vintage hot rods and “scooters” (motorcycles). Patrons can meet the vehicle owners and builders, photograph these rolling works of art, or simply wax nostalgic for days gone by - when dual-carbs, baby moons, flame jobs and surf tunes on the AM radio ruled the boulevard!

Benefits of Festiki Hot Rod Show & Cruise-In investment:

- Your logo and sponsor status prominently identified on:
 1. Back designs of all official event t-shirts
 2. Stage banners recognizing all sponsors
 3. Cruise-In event banners displayed at entrance of the show area (this includes ability to hang your logo/branded banners, as well)
 4. Official event signage and banners throughout the park
 5. Free event info map & schedules distributed from the Aloha Hut
 6. Display advertisements appearing in Dayton City Paper
 7. Festiki event pages of www.surfohio.com, www.festiki.com and www.daytonhistory.org
- Twelve (12) adult and twelve (12) student admission tickets
- Twelve (12) official 2010 Surf Ohio Festiki t-shirts
- Your sponsorship will be publicly identified/referenced:
 1. where appropriate anytime the Festiki Hot Rod Show & Cruise-In is mentioned on WTUE & WONE on-air promotions leading up to the event
 2. by emcees from the stage over the PA throughout the event
- This offers a colorful high-visibility, high-traffic location to connect with hundreds of auto owners & consumers, and from which to distribute your appropriate samples, coupons, information and/or branded premiums to Festiki patrons

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FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

Moai-Moai Putt-Putt (Free to patrons)..... \$2,000

Moai-Moai Putt-Putt (Free to patrons)* Old River Park boasts its very own miniature golf course which, for Festiki, will be turned into a tropical putt-putt paradise for its sponsor thanks to tiki themed décor by volunteer artisans from the Fraternal Order of Moai. Best of all, thanks to your sponsorship of Moai-Moai Putt-Putt, play will be FREE for Surf Ohio Festiki patrons from the time the gates open at 10 AM until dusk.

Benefits of Moai-Moai Putt-Putt (Free to patrons) investment:

- Your logo and sponsor status prominently identified on:
 1. Back designs of all official event t-shirts
 2. Stage banners recognizing all sponsors
 3. Banners identifying the Free Moai-Moai Putt-Putt course (this includes ability to hang your logo banners, as well – including all-day visibility to passing boaters)
 4. Official event signage and banners throughout the park
 5. Free event info map & schedules distributed from the Aloha Hut
 6. Display advertisements appearing in Dayton City Paper
 7. Festiki event pages of www.surf ohio.com, www.festiki.com and www.daytonhistory.org
- Six (6) adult and six (6) student admission tickets
- Six (6) official 2010 Surf Ohio Festiki t-shirts
- Your sponsorship role in make this feature FREE to patrons will be frequently identified/referenced by emcees from the stage over the PA throughout the event
- This offers a high-visibility, high-traffic location from which to sell your product or distribute your appropriate samples, coupons, information and/or branded premiums to several thousand 2010 Festiki patrons and consumers (some restrictions may apply based on product compatibility and/or local and federal law – please contact Ron Kaplan to discuss details)

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FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

The Great Miami Beach Boardwalk \$1,500

The Great Miami Beach Boardwalk* features booths and tents of carvers, artists and vendors offering a unique and exotic variety of tropical gifts and crafts, including clothing, lighting, jewelry, original art, posters and yes, actual authentic, hand-carved tiki totems by several skilled artists who will demonstrate this ancient island craft throughout the day. Displays will flank the winding, paved, tree-lined walkways of Old River Park. Some of these vendors will be charged for their sales space based on size of booth or tent. Temporary tattoos will be available from Surf Ohio, applied to patrons making a nominal (\$1 per) donation to the non-profit Surfrider Foundation, dedicated to protecting the world's beaches and waterways and to ensuring access to all.

Benefits of The Great Miami Beach Boardwalk investment:

- Your logo and sponsor status prominently identified on:
 1. Back designs of all official event t-shirts
 2. Stage banners recognizing all sponsors
 3. Banners identifying the Boardwalk vendors area (this includes ability to hang your logo banners, as well)
 4. Official event signage and banners throughout the park
 5. Free event info map & schedules distributed from the Aloha Hut
 6. Display advertisements appearing in Dayton City Paper
 7. Festiki event pages of www.surfOhio.com, www.festiki.com and www.daytonhistory.org
- Six (6) adult and six (6) student admission tickets
- Six (6) official 2010 Surf Ohio Festiki t-shirts
- Your sponsorship will be frequently identified/referenced by emcees from the stage over the PA throughout the event
- This offers a high-visibility, high-traffic location from which to sell your product or distribute your appropriate samples, coupons, information and/or branded premiums to several thousand 2010 Festiki patrons and consumers (some restrictions may apply based on product compatibility and/or local and federal law – please contact Ron Kaplan to discuss details)

Surf Ohio Festiki encourages your creativity and innovation with ideas to activate your sponsorship, leading up-to as well as day-of August 14th. We are happy to discuss collaborating with you on appropriate advance events, campaigns or tie-ins that help you promote your Presenting Sponsorship of the 2010 Surf Ohio Festiki.

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FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

Surf Ohio Festiki Party Pavilions..... *prices as listed below*

Surf Ohio Festiki Party Pavilions (4 pavilions available)* Host your company outing, family reunion or picnic for the fun of it at Surf Ohio Festiki, in one of four covered pavilions available throughout the park. Whether your group numbers 15 or 150, host your Festiki guests from your home base on the beach, with picnic tables, electric service, and nearby charcoal grille(s). Party Pavilion's will feature prominent signage promoting your organization or brand and, should you desire, provides a high-traffic venue for product sampling, coupon distribution, and/or product sales from it, from the time Festiki gates open at 10 AM until the last band plays.

Note that each pavilion sponsorship includes at quantity of Festiki admission tickets valued at \$10 each. Due to limited availability, these pavilions are a 'first-come, first-served' sponsor opportunity!

Pavilion #1 (100+ person capacity).....\$1,800

Prominently located near Old River Park's main entrance, restrooms, boat rental, and the Old River Beach Kids Zone.

Includes 100 admission tickets to 2010 Surf Ohio Festiki

Pavilion #6 (45-60 person capacity)\$1,400

Prominently located on the main island amidst the Hot Rod Show. Close to Big Kahuna's Tiki Torch Lounge and Moai-Moai Putt-Putt.

Includes 50 admission tickets to 2010 Surf Ohio Festiki.

Pavilion #3 (20-30 person capacity)\$1,000

Ideal for a family reunion or staff picnic – located among the trees right across the lagoon from the main island, a short walk to the Old River Beach Kids Zone.

Includes 25 admission tickets to 2010 Surf Ohio Festiki.

Pavilion #4 (20 person capacity).....\$1,000

Perfect for any host looking to grille up a special party. This rustic square-shaped pavilion features not one, not two, but four built-in charcoal grilles at its center. Though mere yards from the Surf Ohio Stage, it's set back enough to provide you and your guests their own slice of island paradise.

Includes 20 admission tickets to 2010 Surf Ohio Festiki.

Surf Ohio Festiki encourages your creativity and innovation with ideas to activate your sponsorship, leading up-to as well as day-of August 14th. We are happy to discuss collaborating with you on appropriate advance events, campaigns or tie-ins that help you promote your Presenting Sponsorship of the 2010 Surf Ohio Festiki.

To ensure your place at Festiki, "the ultimate staycation alternative," sponsorship commitment is due by June 14 and payment to Surf Ohio LLC must be received by July 14, 2010.



FESTIKI SPONSORSHIP DESCRIPTIONS (CONT'D)

Festiki Surf Shack \$850 ea.

Festiki Surf Shack (3 gazebos available)* Sponsor one of the Old River Park quaint picnic gazebos during Festiki and enjoy prominent exposure for your branded signage, the ability to merchandise (from the gazebo itself or, upon advance request, an additional 10x10 spot among vendors on the Boardwalk, free) as well as a special place to kick back with your associates, family or guests during the event. Suggested capacity is 10 persons.

Each gazebo features electricity and its own picnic table, plus ten (10) admissions to the 2010 Surf Ohio Festiki. Due to limited availability, these pavilions are a 'first-come, first-served' sponsor opportunity!

Surf Shack #1 \$850

This centrally located gazebo near the Hot Rod Show, Big Kahuna's Tiki Torch Lounge and, being right on the shore of the lagoon, is highly visible to the boat traffic going by all day.

Surf Shack #2 \$850

Looking for an exclusive beachfront hideaway? This gazebo is perched on its own remote access peninsula, right across the lagoon from the Moai-Moai Putt-Putt. If you wish to spotlight your message to passing boaters throughout the event, this site's for you.

Surf Shack #3 \$850

If Old River Park offered a quiet cottage at the far end of the island, this would be the place. Semi-secluded, romantic setting, where the lagoon leaves civilization and returns to nature, but close to Moai-Moai Putt-Putt, too. Another great venue from which your branding will be seen all day by passing canoes and paddleboats.

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2009 FESTIKI PHOTOS





CONTACT INFORMATION

If you have a thematically relevant concept, display, or product that you believe should be a part of Surf Ohio Festiki II, please call us today- we'd love to know about it!

**2010 Surf Ohio Festiki
contact info:**

Ron Kaplan, Founder & CEO
Surf Ohio LLC
PO Box 292822
Dayton, OH 45429

T: (937) 212-8847
mrsurfohio@surfohio.com
www.surfohio.com
www.festiki.com





2010 FESTIKI



SATURDAY, AUGUST 14, 2010
OLD RIVER PARK | Dayton, Ohio

“The Ultimate Staycation Alternative”

www.festiki.com

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Surf Ohio LLC
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