

OHANA 2012 *The Luau at the Lake*

at the historic
Tiki Resort in Lake George, NY



Three spectacular days of Music, Cocktails and Ohana
in a classic Polynesian setting! **June 21st-24th 2012**

Don't miss this opportunity to spend a weekend at this classic '50s era Polynesian-themed motor inn. From the exotic vaulted lobby with its vintage lobby bar, to the Waikiki Supper Club to the grounds and pool decorated with faux palms and vintage tikis, you'll be transported in time. Throw in hundreds of your friends, music, food, cocktails and more, and this weekend adds up to be your best weekend in 2012.

Live Music

Exotica jazz from Bamboo Saxotica
Smokin' surf rock from 9th Wave
Hapa haole from Granite Tiki
Ukulele legend Pablus
and MUCH more to be announced soon!

OHANA Room Crawl

Exotic libations served up by your friends with
a generous dose of creativity, and over-the-top decor!

Polynesian Luau

Saturday night brings a traditional Luau with Kalua Pig and all the fixings. Slow cooked all day in authentic Hawaiian style. And while eating, prepare to be dazzled by the Pearl of Paradise Polynesian Dinner Review. Traditional hula and fire dancers will entertain and delight you while you enjoy the tastes of Polynesia.

Tiki Carvers, Artists & Vendors

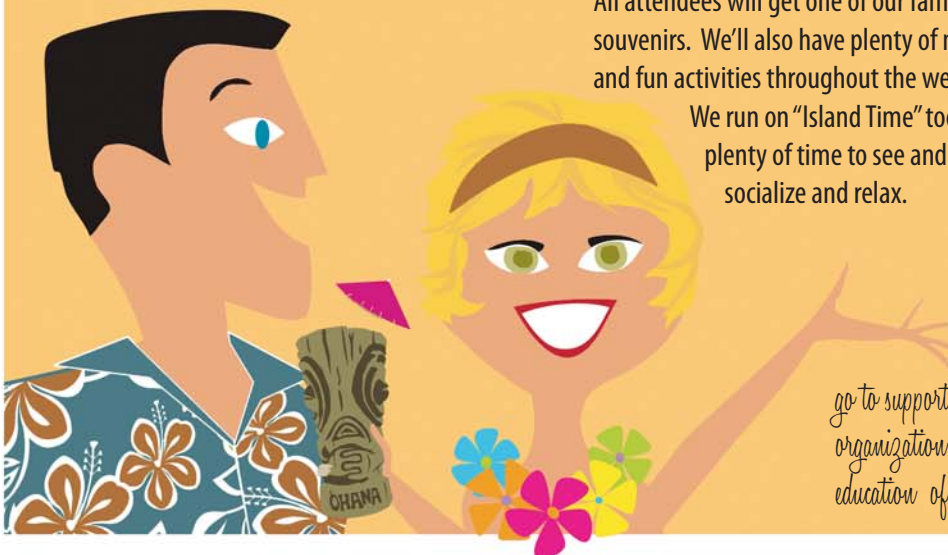
All weekend you'll be thrilled by talented artists who will tempt you with their classic art and products. A majority of the proceeds from Ohana: Luau At The Lake go to support the Easter Island Foundation, a non-profit organization dedicated to conservation, preservation, and education of the cultural heritage of Easter Island.

www.LuauAtTheLake.com

Free Goodies and Much, Much more

All attendees will get one of our famous Swag Bags, full of fantastic goodies and souvenirs. We'll also have plenty of merchandise, contests, silent auction, raffles, and fun activities throughout the weekend. Sound like too much? Don't worry.

We run on "Island Time" too, and have paced the weekend so you'll have plenty of time to see and do everything, and still have lots of time to socialize and relax.



A majority of the proceeds from Ohana: Luau at the Lake go to support the Easter Island Foundation, a non-profit organization dedicated to conservation, preservation, and education of the cultural heritage of Easter Island.



OHANA 2012 *The Luau at the Lake*

Sponsorship Opportunities

June 21-24, 2012
the Tiki Resort
Lake George, NY

Attendees are fans of the Polynesian pop culture phenomenon made popular in the mid-twentieth century. They tend to be 25 - 50 year old couples and singles from around the world, with disposable income and plenty of leisure time, who enjoy music, 50's architecture, premium rums & vintage collectibles. They like to recreate the bygone era of the 50s/60s, and are willing to pay extra for quality. Projected attendance for Ohana 2012 is 350 highly-targeted, engaged & loyal tiki fans each day.

New for 2012 ... The majority of your sponsorship donation will be tax deductible!

Menehune (\$1000)



- Full page color ad in OHANA souvenir magazine
- Opportunity to present a custom workshop, demonstration, contest, or partner with us on a logo promotional item (ie. coasters, lanyards, glassware, etc.) of your choosing
- Placement of sponsor-provided banner at event
- Brand recognition from the stage throughout the weekend
- Vendor or sampling booth, if desired
- Logo included in widely distributed print ads, postcards & promotional material
- Logo on event home page, with link to Sponsor website
- Logo with link to your website on the Fraternal Order of Moai "Friends" page for 12 months
- Sponsor-provided items to be included in our legendary event gift bag for all attendees
- Two (2) complimentary weekend event passes

Outrigger (\$750)



- 1/2 page ad in OHANA souvenir magazine
- Placement of sponsor-provided banner at event
- Brand recognition from the stage throughout the weekend
- Vendor or sampling booth, if desired
- Logo included in widely distributed print ads, postcards & promotional material
- Logo on event home page, with link to Sponsor website
- Logo with link to your website on the Fraternal Order of Moai "Friends" page for 12 months
- Sponsor-provided items to be included in our legendary event gift bag for all attendees

Honu (\$500)



- 1/3 page ad in OHANA souvenir magazine
- Placement of sponsor-provided banner at event
- Vendor or sampling booth, if desired
- Logo included in widely distributed print ads, postcards & promotional material
- Logo on event home page, with link to Sponsor website
- Logo with link to your website on the Fraternal Order of Moai "Friends" page for 12 months
- Sponsor-provided items to be included in our legendary event gift bag for all attendees



Coconut Monkey (\$250)

- 1/6 page ad in OHANA souvenir magazine
- Vendor or sampling booth, if desired
- Logo on event home page, with link to Sponsor website
- Logo with link to your website on the Fraternal Order of Moai "Friends" page for 12 months
- Sponsor-provided items to be included in our legendary event gift bag for all attendees

Ohana Donors ... Ohana: Luau At The Lake is offering donor recognition on our website and on event materials for donated funds and/or goods in values under \$250
Barter... yes, we're open to creating a custom sponsorship package in exchange for suitable valued goods and/or services. Let us know what you've got to work with, as we'd love to put together a sponsorship package just for you!

Further Information:

Caroline@LuauAtTheLake.com • (262) 853-1682

www.LuauAtTheLake.com

SPECIAL ... product-specific opportunities are available for featuring your brand, including the event drink menu, in-bar signage/promotions, Room Crawl, Cocktail Contest, etc. **Let's get creative!**

"The Fraternal Order of Moai is a 501(c)10 Domestic Fraternal Society dedicated to fun.....with a purpose."

