

# OHANA Luau At The Lake

June 23-26, 2022



## Three outrageously fun days of Music, Cocktails and Ohana in a classic Polynesian setting!

Don't miss this opportunity to spend a weekend at this classic '50s era Polynesian-themed motor inn in historic Lake George, NY. The wonders of the Tiki Resort are many – its exotic vaulted lobby, vintage lobby bar, the Waikiki Supper Club, the spacious deck, the grounds and pool decorated with faux palms and vintage tikis – all will transport you in time. Throw in hundreds of your friends, music, food, cocktails and more, and this weekend adds up to be your best weekend in 2020.

### Ohana Traditions...Eleven Years and Still Goin' Strong

#### Live Music

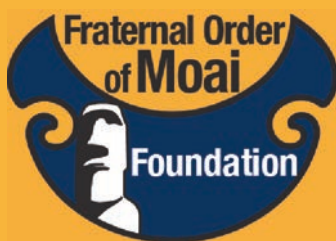
Smokin' surf rock from 9th Wave, Uke Jams and other Great Performers to be announced soon!

#### Thursday Night Kick-Off Party

Ohana blasts off with a wacky party that guarantees loads of fun. The theme changes every year, and you can count on attendees to go all out with their costumes and props. The only predictable thing about this party is that it will be a total hoot!

#### Mini Golf Tournament

Grab a group and visit one of Lake George's good time mini golf venues, then turn in your score for a shot at the trophy.



#### And it's All for Charity!

The Fraternal Order of Moai Foundation is a 501(c)(3), making Ohana a "party with a purpose!"



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 Room Crawl

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

#### Cocktail Contest

Mixers of amazing original cocktail creations vie for the coveted title.

#### 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 flavors of Polynesia.

#### Mystery Bowl Auction

Anyone can bid to win a delicious drink served up with an exotic dance by lovely (or outrageous!) presenters, and keep the tiki bowl.

#### Tiki Carvers, Artists & Vendors

All weekend you'll be thrilled by talented artists who will tempt you with their art & products and vendors who offer up treasures from the past.

#### 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, a 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.

[www.LuauAtTheLake.com](http://www.LuauAtTheLake.com)

# OHANA Luau At The Lake

## 2022 Spirits-Focused Sponsorship Packages

Ohana Luau By The Lake continues to be an overwhelming success – for attendees, the host organization, and our wonderful sponsors.

We are offering our spirits-based sponsorship opportunities again in 2020!

**Remember...** *Because the Fraternal Order of Moai Foundation is a 501(c)(3) charity, the majority of your sponsorship donation will be tax deductible.*



Ohana 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, and many are craft cocktail enthusiasts and enjoyers of premium rums.

Projected attendance is 500 highly-targeted, engaged & loyal tiki fans each day.

Showcase your brand to this enthusiastic audience!

**Mai Tai Ro'ae** *Your Choice Of Being The Presenting Sponsor Of....*  
\$2000 plus Product Donation



- The Ohana Cocktail Contest **OR**
- The Ohana Kick-off Party **OR**
- The Paradise Lounge (onsite bar) **OR**
- A Special Ohana Welcome Cocktail during event check-in **OR**
- The Ohana swag bag **OR**
- The Saturday Luau dinner

*And...*

**Host a Room Crawl Room**

**Your Product Featured in the Bar** – Your donated product featured all weekend with an Ohana-exclusive recipe to be created by our in-house Mixologist, with your brand logo featured on bar menu.

**Sampling** in the vending area Friday afternoon & Saturday all-day.

- Full page color ad in Ohana souvenir magazine
- Placement of sponsor-provided banner at event

- Brand recognition from the stage throughout the weekend
- Logo included in widely distributed print ads, postcards & promotional material
- Logo on event home page, with link to sponsor website
- Social media announcement of Sponsorship
- Sponsor-provided items to be included in our legendary event gift bag for all attendees
- Two (2) complimentary weekend passes
- Two (2) complimentary tickets to the Ohana kick-off party

**Rum Runner** *Your Choice Of One....*  
\$1500 plus Product Donation



- Provide branded lanyards **OR**
- Sponsor the Ohana Sunday Brunch **OR**
- Sponsor a Pool Party **OR**
- Partner with Ohana on Branded Coasters or Room Keys

*And...*

**Host a Room Crawl Room**

**Your Product Featured in the Bar** – with Ohana exclusive recipe & your brand logo on the bar menu

**Sampling** in the vending area Friday afternoon & Saturday all-day.

- Half page color ad in Ohana souvenir magazine
- Placement of sponsor-provided banner at event
- Brand recognition from the stage throughout the weekend

- Logo included in widely distributed print ads, postcards & promotional material
- Logo on event home page, with link to sponsor website
- Social media announcement of Sponsorship
- Sponsor-provided items to be included in our legendary event gift bag for all attendees
- Two (2) complimentary weekend passes

**Fog Cutter** *Sponsor....*  
\$750 plus Product Donation



- The Ohana Mini Golf Contest **OR**
- The Special Ohana Mystery Drink

*And...*

**Host a Room Crawl Room**

**Your Product Featured in the Bar** – with Ohana exclusive recipe & your brand logo on the bar menu

**Sampling** in the vending area Friday afternoon & Saturday all-day.

- 1/3 page color ad in Ohana souvenir magazine
- Placement of sponsor-provided banner at event
- Brand recognition from the stage throughout the weekend

- Logo included in widely distributed print ads, postcards & promotional material
- Logo on event home page, with link to sponsor website
- Social media announcement of Sponsorship
- Sponsor-provided items to be included in our legendary event gift bag for all attendees

**\$500 & \$250 Sponsorship levels are also available, which do not include in-bar product feature. Just ask for details.**

[www.LuauAtTheLake.com](http://www.LuauAtTheLake.com)

# The Wide World of OHANA



**7 countries,  
41 states...**

**and growing!**

# OHANA in the press

**Brrrr! Let's Drive to the South Seas**  
from the *New York Times* by Helene Stapinski

...But every summer since 2009, the Fraternal Order of Moai – a serious group of tiki aficionados – has held Ohana, the Luau at the Lake, a long-weekend celebration...

ESTABLISHED 1880

LAKE GEORGE MIRROR.  
"THE QUEEN OF AMERICAN LAKES"  
LAKE GEORGE, N.Y. JUNE 29, 2012 SECTION B

## TIKI TAKES LAKE GEORGE

By Anthony F. Hall

For a group of three hundred people who assembled in Lake George Village last weekend, the Tiki Resort is a shrine.

"This is the last authentic tiki resort in the east, perhaps in the country," said Mike Sullivan. "The Polynesian show is one of the best in the world. People come from all over to visit this place."

Sullivan, a Connecticut businessman, is the organizer of "Ohana: the Luau at the Lake," an annual gathering of Tiki worshippers.

For three days, Hawaiian shirts, rum cocktails, swinging bachelor music and high kitsch collectibles are not merely tolerated, they're de rigueur.

"Tiki was never really cool; that's sort of why it's cool now," said a tattooed young man who identified himself only by his (inaudible) on-line pseudonym.

"It's really all about mid-century modernism, and embraces everything from that era—movies, music, food, drinks and clothing," said actress Kelly Patterson, who writes and performs as a demented, 1950s Martha Stewart type in a video series called the Velvet Lounge Kitsch-ers. "Since Mad Men became such a hit, the Tiki-era is even more popular."

For some people, Tiki is a joke they can't quite get. But its appeal transcends age, gender and geography, said Sullivan.

"It's all about escapism," said Sullivan. "That's what it was about in the 1950s. People couldn't go to Hawaii or Polynesia, but they could escape their daily lives by going to Tiki bars, restaurants and floor shows. We do the same thing, but for us, it's retro; we're returning to a simpler time."

And throughout those three days, "the Spirit of Aloha—harmony—reigns," said Sullivan.

"There are no egos, no VIPs, we break bread and party together," said Sullivan. "Ohana, after all, means family."

"The event is really the result of the people," said Sullivan. "I can book the bands and set the agenda, but it's the people who make the thing go. They don't need me."

"Where else can three hundred people drink for three days together and there's not one fight?" asked entranced Beth Gerng, who said she became collecting Tiki bar glasses, mugs and wood carvings.

There were plenty of collectibles at the Silent Auction, which raised funds for the Easter Island Foundation. The foundation supports the protection of the Polynesian island's ecology, economy and culture.

"Ours is a charitable event," said Sullivan.

Nevertheless, a good cause was not allowed to stand in the way of a good time, and the Tiki worshippers kicked off the weekend with a cruise aboard the Mohican.

"It was a maritime theme; costumes ranged from Thurston Howell to Cap'n Crunch," said Sullivan.

The costume winners were Kelly Patterson and her husband Paul Spencer, who went attired as shipwrecked zombies.

The next day included miniature golf tournaments and a moveable party through rooms themed and decorated for the weekend.

A cocktail contest was held Saturday afternoon, in which amateur mixologists competed to make the best rum confection.

One of the contestants was Steven Wahlin, from Minneapolis, whose entry was a fruit orchid.

"I got interested in Tiki through

Clockwise from above: Kelly Patterson and Paul Spencer with a fan of their Velvet Lounge act, Luau at the Lake, 2012. Luau at the Lake, 2011. Cocktail Competitor Steven Wahlin, Luau at the Lake 2012. Photo by Joe Schuster, Tiki Kitty.

See TIKI Page 22

**A taste of tiki**  
from PostStar.com  
by Doug Gruse

**LAKE GEORGE -** If loving Hawaiian kitsch is "sarong," the members of the Fraternal Order of Moai don't want to be so right.

The national social network dedicated to the preservation of Polynesian pop has found paradise at the Tiki Resort, the site of its annual "Ohana, Luau at the Lake" celebration.

"It is probably the last place of its kind in the United States," said Mike Sullivan, a founder of the group who goes by the nickname "Bargoyle." "In the '60s era, Tiki was king. This is a temple to it."

The upstate New York village, with its mid-century modern architecture and vintage tourist attractions, is a welcome blast from the past for the tiki-philies, who have been descending on the destination for the past five years...

## Lake George's Retro roadside resort

from Adirondak Life by Lisa Bramen

....Hosted by the Fraternal Order of Moai, a nationwide organization of people interested in the pop-Polynesian aesthetic, the event included performances by surf-rock bands, outdoor vintage-movie screenings and, of course, a luau—with proceeds benefitting the Rapa Nui people of Easter Island. In 2010 the festivities moved to June 24–26, in hopes of more sarong-compatible weather...