



## Luau Fund Raiser

To Our Valued Supporters,

On July 31– August 1st, 2026, we are hosting our annual Luau and Volleyball Tournament that will benefit the Ronald McDonald House in Knoxville, TN. All proceeds from the Luau will be go to this great charity. Last year's event was attended by over 250 Parrot Heads & volleyballers from across the country.

We anticipate an attendance of over 350 in 2026.

We provide a professional stage to accommodate over 5 professional musical groups. We also organize fun activities along with a silent auction fundraiser.

It is our hope that your business can provide a donation that will assist our mission. In exchange for the donation, we will provide public recognition and mention on our social media platforms. Attached are our various Sponsorship Levels. We appreciate all donations!

As always, we thank you for your support and assistance with our endeavors.

Please feel free to contact us if you have any questions.

Sincerely,

Christina Ebel, President

East Tennessee Parrothead Club

Email: [easttnphc@gmail.com](mailto:easttnphc@gmail.com)

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

Facebook: East Tennessee Parrothead Club



## CLUB SPONSORSHIP FACT SHEET



### Summary

The East Tennessee Parrothead Club (ETPHC) is a not-for-profit organization formed to support charitable and educational groups and activities that promote the general welfare of the community. Our purpose is to assist in these community concerns while providing a variety of social activities for people who are interested in the music of Jimmy Buffett and the tropical lifestyle he personifies.

ETPHC is one of seven Tennessee chapters and a part of the more than 200 chapters chartered by PHiP (Parrot Heads in Paradise) across the US and in Canada, Mexico, Europe and Australia. Since 2002, local chapters have donated \$53.5 million and more than 4 million hours to charitable causes. East Tennessee charities currently served by ETPHC include Second Harvest Food Bank, MEDIC Regional Blood Center, Alzheimer's Tennessee and Ronald McDonald House.



### Our Social Events

Local Club events open to the public include monthly social "PHlockings" at restaurants and music venues in and around the Greater Knoxville area. Our annual schedule also includes "PHlash PHlockings," house concerts and other more spontaneous social and sometimes philanthropic opportunities, such as assisting Medic Regional Blood Bank with its Parrothead Blood Drive each May, or sponsoring pet shelter or Angel Tree donations at our holiday party.



## Our Signature Events

Every summer, ETPHC organizes and hosts two signature “party with a purpose” events to build our brand while raising awareness and funds for local nonprofits.



The **Parrothead Luau** is an East Tennessee Luau style cookout, with music, mayhem and a silent auction. All proceeds are donated to the identified local charity of choice for that year. The Luau is held in Townsend with an attendance of 300-400.



The **Parrothead “Boat Drinks” Cruises (Spring & Summer)** are heavily attended tailgate parties followed by a live-music, three-hour cruise on board the Star of Knoxville riverboat. Attendance for Boatdrinks is typically 100-200.



## Our Audience and Reach

While we have garnered the interest of a significant number of second-generation fans of the laid-back, tropical lifestyle, official members and regular event participants are in the 45-65 age range. Our members are socially and philanthropically active, generally have higher than average household incomes, and are at a life stage that supports increased discretionary spending. For businesses operating in the **hospitality, recreation, entertainment or travel industries**, ETPHC communications and events offer sponsorship and marketing opportunities that represent **unusually focused access** to a **highly desirable demographic**.

Our robust and growing Social Media reach currently stands at nearly 300 members and plays out strongly in real-world participation. Our paid membership is also growing, as is our “cross-pollination” with sister clubs in the Southeast, traveling to attend others’ events and sharing information across our digital platforms.

**Club Sponsorship** can represent **thousands of impressions**, creative **event presence** (more than your logo on a banner), and **significant marketing opportunities** over the course of the year. Your support also *demonstrates to your customers and employees your commitment to a variety of community causes.*



***Luau Sponsorship levels are as follows:***

<b><u>Tier</u></b>	<b><u>Contribution</u></b>	<b><u>Whats included</u></b>
<b>Parrothead Friend</b>	\$50	Business Name in Event Guide
<b>Bronze</b>	\$100 - \$249	1 business card size ad in Event Guide; ad on the EastTNPHC Luau Webpage, 1 ticket.
<b>Silver</b>	\$250 to \$499	1 Half Page ad in Event Guide; ad on the EastTNPHC Luau Webpage; two tickets to the event
<b>Gold</b>	\$500 to \$999	1 half Page ad in Event Guide; ad on the EastTNPHC Luau Webpage and Logo/Business on Luau Banner; two tickets to the event
<b>Platinum</b>	\$1,000+	Prominent Logo on all event material, full page ad in event guide, shout out on social media/PR, social media posts, booth at event, VIP tickets

The East TNPHC is a 501(c)(3) charity, and all donations are tax deductible.

**If you would like to be a Luau sponsor, please email [easttnphc@gmail.com](mailto:easttnphc@gmail.com).**

THANK YOU for your support of the East TN Parrothead Club and our charity The Ronald McDonald House, TN. It takes a village! We value and appreciate your support!