



ULTIMATE GUITAR CRUISE x NAMM 2026

The Industry's Most Immersive Partnership Opportunity.

Fiscally Sponsored by Fractured Atlas



A GUITAR RETREAT AT SEA, A MISSION ON LAND

The Ultimate Guitar Cruise (UGC) is a first-of-its-kind guitar retreat combining classical and electric guitar masterclasses, onboard performances, and interactive jams. It is not just an event, but a charitable vehicle.

Key Distinction: 501(c)(3) Fiscal Sponsorship

We are fiscally sponsored by Fractured Atlas. This means the UGC supports youth scholarships and accessible music instruction, and all sponsorships are tax-deductible contributions.

The Proposition

NAMM 2026 is the Launchpad. The Cruise is the immersive “Second Stage” where the energy of the convention transforms into lasting relationships.

NAMM IS THE LAUNCHPAD. THE CRUISE IS THE DEEP DIVE.



70,000+
Attendees



3,500+
Exhibitors



\$2.5B+
Business Generated

The Problem: The Noise

With 150+ performances and 200+ education sessions, standing out on the trade show floor is a battle for attention. A standard booth interaction lasts minutes.

The Solution: The Synergy

The UGC partnership cuts through the noise. We offer a multi-day immersion rather than a fleeting handshake, creating a perfect extension of your NAMM investment.

PILLAR 1: ESCAPING DIGITAL FATIGUE THROUGH IMMERSION



10x Higher Engagement

Experiential marketing generates significantly deeper engagement than digital ads or trade shows alone.



Targeted Exposure

Shift from passive booth traffic to hands-on product demos with 100+ curated, high-value guitar enthusiasts.



Real-World Testing

The cruise serves as a live testing ground. Products are used in jams and masterclasses, providing authentic, immediate feedback.



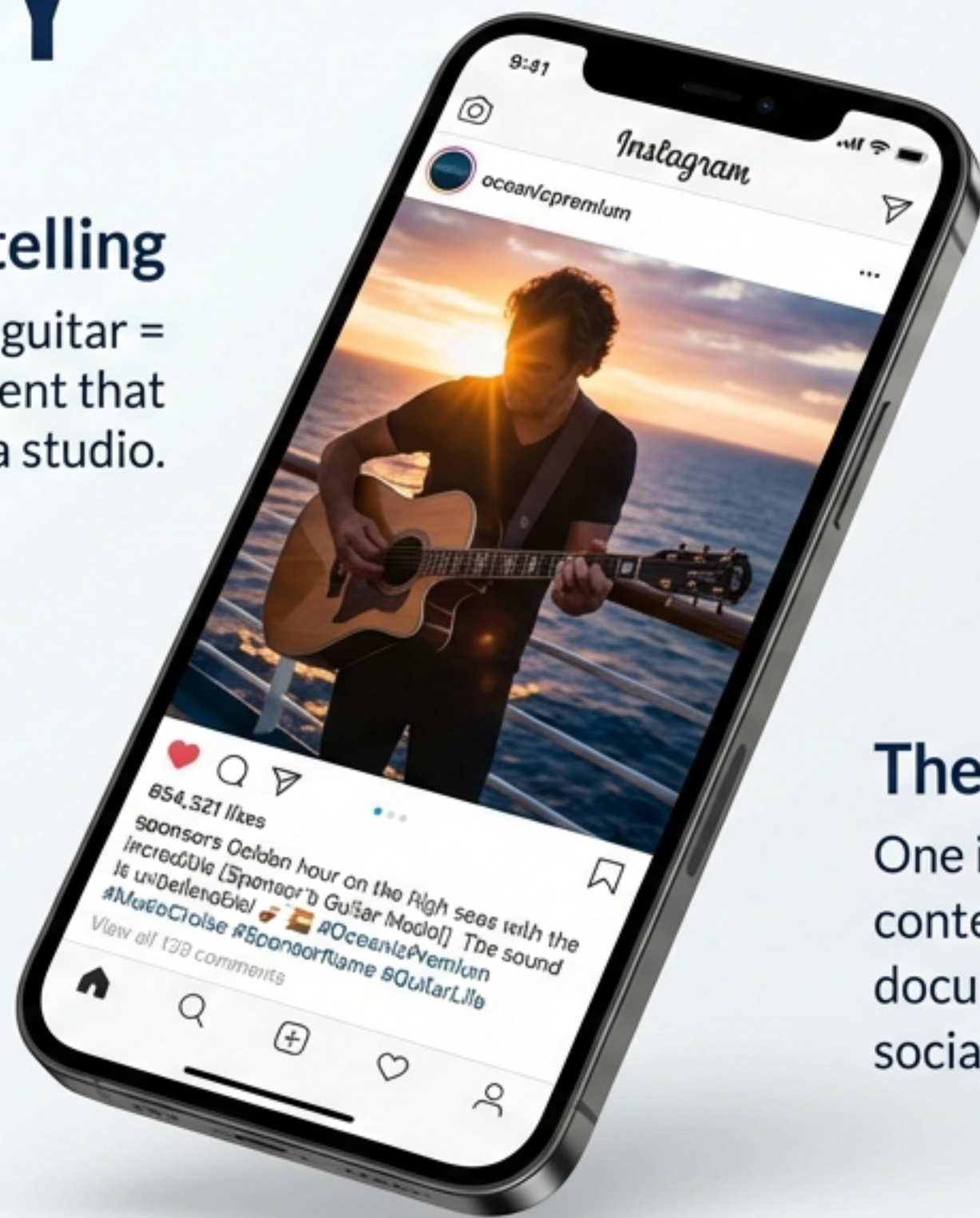
PILLAR 2: A CONTENT ENGINE BUILT FOR VIRALITY

Unique Storytelling

Ocean sunset + your guitar = shareable, emotional content that cannot be replicated in a studio.

Media Amplification

NAMM booth activations featuring this cruise footage can boost traffic by 2-5x.



The Long Tail

One investment yields a year-round content calendar, including potential documentary footage and influencer social series created on board.

PILLAR 3: THE FINANCIAL ADVANTAGE

100% Tax-Deductible ROI



Smart Fiscal Strategy

Because the project is fiscally sponsored by Fractured Atlas (501c3), sponsorships are treated as charitable contributions rather than typical marketing spend.



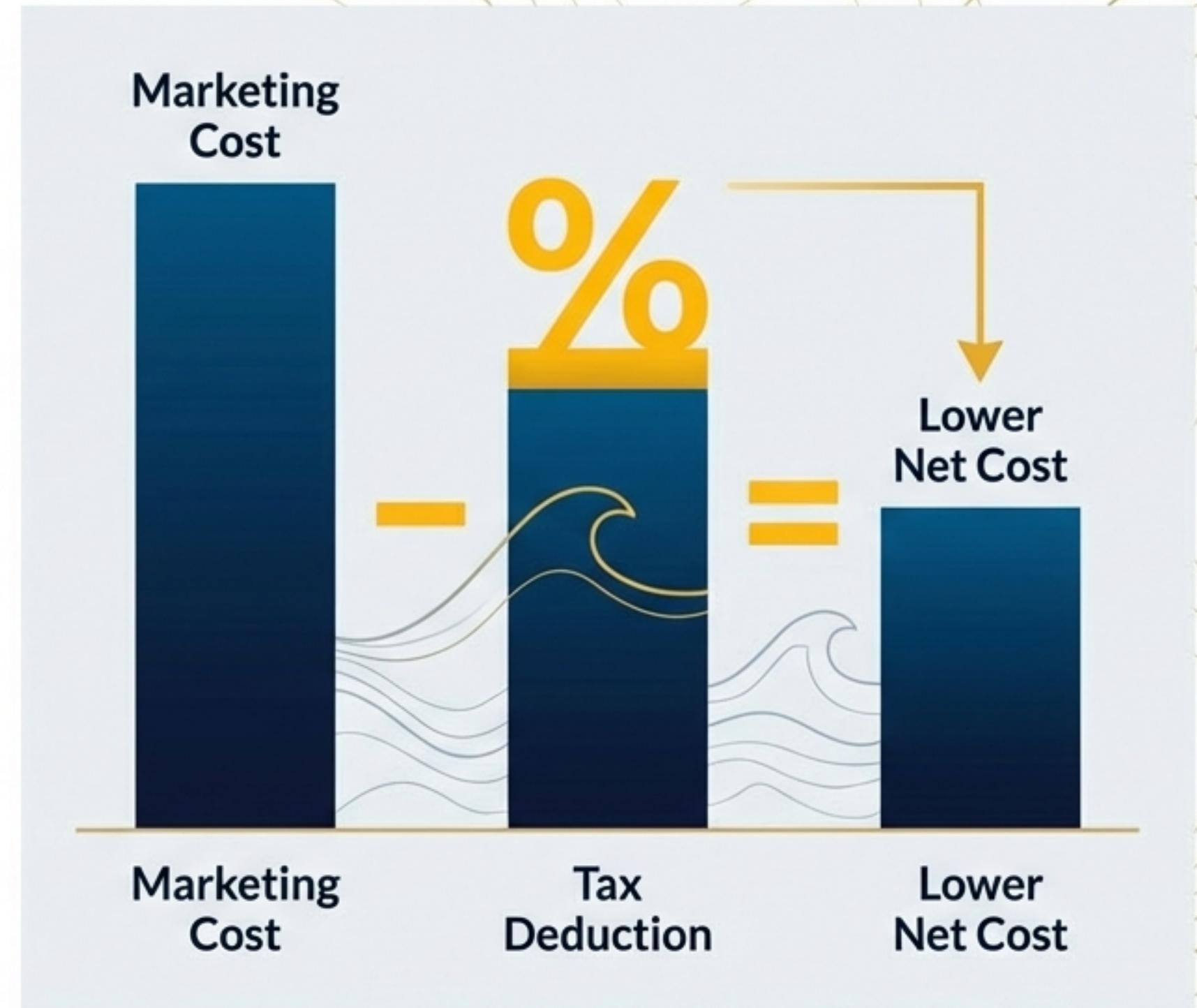
Net Cost Reduction

Effectively reduces net cost by 20-40% while preserving all marketing upside.



In-Kind Benefits

Gear donations are tax-deductible at Fair Market Value (FMV).



PILLAR 4: INVESTING IN THE NEXT GENERATION



Brand Purpose

85% of consumers prefer brands with social impact. Sponsoring the cruise is an investment in your future customer base.

Impact Metrics

- **27+** Scholarships Awarded
- Active pilot programs launched in schools
- Guitars gifted to underserved youth

The Pipeline

Brands that support next-gen musicians build long-term loyalty and brand ambassadors early.

A CURATED AUDIENCE OF BUYERS & INFLUENCERS



High-Value Buyers

Retailers and pros actively seeking partnerships at NAMM. Dedicated enthusiasts committed to the craft.



Influencers

Content creators looking for unique backdrops and stories. The cruise provides a visual asset library they cannot get elsewhere.



Educators

The gatekeepers of music instruction who influence student gear choices for years to come.

STRATEGIC NETWORKING BEYOND THE BOOTH



The Floating Green Room

VIP access to collaborate with top artists and educators in a relaxed setting, away from the frantic NAMM floor.



Artist Development

Emerging talent using sponsor gear leads to organic endorsements.



Global Reach

Build relationships that extend to tours and co-branded products, leveraging NAMM's 125+ country attendance.

ACTIVATION STRATEGY AT NAMM 2026

Booth Integration

Use oceanic visuals to disrupt the visual noise of the convention hall.

Panels & Education

Position the brand as a leader in music education by highlighting the CSR aspect in NAMM panels.



Ticket Perks

Offer branded ticket perks (gear discounts/bundles) to drive direct sales conversion.

Cross-Promotion

NAMM press coverage combined with the cruise narrative creates a media multiplier effect.

FROM PITCH TO CALENDAR IN SECONDS



Frictionless Connection

Our strategy prioritizes your time.



The Execution

QR codes integrated on business cards, booth signage, and handouts link directly to our Calendly booking system.



The Goal

Zero friction for decision-makers.
Can't make a call? Scan to schedule.

PREMIUM SPONSORSHIP TIERS

TITLE SPONSOR (\$50K+)

- Ship Naming Rights
- Keynote Opportunities
- Full Integration into all Branding

PLATINUM (\$25K)

- Dedicated Cabin Block
- Masterclass Sponsorship
- Co-Branded Booth Presence

All tiers are customizable to meet specific brand objectives.

ACCESSIBILITY & IN-KIND OPPORTUNITIES

GOLD (\$10K)

- Logo placement on all assets
- Gear integration in jams
- VIP Tickets

SILVER (\$5K)

- Website/Social Presence
- Onboard Signage

IN-KIND GEAR

- Tax-Deductible at Fair Market Value
- Gear used in youth programs and masterclasses
- Generates retailer goodwill + tax write-off

FIRST MOVER ADVANTAGE



Limited Availability

There are few onboard positions available for 2026. Early partners get prime placement and control the media narrative.

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Secure Activation Now

Lock in your NAMM-facing activation assets before the show floor fills up. Don't wait until the doors open.

SECURE YOUR SPOT BEFORE NAMM FILLS UP



Scan to Schedule Meeting
ultimateguitarcruise.org/namm2026

sponsorship@ultimateguitarcruise.org ultimateguitarcruise.org/sponsors

“Where Passion Meets Profitability. Sail Your Brand into New Horizons.”