



THE SPONSORSHIP OPPORTUNITY OF 2026

Why D'Addario Was First to Say Yes—And Why You're Next.

The Ultimate Guitar Cruise is not a booth sponsorship. It is a market dominance strategy designed to convert one-time attendees into lifetime advocates. Competitors will spend years trying to replicate this. D'Addario has already secured their position.

This is your invitation to join the industry leaders.



Founding Partner
D'Addario

NAMM 2026 Launch: January 23–25, 2026



“D’Addario didn’t just sponsor this event. They became founding partners in a mission-driven initiative.”

THE D’ADDARIO VALIDATION

Why Industry Leaders Don’t Gamble



Market Leadership

Securing ‘First-Mover’ status to own the narrative before competitors react.



Mission Alignment

Extending a 40+ year commitment to education. The D’Addario Foundation awarded **\$310k+ in grants** in 2025 alone, reaching 98,000 children.



Global Reach

Leveraging a platform that aggregates attendees and decision-makers from **50+ countries**.



THE NAMM ADVANTAGE VS. THE ENGAGEMENT ENGINE

Don't just compete for booth traffic. Own the after-party.

NAMM 2026 (Jan 23-25)

The Ultimate Guitar Cruise



The Old Way: Fighting for 3 minutes of attention per visitor among 3,500+ exhibitors.

The New Way: 50+ hours of immersive engagement with a pre-screened audience.

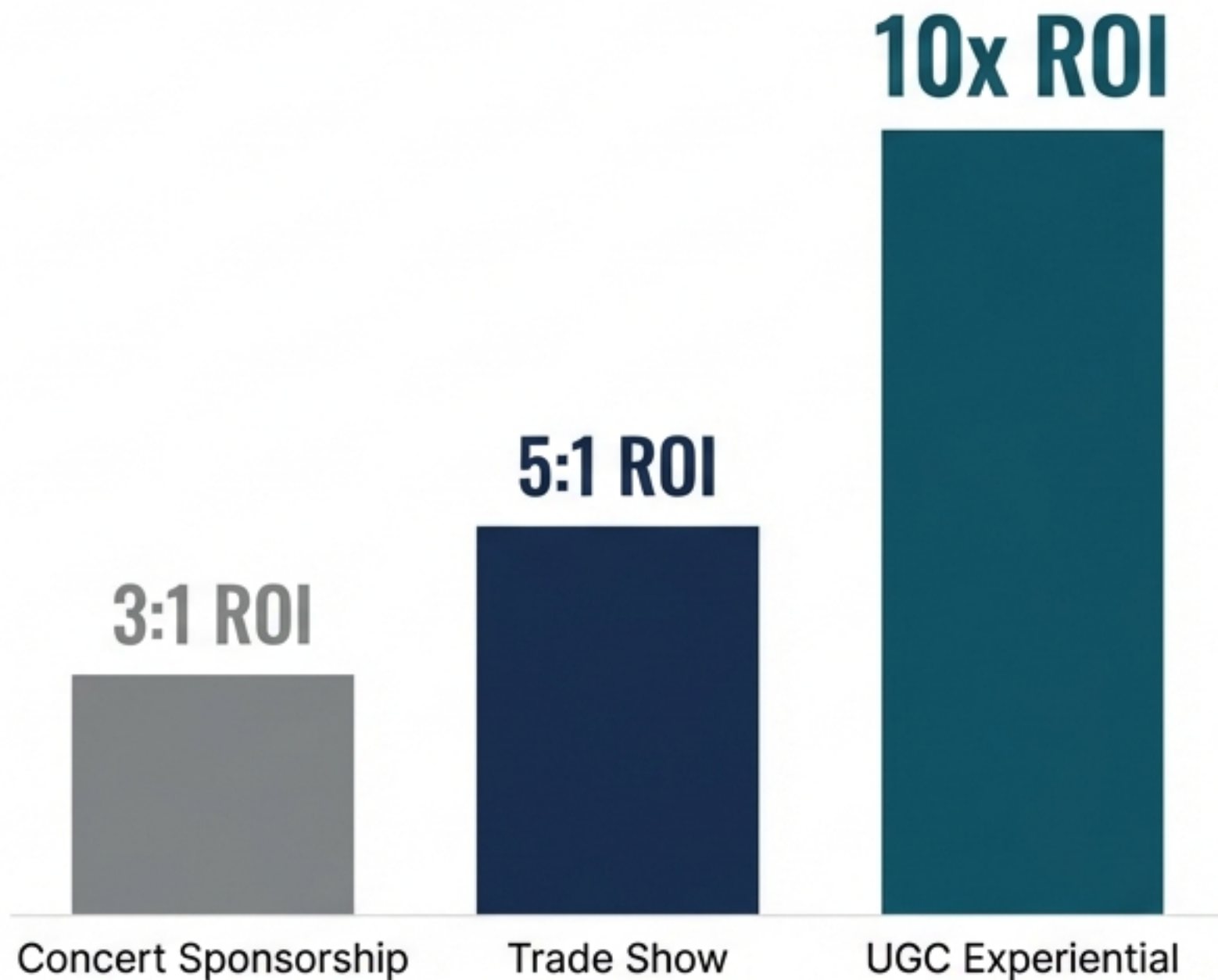
*After a year that's seen the trade pulling together...
our sense is of a stronger sense of unity.*

— Guitar World NAMM 2026 Preview



THE MATHEMATICS OF IMMERSION: 10x ROI

Why experiential marketing outperforms traditional sponsorship.



- ✓ **Neurological Impact:** Multi-day immersion creates 3x higher brand recall.
- ✓ **Purchase Intent:** 91% of consumers are more likely to purchase after an experiential event.
- ✓ **Music Integration:** ROI doubles when music is integrated into marketing vs. non-musical alternatives.

THE SECRET WEAPON: 501(c)(3) TAX DEDUCTIBILITY

Partnership with Fractured Atlas reduces your effective cost by ~20–40%.

Sponsorship Investment: \$50,000
Corporate Tax Savings (est. 21%): -\$10,500
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<u>EFFECTIVE COST: \$39,500</u>

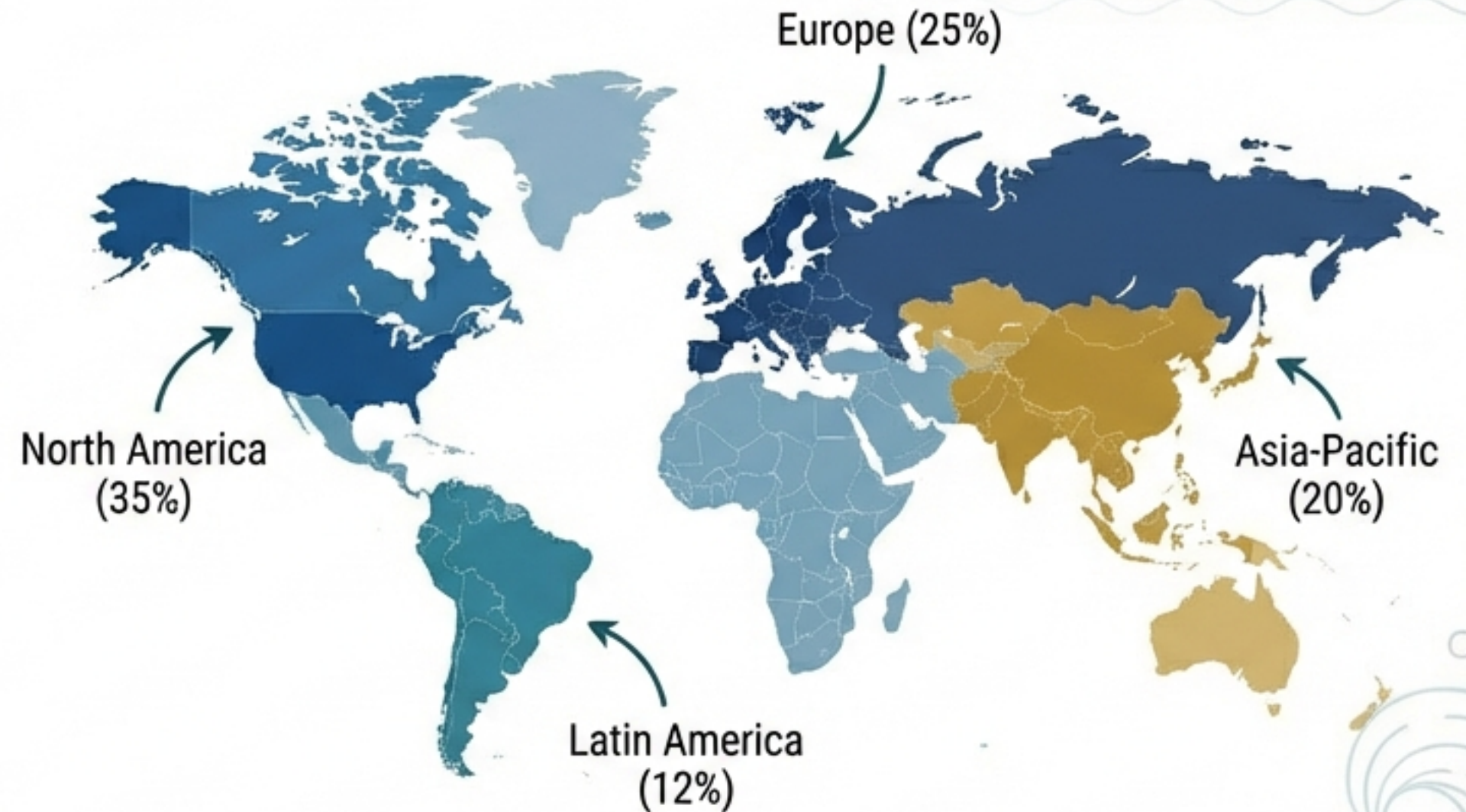
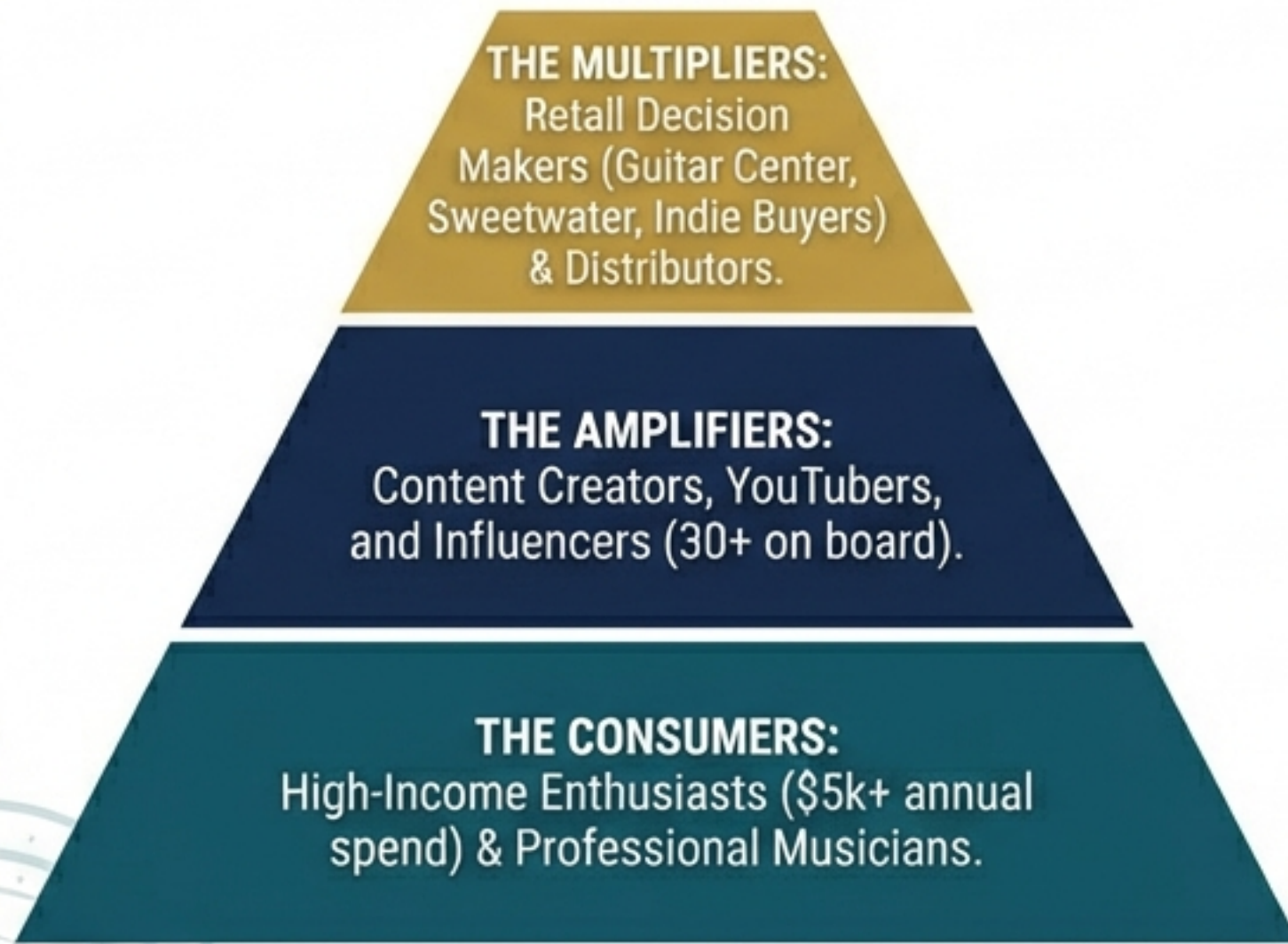
100% Tax Deductible
via Fractured Atlas
Fiscal Sponsorship.

You get 100% of the marketing upside with the fiscal benefits of charitable giving.
This is the only marketing line item your CFO will love.



ACCESS GLOBAL BUYERS WITHOUT MARKET RESEARCH EXPENSE

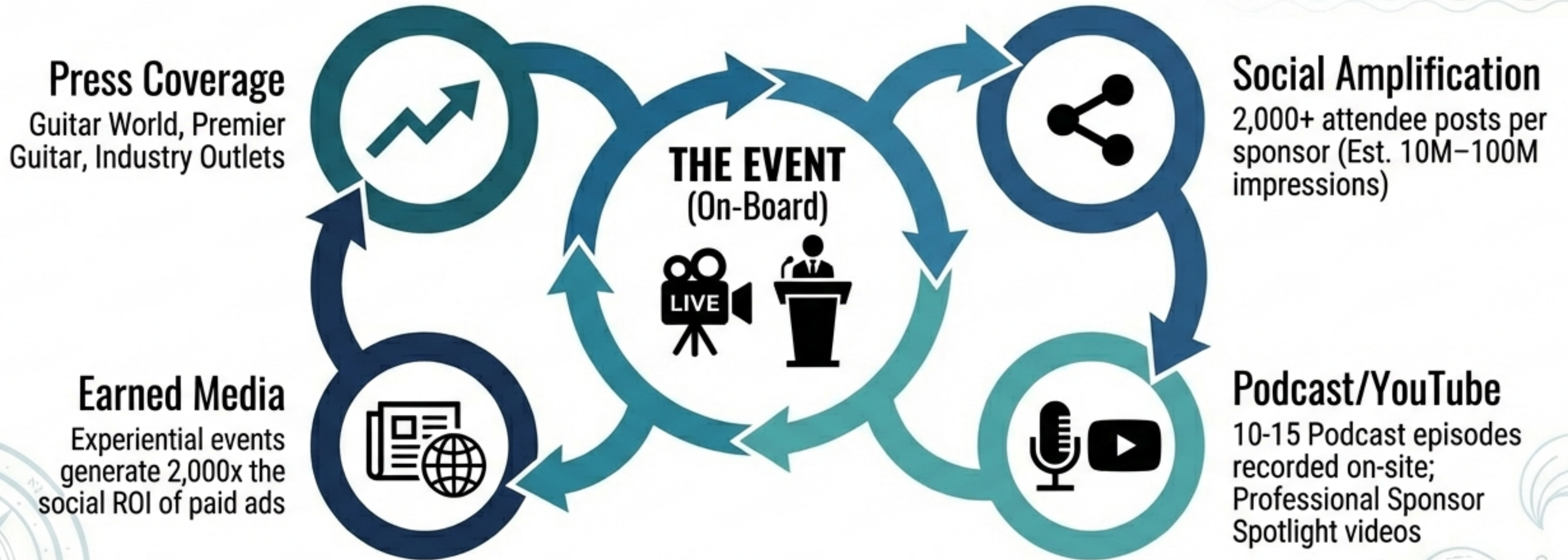
A pre-screened, high-intent audience from 50+ countries.



“50 hours of uninterrupted interaction with the people who buy, sell, and promote your products.”

ONE EVENT. ONE YEAR OF CONTENT.

The Content Engine generates \$100k–\$500k in Earned Media Value.



AUTHENTIC ARTIST INTEGRATION

Move beyond the banner ad. Put your product in the hands of the masters.

- **Masterclasses:** Your amps, pedals, or guitars used exclusively during educational sessions.
- **Endorsements:** Access to emerging talent and established pros for content creation.
- **The Data:** Artist partnerships show 47% higher ROI than traditional deals.
- **Gen Z Impact:** 72% higher engagement when brands authentically integrate with artists.

Platinum partners get exclusive 'Featured Artist' pairings for co-branded content series.

CATEGORY SPOTLIGHTS: WHERE YOU FIT

Tailored activations for every segment of the industry.



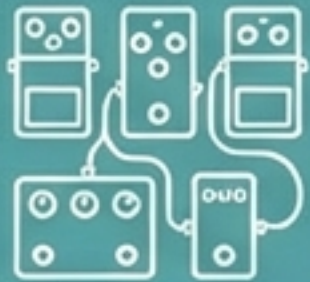
STRINGS (The D'Addario Model)

Official Strings status. Consumable product = repeat purchase habits.



AMPS

Backline dominance. 'Amp Showdown' videos and retail buyer showcases.



PEDALS

The content kings. Visual, shareable 'Pedalboard Demos' perfect for 30+ influencers.



GUITARS

Exclusive 'Official Cruise Guitar' status. Hands-on demos with high-net-worth buyers.



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TECH/SOFTWARE

Digital stage setups and recording workshops.

MISSION ALIGNMENT: DO GOOD, LOOK GOOD

Align your brand with the values of Gen Z and Millennial consumers.



- **Consumer Demand:** 85% of consumers prefer brands with social impact.
- **The Impact:** Sponsorship funds youth scholarships (27+ awarded), supports 450+ students annually, and aids underfunded programs.
- **The PR Angle:** “Brand Name Funds Music Education” is a winning media narrative.
- **Legacy:** Join D'Addario in supporting the next generation of players.

SPONSORSHIP TIERS & EXCLUSIVITY

From entry-level visibility to category dominance.

Tier	Investment	Key Inclusions
TITLE	\$75k+	Naming Rights, Category Lockout, Documentary Feature, 15 VIP Passes.
PLATINUM	\$50k–\$75k	Exclusive Sub-Category (e.g., Official Pedal Partner), Masterclass Hosting, 10 VIP Passes.
GOLD	\$25k–\$50k	Shared Category, Activation Space, Social Campaign, 5 VIP Passes.
SILVER/BRONZE	\$5k–\$25k	Brand visibility, Social features, Product display.
IN-KIND	Product Value	Gear donations (tax-deductible fair market value).

THE FIRST-MOVER ADVANTAGE

The window for category exclusivity is closing.



- **Category Exclusivity:** Only ONE brand can be the “Official Amplifier Partner.” Once claimed, the door closes.
- **NAMM Narrative:** Early sponsors control the PR cycle at NAMM 2026. Late sponsors are just footnotes.
- **Artist Selection:** First movers get first pick of featured artists for masterclass pairings.

“In music industry sponsorships, first movers are remembered. Followers are forgotten.”



IMPLEMENTATION TIMELINE: 8 WEEKS TO LAUNCH

We handle the heavy lifting. Here is your roadmap.



Commitment &
Category Lock.
Strategy call.

NAMM
Announcement.
Press Release.
Booth co-branding.

Pre-Cruise
Content.
Podcast recordings.
Teaser campaigns.

Onboard
Activation.
The Cruise
experience.

Year-round
content rollout
and ROI reporting.

ROI REPORTING & TRANSPARENCY

We don't guess. We measure.



Every sponsor receives a comprehensive impact report post-event.

SECURE YOUR PARTNERSHIP

Join D'Addario. Lead Your Category.

1. **Review Tiers:** Choose your level of impact.
2. **Book Strategy Call:** Schedule a 20-minute session this week.
3. **Lock Category:** Sign before NAMM 2026 to ensure announcement inclusion.



Scan to Book Strategy Call

sponsorship@ultimateguitarcruise.org | ultimateguitarcruise.org/sponsors

This is the sponsorship opportunity of the decade. Don't let a competitor claim your spot on the ocean.