



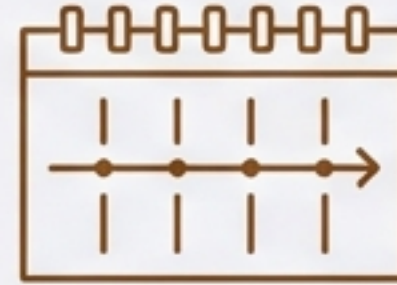
ULTIMATE GUITAR CRUISE 2026

The Immersive Marketing Event of the Year

Confidential Partnership Strategy

A FLOATING MASTERCLASS. A CAPTIVE AUDIENCE.

This is not a standard music festival. It is a 7-day immersive summit at sea designed for serious players.



7 Days

Continuous engagement.
No distractions.



World-Class Content

Education, artist workshops,
and nightly performances.



Captive Audience

Serious musicians, micro-
influencers, and qualified
buyers who cannot walk
away to the next booth.

BUILT ON A LEGACY OF EXCELLENCE

“ Their commitment to excellence and shared passion for my vision allowed me that **allowed me** to create this extraordinary and unique experience that participants still talk about today. ”

— **2003 Classical Guitar Cruise Creator**

A proven format returning with higher stakes.

INDUSTRY LEADERS ARE ALREADY ONBOARD

D'Addario



Thrilled to announce D'Addario as Official Strings Sponsor.
Their support powers artist workshops and youth education.

The Strings category is closed. The ecosystem is forming. Who is next?



THE PROBLEM: TRADITIONAL TRADE SHOWS

- Noisy environments
- 30-second interactions
- Scanners, not users

The Opportunity Gap

How do you get serious players to truly test your gear in a retail environment?

The Reality: It is impossible to hear high-end gear in a convention hall.

The Result: Low retention and difficulty converting interest into intent.

THE SOLUTION: THE 7-DAY TEST DRIVE

100 Serious Players

×

7 Days of Immersion

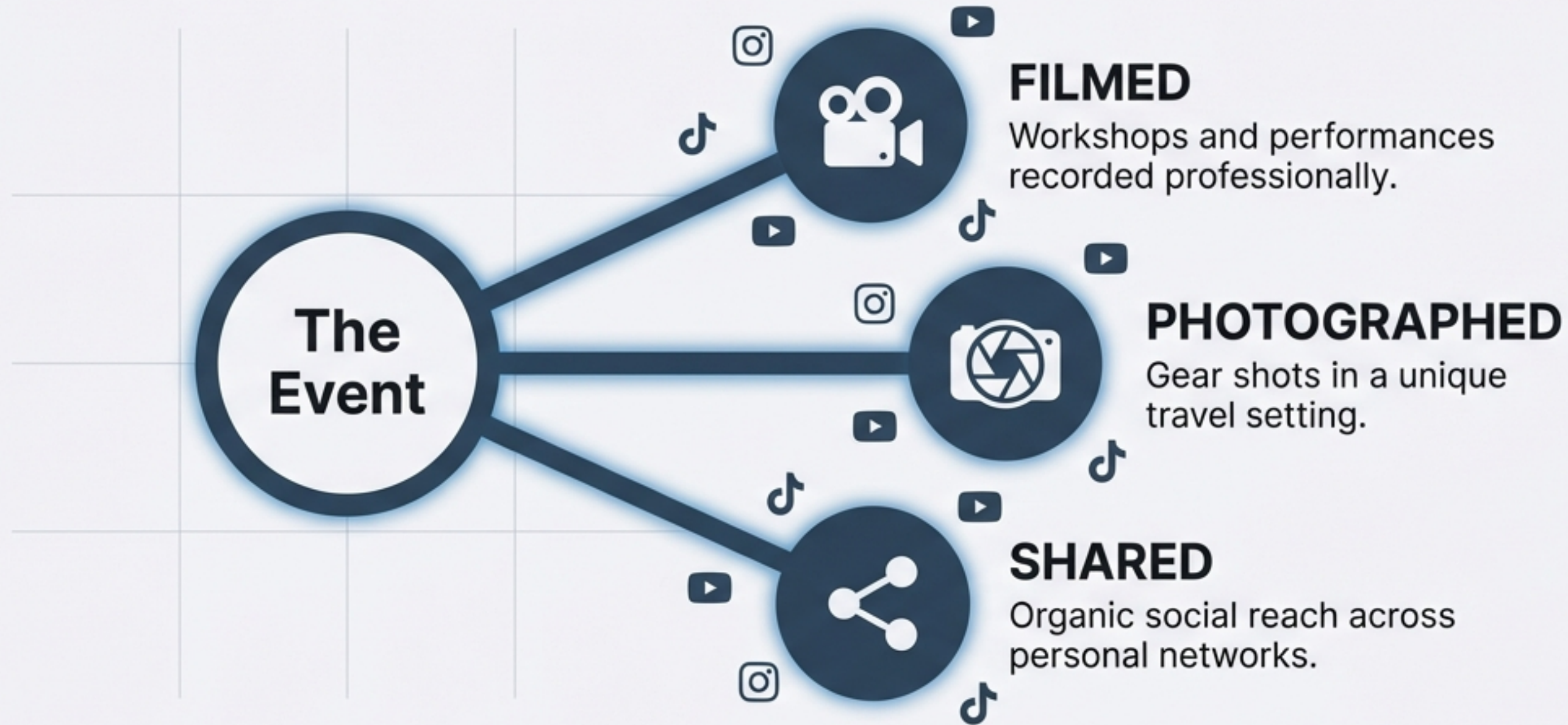
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Unprecedented
Product Intimacy

Imagine your product in their hands
for a week, not a minute.



TURNING ATTENDEES INTO YOUR MEDIA TEAM



Hundreds of thousands of organic impressions generated by trusted micro-influencers.

OPPORTUNITY PROFILE: GUITAR BRANDS



Imagine your newest signature model in the hands of 100 serious players for 7 days.

- ✓ Filmed, photographed, and shared across social media.
- ✓ Attendees influence retail upon return.
- ✓ Exclusive Category Ownership: You are the only guitar brand they see.

OPPORTUNITY PROFILE: AMPS & EFFECTS

Your amps dominate the stage for 7 days.

- ✓ **Global Visibility:** Featured in YouTube content from the cruise.
- ✓ **Credibility:** Local musician validation through artist usage.
- ✓ **Category Exclusivity:** You are the ONLY brand in this category—zero competition.

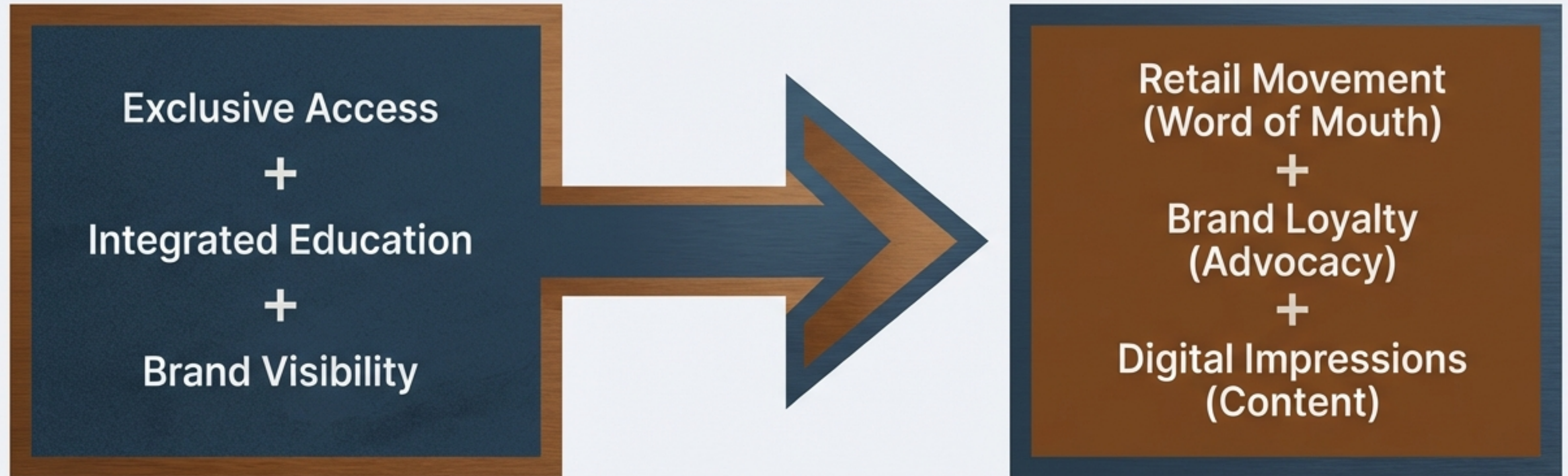
OPPORTUNITY PROFILE: RETAILERS



We're sending 100 qualified buyers directly to you.

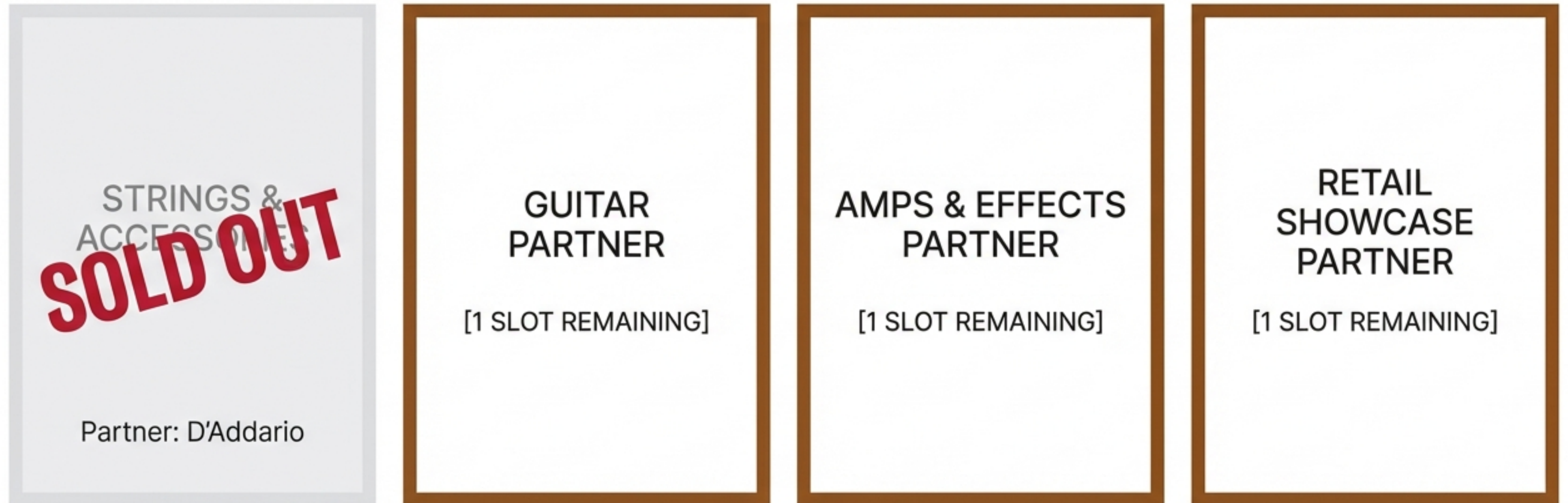
- ✔ **Top 100 Dealers:** High-level dealers are already interested.
- ✔ **Education Partner:** Co-branding positions you as THE source for knowledge, not just sales.
- ✔ **Direct Access:** A captive retail environment.

CALCULATING RETURN ON IMMERSION (ROI)



*Attendees don't just leave with memories.
They leave as advocates.*

EXCLUSIVE CATEGORY OWNERSHIP



Strict category exclusivity applies. First right of refusal to incumbent partners for 2027.

THE PRE-VOYAGE AMPLIFICATION

We amplify your brand before the ship even sails.

EMAIL CAMPAIGNS



Targeted blasts to top dealers and industry lists.

SOCIAL MEDIA



'Just Announced' campaigns driving excitement.

NAMM OUTREACH



Leveraging the upcoming show to solidify the partnership.

SECURE YOUR CATEGORY BEFORE NAMM

We are finalizing the ecosystem now. Once a category is claimed, it is closed for 2026.

**Schedule a brief strategy
discussion to lock in exclusivity.**

SCAN TO SCHEDULE



calendly.com



DON'T JUST SPONSOR AN EVENT. POWER THE JOURNEY.

Join D'Addario and the industry's best in creating the ultimate musical ecosystem.

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