

PATH TO DESTINATION



WEEKEND EVENT

February 11, 2023



Presented by: A.B. Motion, Platinum Status and Cr8tive Jungle Multimedia Inc.

THE EVENT



PATH TO DESTINATION SUPER BOWL FETE

Featuring live music, intimate lounge like seating, Hors D'oeuvre and libations as guests are led through the past, present, and future by some of sports and entertainment's greatest disruptors as they share transformative stories. Guests will experience the art of good disruption while discovering the power behind aeronautical brilliance and the evolution of sports and entertainment!

LIVE MUSIC • EDIBLES • LIBATIONS • LOUNGE



THE EVENT

This first class affair mirrors the perfect cosmopolitan blend of luxury and sophistication. While music soars the air, your senses will glide through timeless classics, today's top hits, and land in the future with inspiring hits while flowing straight into a tiered evening of blazing intervals of jazz serenades, a DJ with flava, and an emcee rocking the house.

Adventure awaits down the Path to Destination we have yet to travel, this Fete will be one to remember!

MISSION AND VISION



Mission

To celebrate the creativity and innovation of good disruptors in sports, technology, entertainment, and mental health while honoring those in the aeronautical and aviation industry.

Vision

Harness the power we all have within us to see through a different lens and reach for the skies to shift narratives that have shaped least resourced communities to in order to empower them for social and economic justice and parity.



PARTY
SPORTS
AND

PURPOSE!



PARTY, SPORTS AND PURPOSE!

Entertainment

DJ and master of ceremony, with special musical performance. Hits from the past, present and inspiring new and future slated music releases.

Food and Drinks

Lounge like seating, petit plates, gourmet hors' d'oeuvres and charcuterie, fine wine, desserts and cocktails. Featuring local based celebrity chef.

PARTY, SPORTS AND PURPOSE!

Live on Stage Programming

An evening with game changing positive disruptors. Live and on stage professional sports executives and Emmy Award winning producers, engaging in activities that only a special few could conceive.



PARTY, SPORTS AND PURPOSE!



The Affirmation Corner Raffle and Auction

One positive disruptor will have the opportunity to engage a three minute sit down session of Motivation, Inspiration, and Affirmation with our featured celebrity guest.

ART - “Feel the Walls”

Mental Health & Aerospace connected Art Work

The evening’s Art for the walls, a curated collaboration with nationally recognized and local Arizona Artists.





TARGET DEMOGRAPHICS

ESG, Corporate Executives, LOHAS

- Luxury consumers
- Ages of 25-44
- Comprises 64% of the overall luxury market.

1

Sports Fans

- Sports Fans - rank and file employee
- 23% of 18-26 - Generation Z
- 42% of 26-41 - Millennials
- 33% of 42-57 - Generation X

2

BIPOC

- Diverse-owned businesses are wanted.
- 54% of Americans identify as BIPOC;
- 27% are business owners.

3

PARTNERSHIP VALUE

Our marketing plan is action-oriented to generate a great ROE (return on engagement) with target audience engagement and impressions for our partners.

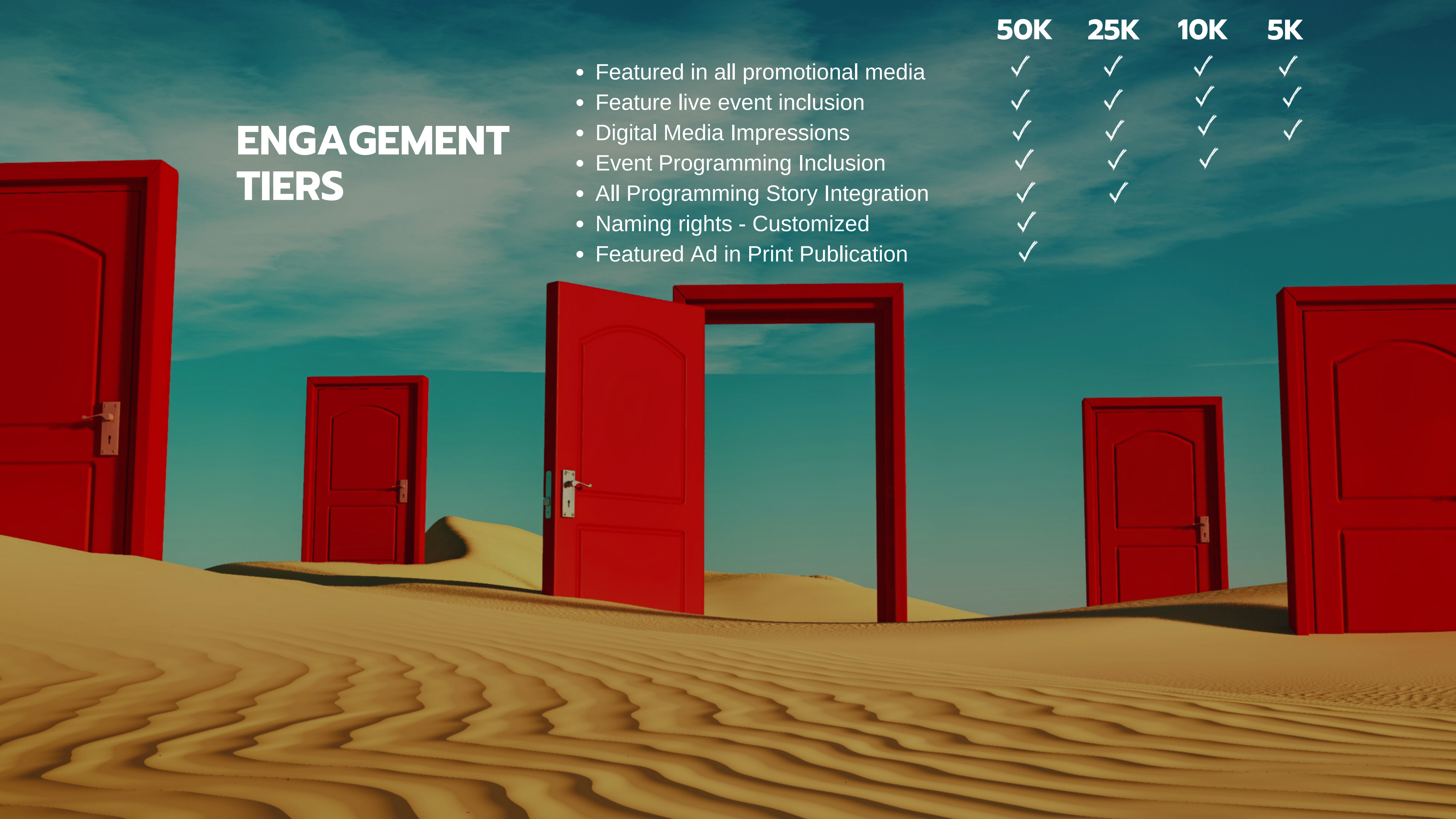
We are using a targeted digital media marketing strategy with campaigns on various platforms.

DIGITAL MEDIA OUTREACH

The customization of storytelling features throughout the Path to Destination content plan for promotional use is available for all partners and sponsors.

PLATFORM

9 Million+ Impressions



ENGAGEMENT TIERS

- Featured in all promotional media
- Feature live event inclusion
- Digital Media Impressions
- Event Programming Inclusion
- All Programming Story Integration
- Naming rights - Customized
- Featured Ad in Print Publication

50K	25K	10K	5K
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	
✓	✓		
✓			
✓			

December 2022

12.12.2022
Campaign #1

January 2023

1.2.2023
Campaign #2

January 2023

1.30.2023
Campaign #3

9-WEEK PROMOTIONAL OUTREACH



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