SPONSORSHIP
MEDIA PLAN SUMMARY

THE
EXPERIENCE
WEEK

WHAT IS TEW?

- The Experience Week (TEW) is a week filled with adventures and experiences with people from all around the globe. TEW is the materialization of today's market ideals of what life should be about.
- 7 days filled with all kinds of activities.
- 3 catered dinners.
- 3 exclusive parties.

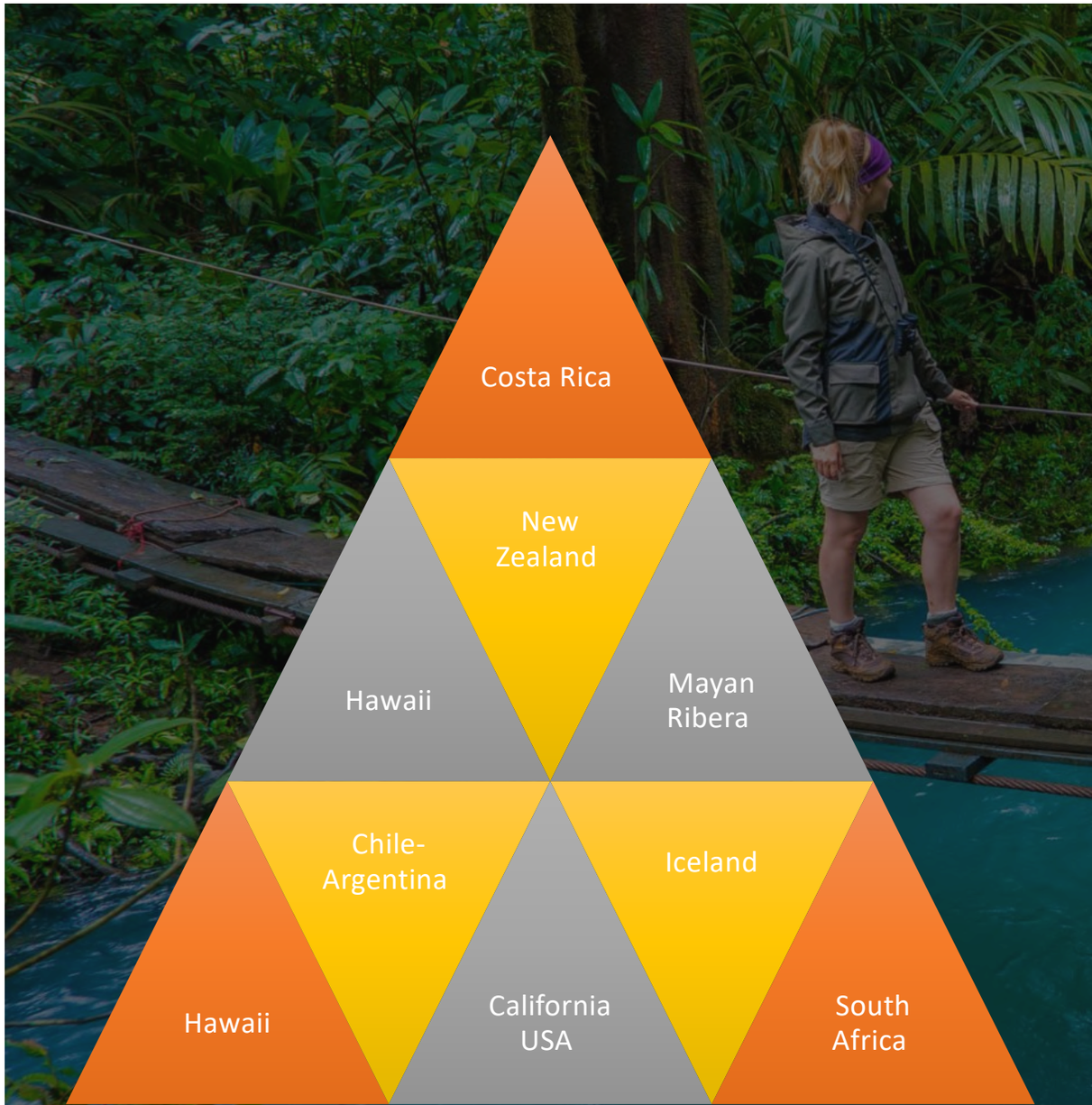
Ocean King
THE
EXPERIENCE
WEEK

Ocean King
THE
EXPERIENCE
WEEK

THE
EXPERIENCE
WITH

- CATAMARAN OCEAN PARTY
- MOUNTAIN PARTY
- RIVER / CLIFF JUMP PARTY

THE EXPERIENCE WEEK



THE EXPERIENCE WEEK

- The Experience Week will initially launch with a minimum of 4 weeks in Costa Rica during 2020.
- New locations worldwide will be added as required by demand, starting from 2020 if dictated by the market.

SPONSOR SLOTS

We will have one sponsor per category:

- Airline or Airlines Alliance
- Film equipment brand
- Car Brand
- Card processing financial institution
- Watch Brand
- Sunglasses brand
- Energy Drink

THE EXPERIENCE WEEK

SPONSOR SLOTS

Each sponsor category will receive a promotion line, which can be proposed and edited by the sponsor, examples:

- The official airline to experience the world.
- Film your experiences with -brand-.
- The official experience car.
- -brand-, experience everything life`s got to offer.
- Experience every single second, -brand-, make it count.
- Visualize experiences.
- Unlimited energy to experience life.

THE EXPERIENCE WEEK

Sponsorship options

All sponsors will receive a minimum of:

- One dedicated sponsor video, promoting the brand.
- Inclusion in all general TEW videos and material, including after-movies.

As a sponsor, you may request amongst the following in exchange for your contribution:

- Tickets for employees or for customers
- Additional videos
- Branding at TEW parties
- Branding in TEW shirts, buses, cups and other materials
- Short videos on social media stories

Sponsorship offer

When generating a sponsorship offer, please take into consideration a mix of the following:

- Promotional support: all cash provided by sponsors will be used in full in this manner:
  I. 75% for promotion of the sponsor's dedicated TEW audiovisual material.
  II. 25% for TEW general promotional material.
- Provision of products or services for TEW use (necessary for proper product/brand endorsement).
- Provision of products or services for participants as prizes.

If you wish to submit a sponsorship offer, please indicate both your offer and the options you want to receive in exchange for your sponsorship.*

*Sponsorships are given for one year; all sponsors from the first year will be able to opt to renew their sponsorships during the second year, under the same conditions, brands may also choose to indicate and offer for two or three years all together.

MARKETING CHANNELS
Digital Strategy
Influencers strategy
Airplane screens
THE EXPERIENCE WEEK

DIGITAL STRATEGY

- Search engine optimization (SEO): TEW will invest a minimum of USD $1,000.00 per month on a dedicated SEO guaranteed software.
- Promotional paid ads: all cash provided by sponsors will be used in full to pay for social media advertising, with the distribution mentioned before.
  - 75% for promotion of the sponsor's dedicated TEW audiovisual material.
  - 25% for TEW general promotional material.

This translates into exposure to millions of people worldwide on monthly basis.

THE EXPERIENCE WEEK

INFLUENCER STRATEGY

- Each Experience Week will have a minimum of two guest influencers with at least half a million followers (at least one million followers will be preferred). The following is a table showing the exposure, depending on the amount of weeks and followers:

Number of Weeks	2 WEEKS	6 WEEKS	10 WEEKS	20 WEEKS
Minimum of Influencers	2	2	2	2
Minimum of followers	500,000 each	500,000 each	500,000 each	500,000 each
TOTAL EXPOSURE	2 million people	6 million people	10 million people	20 million people
Estimated year	2020		2021	2022

THE EXPERIENCE WEEK

AIRPLANE SCREENS

- As The Experience Week is aimed at an international market, we will negotiate with the airline sponsor or airlines alliance sponsor, to have our material shown in the airplanes.

On behalf of everyone in THE EXPERIENCE WEEK team, thank you for your time, and we hope to receive a proposal from your end.

For more information, please contact Miguel Antonio Vargas, part of our management team:

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THANK YOU