



## **FREEDOM**

#### **EXPRESS YOURSELF**

We encourage creative statements that celebrate diversity by connecting artists and audiences through immersive experiences that showcase the joy that comes from being free to live authentically.

## **WELLNESS**

#### **RESTORE YOURSELF**

We incite the connection of the mind, body and heart to influence a holistic happiness that propels all involved to move onwards, upwards and outwards.



#### **BE YOURSELF**

We create spaces that bring queers and allies together in a celebration of common humanity while embracing and respecting our diversity.

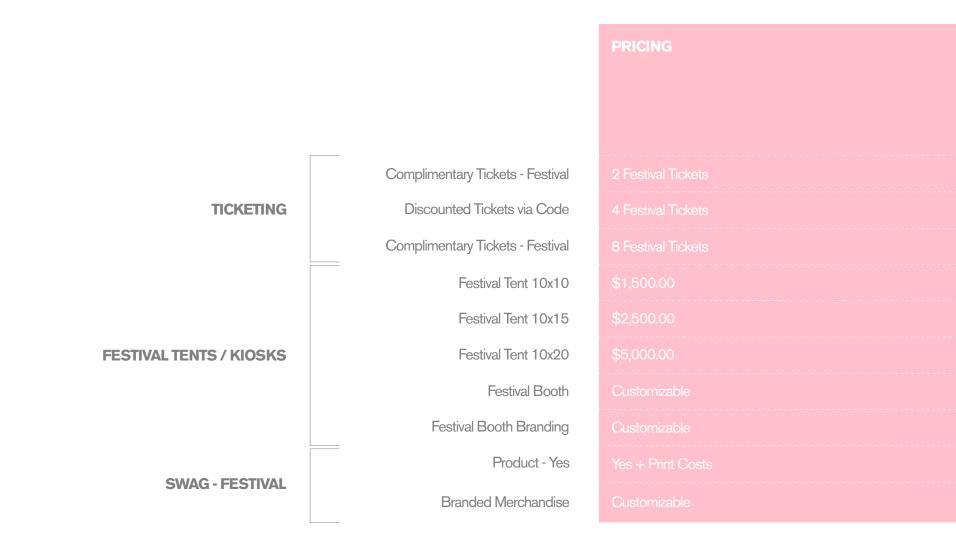
ROCK THE HUDSON PROJECT BRANDSHINE DECK ACTIVATION BRANDING		ROSE PINK (Deck 1) \$7,500.00	HOT PINK (Deck 2) \$14,000.00	SHOCKING PINK (Deck 3) \$25,000.00
pbs@unthinkablelife.com	Complimentary Tickets	8 Tickets	15 Tickets	25 Tickets
	Discounted Tickets via Code	8 Tickets	15 Tickets	25 Tickets
DIGITAL	Host Ticketing & Online Experience Logo	Yes	Yes	Yes
	Deck Naming (i.e. creative flow - hosted by)		Yes	Yes
	Welcome Map Logo	Yes	Yes	Yes
	Prominent Branding Display Digital Display on Deck		Yes	Yes
SWAG	Onboard Branding	Yes + Print Costs	Yes + Print Costs	Yes - Inc Print Costs
SWAG	Branded Merchandise	Customizable	Customizable	Customizable
	Bar Branding	Yes + Print Costs	Yes + Print Costs	Yes - Inc Print Costs
	Pre-Embarkation Cocktail		Yes	Yes
	Outside Space Designated Visibility			Yes

LET'S GET FIZZICAL PROJECT BRANDSHINE ACTIVATION BRANDING		ROSE PINK Mind \$10,000	HOT PINK Body \$25,000.00	SHOCKING PINK Soul \$50,000.00
(CELEBRITY FITNESS WORKOUT)	Complimentary Tickets	8 Tickets	15 Tickets	25 Tickets
pbs@unthinkablelife.com	Discounted Tickets via Code	8 Tickets	15 Tickets	25 Tickets
	Discounted Tickets via Code		10 Tickets	10 Tickets
	Host Ticketing & Online Experience Logo		Yes	Yes
	Welcome Map Logo		Yes	Yes
	Prominent Branding Display Throughout Intrepid		Yes	Yes
	Designated Branding (i.e. hosted by)			Yes
	Lead Branding (i.e. hosted by)			Yes
	Pop Up Tent at Festival		Yes + Costs	Yes + Costs
	Branded Merchandise	Customizable	Customizable	Customizable
	Festival - Host Breakfast		Yes + Costs	Yes + Costs
	Festival - Host Evening Reception		Yes + Costs	Yes + Costs
	Departure Good-For-You Bags			Yes + Costs

ROCK THE HUDSON CONCERT & INCREDIBLE FESTIVAL		ROSE PINK	HOT PINK	SHOCKING PINK	
PROJECT BRANDSHINE ACTIVATION BRANDING		\$10,000.00	\$25,000.00	\$50,000.00	
		Complimentary Tickets	8 Tickets	15 Tickets	25 Tickets
pbs@unthinkablelife.com	TING	Discounted Tickets via Code	8 Tickets	15 Tickets	25 Tickets
		Discounted Tickets via Code		10 Tickets	10 Tickets
DIGITAL SWAG OTHER		Host Ticketing & Online Experience Logo		Yes	Yes
		Welcome Map Logo		Yes	Yes
	GITAL	Prominent Branding Display		Yes	Yes
		Designated Branding (i.e. hosted by)			Yes
		Lead Branding (i.e. hosted by)			Yes
		Pop Up Tent at Festival		Yes + Costs	Yes + Costs
	WAG	Branded Merchandise	Customizable	Customizable	Customizable
		Festival - Ground Branding		Yes + Costs	Yes + Costs
		Festival - GI & Ground		Yes + Costs	Yes + Costs
	Ferries - Branding			Yes + Costs	

#### **ROCK THE HUDSON CONCERT & INCREDIBLE FESTIVAL**

PROJECT BRANDSHINE ACTIVATION BRANDING



ALL EXPERIENCES PROJECT BRANDSHINE DECK ACTIVATION BRANDING

# PROJECT BRAND SHINE INCLUSIONS:

Exclusive BrandShine Partner for designated deck/area within your shade of pink Exclusive promotional visibility for designated deck/area Opportunity to brand onboard bar on your deck Open flow plan, guests will flow through space immersively Opportunity to brand immersively, creatively, and dynamically with guests Let's Get Fizzical - 3,000 guests Rock the Hudson & Incredible - 10,000 guests

\*Costs include visibility, point of sale and product costs subject to quotation



Don't be left on the docks...

### we can't wait for you to

# PRIDE

with us!

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