



WHET TRAVEL

EXCITE YOUR LIFE™

7 MUSIC CRUISES, 40,000+ FANS AND OVER 100 MILLION MEDIA IMPRESSIONS



OVERVIEW



Whet Travel was founded in 2004 with a group of 125 friends going on a cruise, now over 15,000 people each year choose Whet Travel for the cruise adventure. Whet oversees seven unique themed cruises and Inc Magazine recently ranked Whet Travel as the #4 fastest growing travel company in the country. WHAT WE DO

- Cruise Ship Charters: MUSIC & THEME CRUISES Whet Travel is one of only a handful of companies that has a proven track record of initiating, negotiating, promoting, and producing full and half ship charters of cruise ships with a minimum of 2,000 people from companies such as Norwegian, Carnival, Princess, Royal Caribbean, Celebrity, and MSC.
- Whet produces The Groove Cruise Miami and Cabo- The World's Largest Floating Dance Music Festivals. Shiprocked - The Ultimate Rock and Roll Vacation; Motorhead's Motorboat - The Loudest Ship in The World; SalsaCruise.com- A Ship of Pura Salsa; The Zen Cruise - A Transformational Journey at Sea and Inception at Sea- Spring Break Will Never be the Same. Our Cruise Event GPS Program specializes in corporate events and incentives on cruise ships.



OUR CHARTERS



THE GROOVE CRUISE

GROOVE CRUISE MIAMI

World's Largest Floating
Dance Music Festival
www.TheGrooveCruise.com/miami



SALSA CRUISE

A Ship Full of Pura Salsa!
www.SalsaCruise.com



SHIPROCKED
THE ULTIMATE ROCK MUSIC CRUISE VACATION

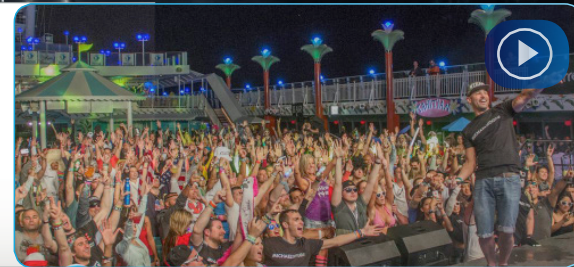
SHIPROCKED

The Ultimate Rock and Roll Vacation
www.Shiprocked.com



GROOVE CRUISE CABO

World's Largest Floating
Dance Music Festival
www.TheGrooveCruise.com/cabo



INCEPTION AT SEA

Spring Break will never be the same
www.inceptioncruise.com



ZEN CRUISE

A Transformational
Journey at Sea

www.TheZenCruise.com



MOTORHEAD'S MOTORBOAT

The Loudest Boat in the World!
www.motorheadcruise.com



SERVICES

1

PRE-EVENT

DISCOVERY

- Identify best options for charter concept
- Request and compile venue proposals
- Coordinate site tours
- Evaluate quotes/create event pricing
- Budget development/ conduct risk & reward analysis
- Create cash flow projections

- Outline of Marketing/Social Media campaigns
- Create Pricing strategy & schedule
- Manage Sales & Inventory to maximize yields
- Assist in acquiring event sponsors and managing event activation
- Event Project Management (liaise with venue, create event programming, manage budgets, shipping, production set-ups, etc)

EXECUTION

- Handle venue contract negotiations
- Develop event Marketing (branding, logos, website design, event program, signage)

2

CUSTOMER SERVICE

CALL CENTER

- Professional/well trained phone agents
- Live chat
- Email response team

RESERVATION MANAGEMENT

- Innovative online booking engine
- Manage accommodation assignments
- Handle manifest changes/additions
- Monitor guest payment dates
- Create event FAQ/ terms & condition
- Provide accurate reporting

3

EVENT

ONSITE

- Manage event /oversee venue execution
- Provide on-site support including customer service team for guest hospitality
- Facilitate pre-con and daily meetings with venue management and key staff for event briefings
- Coordinate shore-side tours and custom events

POST CRUISE

- Assist in conducting final audit of all expenses
- Reconcile all reports
- Present a clear profit/loss statement

THE GROOVE CRUISE

by WHET TRAVEL

MIAMI | CABO

Over 25,000 lives have now been changed forever by an oceanic experience unlike anything on earth. What started in 2004 with a group of 125 friends has now erupted into the World's Largest Floating Dance Music Festival. The pioneer of electronic music's conquest of the oceans, The Groove Cruise, will again this fall, charter new waters for dance music, sailing from San Diego with an overnight stop in Cabo San Lucas, for the maiden voyage of Groove Cruise Cabo.

From October 28-Nov 2, 2016, GC Cabo will be the World's Longest Electronic Floating Festival, with music pumping for 120 hours straight, cruising from beautiful San Diego, California. GC Cabo will sail off into the Pacific sunset carrying 2200 passengers aboard the new and improved, amenity filled Norwegian Sun cruise liner.

On January 23-27, 2017 GC Miami will sail with 3,000 passengers to a world renown and simply stunning new destination, Grand Turk/Turks And Caicos Islands. We are excited to announce a brand new ship and cruise line on the beautiful Carnival Victory.

From blissed out sunset sessions, to euphoric sunrises, massive peak time moments and deep late night-after hour excursions, Groove Cruise has proven to be the ultimate dance music odyssey.



THE
GROOVE CRUISE



WHET TRAVEL
EXCITE YOUR LIFE

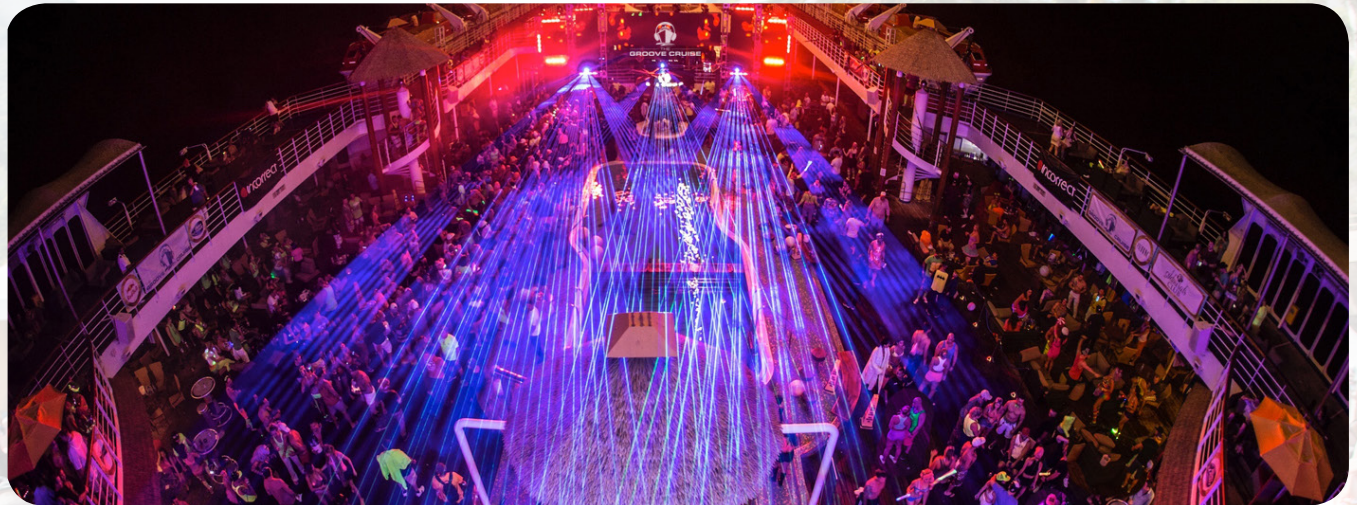
RECAP GCLA 2015

WATCH
VIDEO 

LOS ANGELES, CA
CARNIVAL INSPIRATION
OCT 23- 26 2015

RECAP

- FIRST EVER HALLOWEEN THEMED GROOVE CRUISE
- SOLD OVER 50% OF STATEROOMS IN FIRST DAY OF SALES
- SOLD OUT AND SAILED AT MAX OCCUPANCY
- 4 STAGES, SILENT DISCO, PRIVATE HAPPY HOURS, CASINO, ALL-NIGHT AFTER HOURS AND MORE
- 76 HOURS OF NON-STOP MUSIC
- PRIVATE BEACH PARTY IN CATALINA ISLAND
- HEADLINING TALENT GRAMMY WINNER DIRTY SOUTH, PAUL OAKENFOLD, DARUDE, DVBBS + MORE!



Over 2500 attendee's from 10+ countries and 10+ states participated in one of the more memorable Groove Cruise voyages to date. GCLA 2015 was the largest full ship electronic music charter experience in the history of the West Coast, thus making Groove Cruise the world's largest floating dance music festival per head per year. GCLA 2015 also hosted private events at both Catalina Island and Ensenada Mexico. This resulted in a 80%+ retention rate of cruisers who booked again for the following year, and received an overall satisfaction rate of 97% amongst attendees and performers alike. Talent included the likes of the legendary Paul Oakenfold, trance kingpin Ferry Corsten, Swedish duo Cazzette, DVBBS, and australian pioneer Dirty South. Vinai, Helena, Sidney Samson, Quintino, Guy Gerber and Dantiez Saunderson were amongst the 30+ other DJs that participated in the memorable weekend.

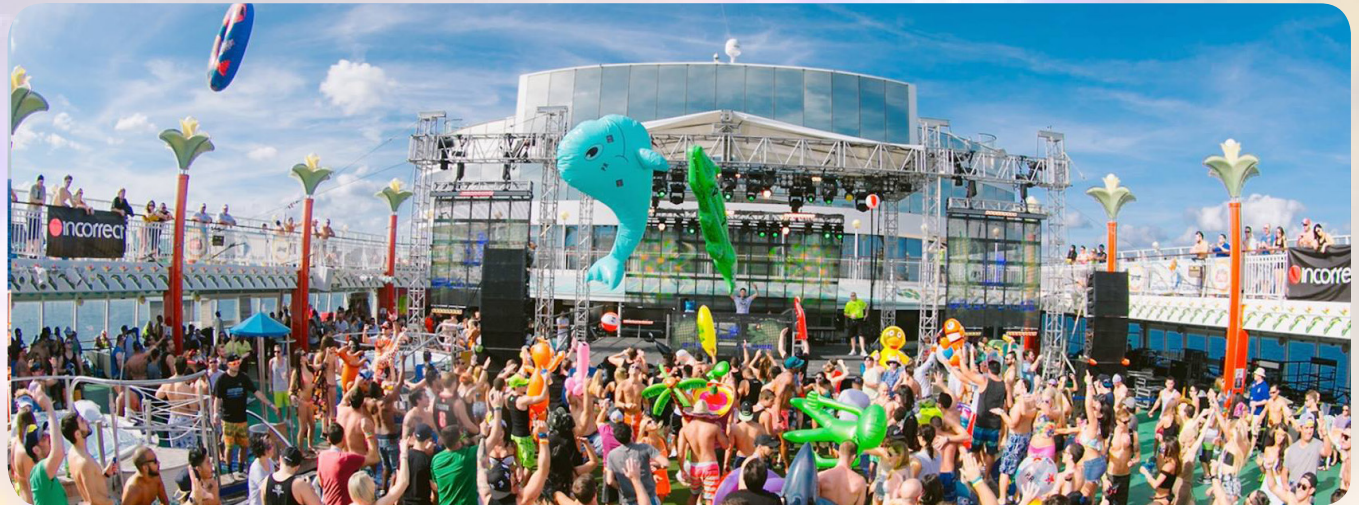
RECAP MIAMI 2016

WATCH
VIDEO 

MIAMI, FL
NORWEGIAN PEARL
JAN 22- 26 2016

RECAP

- 16 DECKS OF STATEROOMS AND SUITES
- 2,750 GUESTS
- 12+ PARTIES, 8 STAGES & 1 BEACH PARTY OVER A 4 DAY SPAN
- HEADLINING DJS: DADA LIFE, DASH BERLIN, MARKUS SCHULZ, BINGO PLAYERS, SANDER VAN DOORN+ 50 MORE.
- INTERACTIVE DJ CASINO TOURNAMENTS
- PRIVATE ISLAND BEACH PARTIES IN OCHO RIOS, JAMAICA.
- GIFT BAGS FILLED WITH PARTY SWAG
- 24/7 PROGRAMMING



Our sponsors' creative activation onboard Groove Cruise Miami was nearly endless. Even partners like Red Bull powered the nightly after hours from 3am - 11am, completely taking dominating the stages and dancefloors. 10,000+ cans of Red Bull were consumed over the course of the weekend, giving pretty much everyone their wings and energy to dance the cruise away. AB-inbev's category exclusivity ensured Bud Light and Budweiser's presence was felt in a major way, coupled with promo item distribution and even product giveaways. The overall sponsorship impressions generated as a result of media coverage and artist promotion surpassed 5 million. For the artists, we held the Worlds' Largest Pillowfight at Sea, a pirate ship takeover, a high profile soccer match and a few surprise meet and greets while one artist was even the guest hibachi chef.

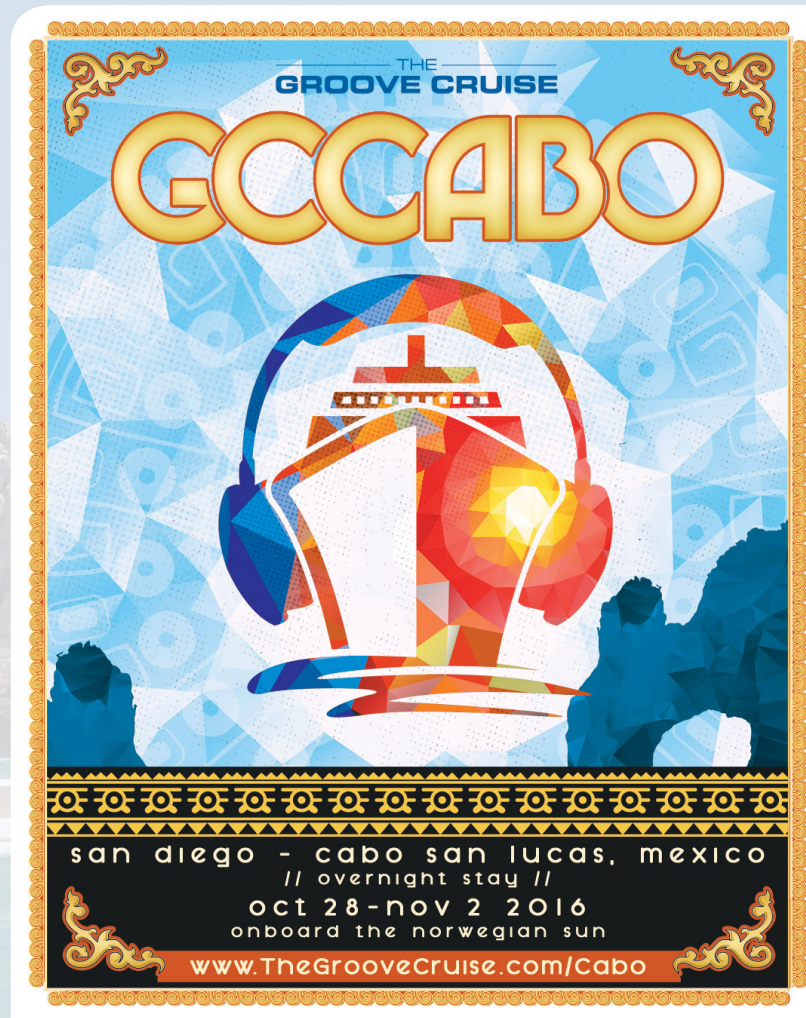
UP NEXT CABO 2016

WATCH
VIDEO 

SAN DIEGO, CA
NORWEGIAN SUN
OCT 28- NOV 2

HIGHLIGHTS

- 5 DAYS (120 STRAIGHT HOURS!), MAKING GCCABO THE LONGEST FLOATING DANCE MUSIC FESTIVAL EVER
- SAILING OVER HALLOWEEN WEEKEND
- FEATURING AN OVERNIGHT STAY IN CABO SAN LUCAS, WITH DAY AND NIGHT PARTIES TAKING PLACE ON THE MAINLAND
- 40+ DJS AND PRODUCERS TBA
- BRAND NEW SHIP
- ADMIRALS CLUB VIP SECTIONS FEATURING POOLSIDE CABANAS AND INTERIOR SKYBOXES TAKE GROOVE CRUISING LIKE A BOSS TO ANOTHER LEVEL



Creating an activation onboard Groove Cruise Cabo boasts endless possibilities. From onboard branding through physical and digital signage, including DJ booth takeovers, to private immersive VIP experiences and product sampling, the Groove Cruise team tailors each specific activation based on the individual brands goals and objectives. The Groove Cruise is a 100% customizable platform, giving brands the unique opportunity to build long-lasting impressions and create immense engagement within an extremely segmented target market. Whether it's with pool decals and co-branded merchandise, promo item giveaways, specific onboard takeovers, product sales through pop-up store fronts, or even staff and artist segmentation, The Groove Cruise Cabo is an unparalleled opportunity for any brand.

UP NEXT MIAMI 2017

WATCH
VIDEO 

MIAMI, FL
CARNIVAL VICTORY
JAN 23-27

HIGHLIGHTS

- 96 STRAIGHT HOURS
- 12+ PARTIES OVER A 4 DAY SPAN
- HEADED TO GRAND TURKS ISLAND FOR THE VERY FIRST TIME
- 50+ DJS AND PRODUCERS TBA
- BRAND NEW SHIP
- ADMIRALS CLUB VIP SECTIONS FEATURING POOLSIDE CABANAS AND INTERIOR SKYBOXES
- SPECIALTY CHEFS TO ENHANCE RESTAURANT EXPERIENCE



We're overly excited to announce a brand new ship and cruise line for 2017, the Carnival Victory, sailing to a world renown and simply stunning new destination, Grand Turk! Our creative activation opportunities for the Groove Cruise Miami is limitless. In addition to the outlined packages, activation can include branded staff attire throughout the duration of the weekend, hosting of specific events such as artist meet and greets, basketball/soccer tournaments, casino tournaments, staff question and answer panels, and reoccurring ads to be displayed on all onboard televisions, and more.

GROWTH

The Groove Cruise has experienced over 2,100% growth since 2004, jumping from 125 guests at the first-annual Groove Cruise Miami to over 3,000 guests in 2014. Also in 2014, The Groove Cruise Los Angeles returned, boasting another 2,000 guests from across the country. The Groove Cruise consistently sells out months in advance, and often prior to any lineup release, making it one of those most sought-after party travel experiences in the world. Because The Groove Cruise is a highly unique and customized experience, all methods of activation will be explored in order to best fit your brand.

DEMOGRAPHICS

The Groove Cruise has consistently drawn a mix of urban jet-setters over the past 11+ years, including high net-worth individuals, tastemakers, networkers, and industry leaders. A typical Groove Cruiser exhibits the following qualities:

- Love of Electronic Dance Music
- Looking for the ultimate in vacation experiences
- Upwardly mobile
- Active across all social media platforms
- Style-conscious
- Involved in the social and nightlife scenes
- Uses latest technology and marketing trends to guide material spending

INCOME

\$65-95K

AGE

23-45

W

M

40% 60%

PAST PARTNERS



REACH

GCMIA 16 MEDIA IMPRESSIONS

OUTLET/LINK TO ARTICLE:

IMPRESSIONS

DUBSTEP.NET	626,070
EDM TUNES	4,323,659
JOONBUG.COM	350,000
EDM MANIAC	45,000
MTV	1,450,000
LESSTHAN3	141,000
SIMPLY NEON	300,000
DANCING ASTRONAUT	1,329,404
RABBITS BLACK	35,000
THUMP	200,117
THRILLIST	3,050,633
EDM NYC	350,000
EDM LA	45,000
EXAMINER.COM	4,323,659
OCEAN DRIVE	38,000
MAGNETIC MAG	12,551,215
EDM NYC	93,619
DJ MAG	200,000
CRUISE CRITIC	869,318

TOTAL Media Impressions **30,321,694**



41M+
REACH



1M+
EMAIL
ADDRESSES



2.5M+
WEBSITE
IMPRESSIONS

GCLA 15 MEDIA IMPRESSIONS

OUTLET/LINK TO ARTICLE:

IMPRESSIONS

EDM TUNES	4,323,659
DANCING ASTRONAUT	1,329,404
DANCING ASTRONAUT	1,329,404
STUPIDDOPE.COM	1,000,000
THE DJ LIST	548,000
THE DJ LIST	548,000
THE DJ LIST	548,000
JOONBUG.COM	350,000
DJMAG	200,000
MAGNETIC MAG	163,868
MAGNETIC MAG	163,868
MAGNETIC MAG	163,868
EDM SAUCE	158,756
EDM SAUCE	158,756
ELMORE MAGAZINE	50,000
EDM MANIAC	45,000
EDM MANIAC	45,000
RABBITS BLACK	35,000
RABBITS BLACK	35,000
RABBITS BLACK	35,000

TOTAL Media Impressions **11,250,583**



155K+
FACEBOOK
LIKES



16K+
TWITTER
FOLLOWERS

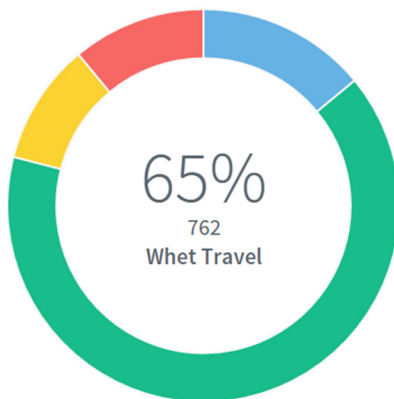


24K+
INSTAGRAM
FOLLOWERS

STATS



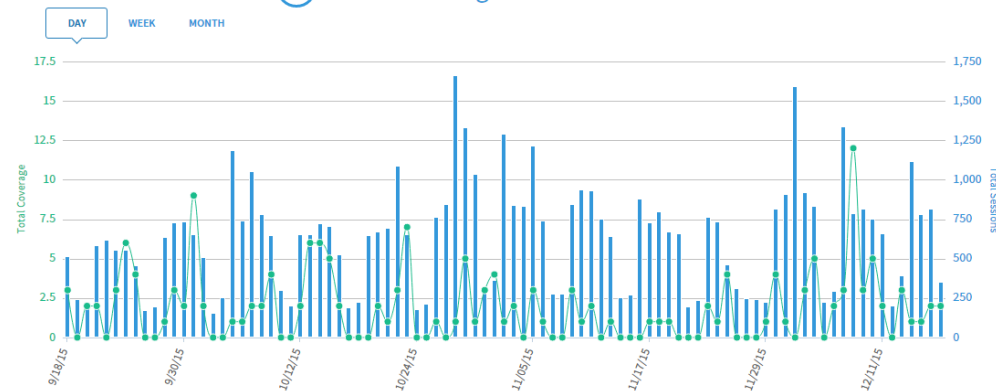
Share of Voice Comparison



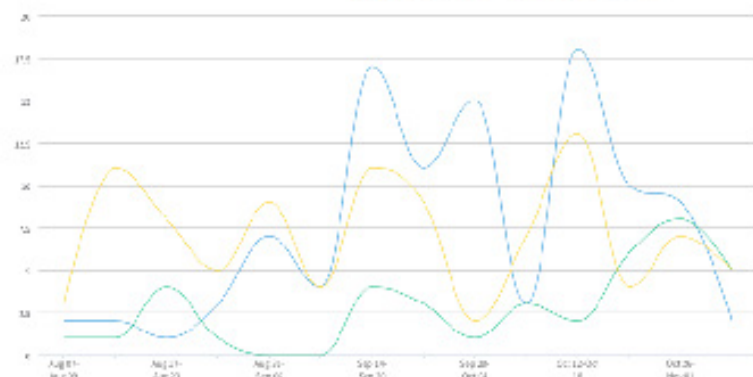
- Whet Travel
- Mad Decent Boat Party
- Holy Ship
- Jam Cruise



Total Coverage vs. Total Web Traffic



Share of Voice Over Time



- Whet Travel
- Mad Decent Boat Party
- Holy Ship



Mentions by Location

- WORLD MAP
- UNITED STATES



Ad Equivalency

Total Ad Equivalency: \$248,718



Online News
\$180,140



Blogs
\$68,578



Television
\$0

Ad Equivalency shows how much it would potentially cost to buy the total press coverage. It is calculated by multiplying the readership, potential viewership, and average ad cost.

NETWORKING

- We manage a network of over 1,600 trendsetting affiliates in various markets who specialize in promotions, nightlife photography, event planning, talent acquisition, fashion, video production, and lifestyle entertainment
- Notable affiliates include The Opium Group, Beatport.com, Dancing Astronaut, Clubplanet.com, Clubvibes.com, Clubzone.com, Stuff Magazine, NapkinNights.com, Wantickets.com, Armada Magazine, A3TV, Tillate.com, Mixmag, EventVibe, Global Adrenaline, DJ Mag, DJ Times, and others
- Seen on The Travel Channel, FOX TV, local and national news, as well as featured by the NYTimes, CNN, SIRIUS|XM, MTV, Huffington Post, Beatport, Deco Drive, Wall Street Journal, 944, TimeOut NY, Toronto Star, Montreal Gazette, Orlando Sentinel, MTV Travel, Ocean Drive, Deco Drive, CBS, Yahoo Travel, Housemusic TV, Wantickets, NapkinNights.com, EDM Sauce + many more
- Radio mentions on SiriusT XM, Clearchannel, and more
- On board visits from reporters from USA Today, GQ, Mixmag, The New York Times, Rolling Stone, The Miami Herald, DJ Mag, and others
- Groove Cruise Radio - a highly popular iTunes Top 100 weekly podcast with over 120,000 listeners, featuring mixes from past and present Groove Cruise DJs
- Working hand in hand with InfamousPR (industry leaders in the EDM space) to magnify all sponsor and event impressions to the 5 million+ range per cruise
- Whet Travel surpasses all competition when it comes to combined media coverage per cruise
- Promotional outlets include email, social networks, forums, event marketing, advertising, promotions and street teams, SEO, blogging, SMS marketing, sweepstakes, and more



"THE GROOVE CRUISE IS THE #1 PLACE TO GET YOUR GROOVE ON"



"TRANSCENDENT MUSIC, REMARKABLE PEOPLE AND UNFORGETTABLE EXPERIENCES"



"THE TRUE OG OF THE DANCE MUSIC CRUISE WORLD"

THE
HUFFINGTON
POST

"COMBINING THE LUXURY AND TRAVEL OF A CRUISE SHIP WITH THE PULSATING, ALL-NIGHT PARTY OF AN ELECTRONIC MUSIC FESTIVAL, IT IS NO WONDER THAT THIS EVENT SOLD OUT SO QUICKLY."



"GROOVE CRUISE HAS BUILT A REPUTATION IN DELIVERING AN INTIMATE ELECTRONIC MUSIC EXPERIENCE AND ENVIRONMENT ITS ATTENDEES WILL NEVER FORGET."



Dancing Astronaut

"AN UNPARALLELED SHIP THAT BIRTHED A NOW CROWDED MARKET OF NAUTICAL DANCE ADVENTURES."

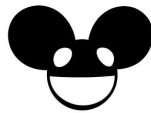
PAST ARTISTS

We are known for featuring the top dance music artists from all over the globe. The Groove Cruise is also one of the the only events in the dance music industry providing one-on-one, artist-fan interaction. This creates an experience that is special for the guests, but also provides our partners with the unique opportunity to expose their brand(s) to some of the most influential DJs in the world.



DEADMAU5

- Winner of International Dance Music Awards "Best Canadian DJ," "Best Artist," and "Best Electro Track" (for "Ghosts 'n' Stuff")
- Nominated for 5 Grammys over the past 5 years
- Placed as high as #4 in the DJ Mag Top 100 DJs poll
- His music has been included in several video game titles, including Grand Theft Auto, Goldeneye007, The Sims 3, and more



FEDDE LE GRAND

- Placed within the top 20 in DJ Mag's Top 100 DJs poll for the past 5 years in a row
- Co-founded Flamingo Recordings
- Best known for "Put Your Hands Up 4 Detroit," which reached the top on the Dutch Top 40 Chart
- Mixes a weekly radio show called "Dark Light Sessions," airing every Friday on satellite radio



BENNY BENASSI

- Best known for his 2003 summer club hit "Satisfaction"
- Received Grammy Award for "Best Remixed Recording" in 2008 for his remix of Public Enemy's "Bring the Noise"
- His track "Hit My Heart" opened the world-famous Victoria's Secret Fashion Show.
- Received several accolades throughout his career, including Danish Music Awards, Italian Dance Music Awards, DJ Mag Tune of the Year, and the European Border Breaker Award



DIMITRI VEGAS & LIKE MIKE

- Currently hold the #6 spot on the DJ Mag Top 100 DJs poll
- Produced "Chattahoochee," the 2013 Tomorrowland Anthem, reaching #2 on the Belgian Chart
- Received the contested "Breakthrough DJ" award at the 2013 International Dance Music Awards
- Produced "Mammoth," the track that topped the Beatport Chart at #1 for four weeks running, dominated global music charts, and was named "Track of the Month" by Dancing Astronaut



+ MANY MORE...

INCEPTION AT SEA

by WHET TRAVEL &
STUDENT CITY

SPRING BREAK WILL NEVER BE THE SAME



RECAP INCEPTION 2016

WATCH
VIDEO 

MIAMI, FL
NORWEGIAN SKY
MAR 11-16 2016

RECAP

- WORLD CLASS DJS AND PERFORMANCES FROM NATIONALLY ACCLAIMED ARTISTS
- 2,300 GUESTS
- 72+ HOURS OF MUSIC AND NON-STOP ACTIVITIES
- 2 DAYS PRIVATE ISLAND BEACH PARTIES ON GSC
- 5+ THEMED PARTIES
- ARTIST INTERACTIONS
- ALL INCLUSIVE: MEALS, BEVERAGES, PREMIUM LIQUOR, BEERS & WINES WERE INCLUDED



Brought to you by the pioneers behind the World's Largest Floating Dance Music Festival, in conjunction with Boston based Student City, Inception at Sea is the first of its kind. From onboard branding through banners and signage, our team tailored each partnership package in order to get maximum exposure for each brand. We even threw the World's Largest Game of Twister at Sea to show off our Croc's sponsor products. Inception at Sea gave brands a unique and intimate setting to engage and connect with 2300 college students from the biggest Universities around the country!

SALSA CRUISE

A SHIP FULL OF PURA SALSA



UP NEXT SALSA 2016

WATCH
VIDEO 

MIAMI, FL
CARNIVAL FANTASY
OCT 24- 28 2016

HIGHLIGHTS

- WORLD CLASS LATIN ARTISTS
- 2,400 GUESTS
- 70+ HOURS OF SOCIAL DANCING
- SALSA WORKSHOPS
- ZUMBA CLASSES
- DOMINOES TOURNAMENT
- A HUGE & CRAZY PRIVATE BEACH PARTY
- SALSA, LATIN-DANCE MERENGUE & MORE



A promotional banner for Salsa Cruise 2016. The top half features a large group photo of the cruise's staff and performers, including several men in suits and women in formal wear. Below the photo, the banner is split into three sections. The left section has a blue background with white text that reads "93% SOLD OUT". The center section features the "Salsa Cruise.com" logo with a sunburst icon, and below it, the word "Salsa" in large, stylized yellow letters and "Cruise" in large, stylized red letters. The right section has a blue background with white text that reads "SPECIAL GUEST PERFORMANCE BY DON FELIPE MUNIZ". The bottom of the banner shows a cruise ship sailing on the ocean.

Over 40 Salsa Cruises have set sail to date but none bigger or better than the one coming up. Creative activation on the Salsa Cruise is nearly endless. From onboard branding through banners and signage, our team can tailor each partnership package in order to get maximum exposure for each brand. In addition to the outlined sponsorship packages, we can offer "a la carte" options, such as pool decals, co-branded merchandise, promotional item giveaways, specific onboard event takeovers, product sales through assembled storefronts, and more.

SHIPROCKED

THE ULTIMATE ROCK AND ROLL VACATION



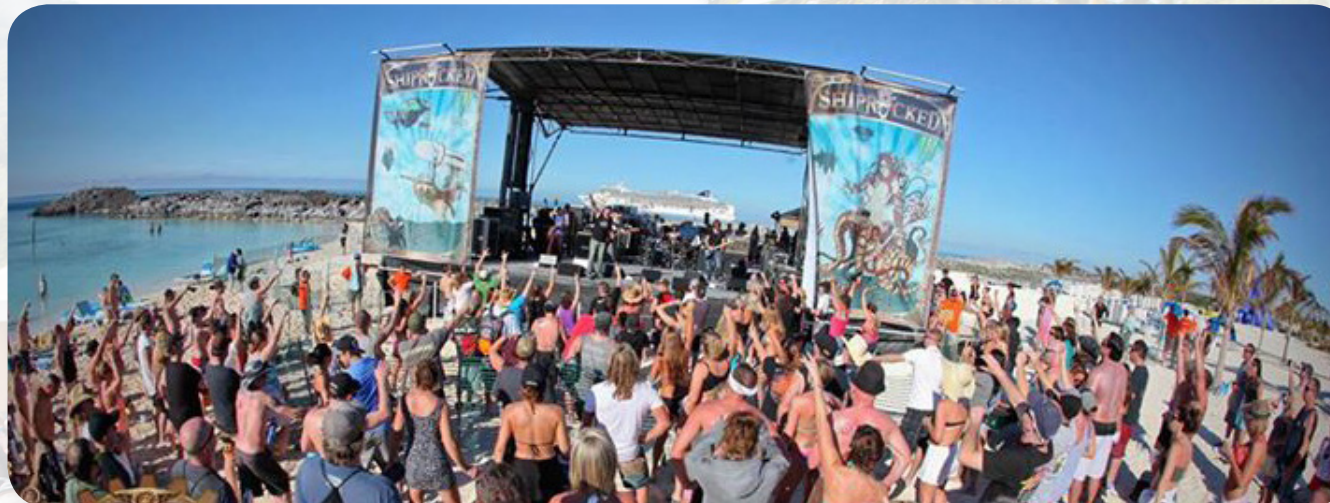
RECAP SHIPROCKED 2016

WATCH
VIDEO 

MIAMI, FL
NORWEGIAN PEARL
JAN 18-22, 2016

RECAP

- 40 PERFORMANCES, 20+ ARTISTS PAST HEADLINERS INCLUDED: LIMP BIZKIT, SEVENDUST, METAL ALLEGIANCE
- 4 STAGES AND TWO DAYS ON A PRIVATE BEACH PARTY
- CASINO GAMBLING, GAMBLING, BELLY-FLOPPING, SHIRTLESSNESS, GUITAR SOLOING AND EVEN YOGA.
- GIFT BAGS FILLED WITH PARTY SWAG AND SPONSOR MERCHANDISE



The 7th annual family gathering rode the waves aboard the excellent Norwegian Pearl, fueled by Monster Energy, for 4 epic, sun-drenched days and nights, ripping it from Miami, FL to a private island rock haven, and beaching it for two days in the Caribbean! The ship and island was stocked with plenty of rock music, mayhem, gnarlacious activities and theme nights, and some killer artist hosted events! And 4-days wasn't enough vacation time, so we kicked off the cruise with a super boss Sailgate Party, on Super Bowl Sunday, February 1st, onboard the ship. We sailgated throughout the day, then shoved off later that evening with plenty of music, free food, booze, gambling, more food, even more booze.

MOTORBOAT

THE LOUDEST BOAT IN THE WORLD



RECAP MOTORHEAD 2015

WATCH
VIDEO 

MIAMI, FL
NORWEGIAN SKY
SEP 28-OCT 2, 2015

RECAP

- AMAZING CONCERTS, ARTIST MEET AND GREETs, Q&A SESSIONS, WET AND WILD PARTIES, CRAZY THEME NIGHTS AND A SHIP-TON OF OTHER FUN STUFF!
- 96 HOURS OF NON-STOP MUSIC
- HEADLINING TALENT MOTORHEAD, ANTHRAX, SUICIDAL TENDENCIES, HATEBREED, EXODUS AND MORE!...



Think paradise for those with a harder, faster pulse. Picture Marshall stack thumping shows from an unparalleled artist lineup. In addition to dozens of live shows around the clock, Motörhead's Motörboat had branding opportunities through. From crazy with theme nights, poolside and beach events and activities and artist Q&A sessions. Signed meet & greets gets the passengers up close and personal with their favorite artists on board.

OPPORTUNITIES

SOCIAL MEDIA OUTREACH
ONBOARD DIGITAL & STAGE BRANDING
PRODUCT EXCLUSIVITY
PROMO ITEM GIVEAWAYS
PRODUCT SALES
CO-BRANDED MERCHANDISE
ARTIST SEGMENTS
MEDIA RECAPS
VIP ACCESS AND STATEROOMS

OPPORTUNITIES

WHET TRAVEL OFFERS AN EXCLUSIVE OPPORTUNITY FOR YOU TO BECOME THE PRESENTING TITLE SPONSOR. COMPANY LOGO AND BUSINESS NAME WILL BE INTEGRATED WITH THE EVENT LOGO/ CREATIVE AS PART OF THE BRANDING FOR THE EVENT.

1

NAMING RIGHTS Cost: \$100,000 TITLE SPONSORSHIP | ONE AVAILABLE

PRE-EVENT

- Title naming rights to event
- Category exclusivity
- Primary media mentions
- Primary logo placement on event website partner page
- Email and social media inclusion (content release plan TBD)
- First right of refusal to sponsor all Cruise Control pre-cruise events (including retail and sweepstakes partnerships)
- (1) cabin to be used for a contest/giveaway at partners discretion

ONSITE

- (1) Branded VIP party including 400 VIP guests, banners/ signage placement, and distribution of promotional merchandise
- Primary Main Pool Deck Branding, and on flyers and event schedules
- Primary Theater Branding
- (1) Beach party - Primary signage/banner placement, distribution of promotional materials
- (3) Complimentary staterooms (maximum 4 people per cabin)
- Primary logo inclusion and placement on all onboard marketing materials

- Owners table + VIP Bottle Service Package Included for sailing reps
- Brand ambassadors permitted on board for promo/ product distribution (Partner covers cost for additional cabins)
- In-Stateroom activation (flyer/product drops)
- Gift bag inclusion - provide branded bags and/or product
- Video Inclusion on sponsor TV channel for viewing in all staterooms
- Logo on VIP bracelets
- Stencil of logo for bodypainters
- Dedicated photographer
- Visual and Experiential branding opportunities
- Inclusion in cruise newsletter

POST-EVENT

- Inclusion in Event recap video
- Premier mention and logo inclusion in all dedicated post-event coverage
- Re-occurring social media content release plan
- Partner Photo album shared on website + socials

OPPORTUNITIES

2

PLATINUM PARTNER Cost: \$50,000

PRE-EVENT

- Category exclusivity
- Media mentions
- Logo placement on event website partner page
- Email and social media inclusion (content release plan TBD)
- First right of refusal in category to sponsor Cruise Control pre-cruise events (including retail and sweepstakes partnerships)

ONSITE

- (1) Branded on-board VIP party, including 400 guests, banners/signage placement, and distribution of promotional merchandise
- logo placement on all dedicated flyers and schedules, a pool, theatre
- (1) Beach party - signage, distribution of promo materials

- (2) Complimentary staterooms (max 4 people per cabin)
- Logo inclusion and placement on all onboard materials
- Owners table + VIP Bottle Service Package for sailing reps
- Brand ambassadors permitted on board (Partner pays for additional cabins)
- In-Stateroom activation (flyer/product drops)
- Gift bag inclusion
- Visual and experiential branding opportunities
- Stencil of logo for bodypainters
- In-cabin video promotion, limited to a 3-minute loop played on over 1,200 television screens continuously throughout the duration of the event

POST-EVENT

- Post-event recap video
- Mention & logo inclusion in post-event editorials & photo galleries

3

GOLD PARTNER Cost: \$15,000

PRE-EVENT

- Logo placement on event website partner page
- Email and social media inclusion
- Logo inclusion and placement on all onboard materials

ONSITE

- Brand ambassadors permitted on board (Partner pays for additional cabins)
- Name/inclusion in all onboard schedules

- Branded station and signage at either pool, theatre or beach party, including distribution of promo merchandise
- Visual and limited experiential branding opportunities
- In-cabin video promotion, limited to a 60 loop played on over 1,200 television screens continuously throughout the duration of the event

POST-EVENT

- Post-event recap video

4

GIFT BAG INCLUSION Cost: \$2,000

- (1) promotional item in each gift bags
- Logo placement on giftbags

NEW CHARTER OPP

PARTNERSHIP PROGRAM 500 STATEROOMS / 1000 PEOPLE / \$1100 AVERAGE PER PERSON

WHAT/WHEN 20?? Investment: \$1,100,000

PRE CRUISE

- Cruise Control Events at location to promote cruise
- Branded DJ Competition
- Choose Key Markets and Accounts to hold events
- Receive 100 staterooms to giveaway (\$220,000 Investment)
- Retail Markets
 - GC design on Partner packaging
- - "Win a cruise" Campaign
- Retail Venues (Clubs, Bars)
 - Promos with VIP Bottle Service
 - GC artwork on Partner Product
 - VIP Bottle Service Package Promotion
- Partner to Marketing 200 Staterooms (\$440,000 Investment)
- Social media (cross promote with GC social channels)
 - influencers and DJs enter to win
 - djs upload videos for spin contest
 - Nightlifers/influencers upload videos why they should win free trip
 - Partner buys 250 cabins and does competitions at events and through social media for giveaways
- Partner Distributors 150 staterooms (\$330,000 Investment (retail markets and nightclubs))
- Sales goals campaigns

- - top venues individual bartenders/servers in each specified account to win FREE cruise for reaching goals
- drives traffic to venues
- increases RB sales

ON CRUISE

- Partner Branding Team and Staff 50 staterooms (Valued at \$110,000)
- Partner's DJs perform
- Partner's Dancers perform
- Partner's Extreme Sports activated on island party
- Jet ski pro performances and for attendee
- FlyBoard
- JetSurf
- Partner branded collateral
- DJ Booths
- Refrigerators on Stage chest high to DJs
- Elevator Doors wrapped
- High Boy Cocktail Tables
- Branded VIP Ice Buckets In State Room
- Product in Mini Bar Refrigerators for sale
- Dedicated Onboard TV station
- DJ Academy Ads
- On Ship challenges for prizes
- Branded Towels

SEA YOU SOON



www.TheGrooveCruise.com

sponsorships@whettravel.com

FOR MORE INFO



THE GROOVE CRUISE

by WHET TRAVEL

MIAMI | LOS ANGELES | NEW YORK | CABO

Over 25,000 lives have now been changed forever by an oceanic experience unlike anything on earth. What started in 2004 with a group of 125 friends has now erupted into the World's Largest Floating Dance Music Festival. The pioneer of electronic music's conquest of the oceans, The Groove Cruise, will again this fall, charter new waters for dance music, sailing from San Diego with an overnight stop in Cabo San Lucas, for the maiden voyage of Groove Cruise Cabo.

GC Cabo will be the World's Longest Electronic Floating Festival, with music pumping for 120 hours straight, cruising from beautiful San Diego, California. GC Cabo will sail off into the Pacific sunset carrying 2200 passengers aboard the new and improved, amenity filled Norwegian Sun cruise liner. From blissed out sunset sessions, to euphoric sunrises, massive peak time moments and deep late night-after hour excursions, Groove Cruise has proven to be the ultimate dance music odyssey.



THANK YOU
SEA YOU SOON....





SEA YOU SOON...

www.TheGrooveCruise.com

CONTACT Rafi@whettravel.com



THE
GROOVE CRUISE



WHET TRAVEL
EXCITE YOUR LIFE™

WHET TRAVEL & CARNIVAL LIVE

WHET TRAVEL PROPOSES TO EXPAND CARNIVAL LIVE EVENTS INTO FULL & HALF-SHIP CHARTERS WITH SPECIFIC CARNIVAL LIVE ARTISTS.

BENEFITS OF A CARNIVAL LIVE + WHET TRAVEL ALLIANCE:

- **SHARE FINANCIAL RISK & INCREASED REWARDS**
 - BASED UPON SALES VELOCITY, FULL-SHIP CHARTERS CAN BE SCALED BACK TO HALF-SHIP CHARTERS, OR GROUPS.
- **EXPAND MARKETING REACH**
 - WHET TRAVEL IS AN EXPERT AT MOBILIZING MUSIC COMMUNITIES, GENERATING TICKET SALES, AND ENGAGING FANS.
- **EXPAND PRODUCTION CAPABILITIES**
 - WHET TRAVEL ORGANIZES THE BEST PRODUCTION, VISUAL, AND AUDIO TEAMS IN THE MUSIC INDUSTRY TO CREATE ONCE-IN-A-LIFETIME EXPERIENCES.
- **INCREASE CUSTOMER SATISFACTION & RETENTION RATES FOR THEMED CRUISES**
 - WHET TRAVEL HAS EXTREMELY HIGH CUSTOMER SATISFACTION AND RETENTION RATES, AND HAS CONTINUALLY DEMONSTRATED AN ABILITY TO GROW AND EXPAND MUSIC-RELATED EVENTS.

WHET TRAVEL & CARNIVAL IS ALIVE....



TRANSIT

ARTIST BOARDING OPTIONS

1

BOARD VIA PORT OF SAN DIEGO OCT 28TH BETWEEN 12PM-2PM.
RETURN NOV 2ND AT 9AM PORT OF SAN DIEGO.

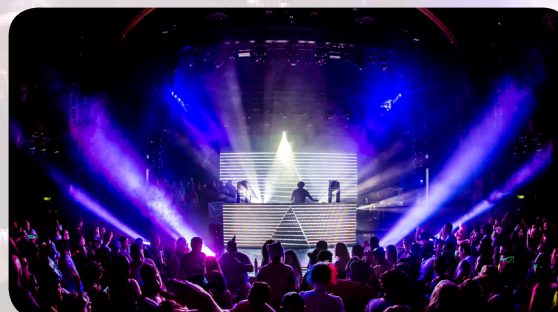
2

BOARD VIA PORT OF SAN DIEGO OCT 28TH BETWEEN 12PM-2PM.
DEBARK AT 12PM ON OCTOBER 30TH PORT OF CABO SAN LUCAS.

3

BOARD VIA PORT OF CABO SAN LUCAS BETWEEN 12PM ON OCT 30TH
AND 2PM ON OCTOBER 31ST.
DEBARK ON NOV 2ND AT 9AM, PORT OF SAN DIEGO

RECAP MIAMI 2016



VENDOR OPPORTUNITIES

1

Cost: \$5,000

- Display Ad Signage (Located in High Volume Traffic Areas)
- Pre Cruise Official Recognition / Announcement to all attendees via email & Social Media Posts
- Promotional Flyer Distribution in Every Cabin
- 40% of gross revenue after ship cost 25%, merchandise manager fee 5%, and whet fee 10%.
- 1/16 Page Ad Included in Cruise Ship's Onboard Newsletter
- Ability to Sell Merchandise at the Official Merchandise Store

2

Cost: \$2,000

PRE-EVENT

- Ability to Sell Merchandise at Official Merchandise Store
- 40% of gross revenue after ship cost 25%, merchandise manager fee 5%, and whet fee 10%.

AUDIO PARTNER OPP

Cost: \$10,000

- Partner Provides
 - 10 Mixers for DJ Cruises
 - 20 CDJs for DJ Cruises
- Backline monitors and other sound equipment as able
- Whet Travel Provides Space for Branded Suite Invited Musicians or DJ product sampling user experience Space for History of Product Museum Display
- Time slots in designate venues for Product Demos
- Photo and video capture of Musicians, DJs and influencers' user experience
- Banner Space on ship
- Banner space on sand for private island daytime events
- 3 Minute commercial looped on stateroom TVs
- Social media plugs leading up to cruise
- Inclusion in email blasts to all followers
- Prompt on cruise websites for attendees to join partner database
- Ultimate fan fly away contest
- Opportunity for additional sponsorship of land events promoting upcoming cruise
- Land vents are music artist or DJ competitions
- Partner buys staterooms for onboard brand ambassadors
- Option to buy more staterooms for on land artist contests/ giveaways to sales staff

DJ CONTEST OPPORTUNITY

- DJ Engagement and content capture for
- Combined 400,000 page views over 2 month period
- Over 500 entries from all around the world
- Winning DJ given a DJ spot onboard alongside 50+ world renown DJs and producers.
- Round trip airfare + ocean view cabin for 2
- Groove Cruise Winning mix featured on an episode of Groove Cruise radio (100,000+ subscribers in iTunes) f
- Past guest judges arty, atb, funkagenda, Markus Schulz, Chuckie, EC twins, Michael Woods, Sydney blu.
- Ran in the months leading up to each cruise
- Whet Travel provides the artwork and will post to our network

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ADMIRAL'S CLUB

Cost: \$7,500+

- Inclusion on Daily shipside Announcements (Content to be discussed)
- Inclusion in daily ship newsletter distributed to all cabins daily
- Reoccurring TV ads to be played in all state rooms (Your Choice)
- VIP Package included for all on-board reps
- Extensive social media cross-promotional roll-out covering all the bases pre-cruise, post-cruise and throughout.
- Inclusion in all attendee email blasts, and general e-blasts leading up to event. Inclusion in 2 post-cruise e-blasts.
- In-cabin video promotion, limited to a 3-minute loop played on over 1,200 television screens continuously throughout the duration of the event

Additional Partnership Compliments:

- Inclusion in daily newsletter distributed to all cabins daily
- *Logo wrapped chapstick, sunblock, flags, towels; casino felt tabletops, in room gifting, logo branded wristbands available at additional cost
- Flyer or Promo Item Distributions in all state rooms available for \$1 per stateroom

GIVING BACK

CITY OF CHILDREN

WATCH
VIDEO 

Whet Travel gives back to each destination visited through Whet Foundation's program Destination Donation. Everyone on the ship will be asked to bring school supplies, clothing and other items for the orphanages. Then volunteers will be asked to help stuff the backpacks to deliver to the kids and play with them. Many of the volunteers rate their Whet Foundation experience as the highlight of their cruise.



Offering exciting experiences to deserving children in South Florida, the Caribbean and Mexico



DESTINATION DONATION



www.WhetFoundation.org
#WhetFoundation

WHET TRAVEL
EXCITE YOUR LIFE™

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