



The Experience

More than a cruise — SiriusVybe & Friends Caribbean Cruise is a movement at sea, celebrating the iconic rhythms of D.C.'s homegrown genre alongside Caribbean vibes. This event fuses cultural excellence, music legacy, and international leisure travel, creating an immersive platform for brands to authentically connect with an empowered, loyal audience.

Our Audience

Highly engaged. Culturally connected. Financially invested.

Demographics:

- ✓ Ages 25–65 | 70% from D.C./Maryland/Virginia (DMV)
- ✓ 65% women-led bookings
- ✓ Primarily African-American professionals, government employees, creatives, entrepreneurs, and music lovers

Audience Dynamics:

- ✓ Frequent travelers (2+ trips per year)
 - ✓ Loyal to community-based brands and cultural influencers
 - ✓ Active on social media (Facebook, Instagram, TikTok, YouTube)
- Invest in music, merchandise, wellness, and tech.

Why We Need You

SiriusVybe & Friends Caribbean Cruise is committed to delivering an authentic, high-quality experience. Your sponsorship directly supports:

- ✓ Artist Meet-and-Greets & Fan Engagements
- ✓ Airfare & Lodging, plus payments for Artists and their staff
- ✓ Branded Marketing & Digital Media
- ✓ Event Production (Sound, Stage, Lighting)
- ✓ Guest Experience & Talent Solutions



FEATURING
Frank 'Scooby' Marshall and Derrick Holmes

Ready to Connect?

Partnering with the SiriusVybe & Friends Caribbean Cruise is more than a sponsorship — it's an investment in culture, legacy, and an unforgettable movement.

Contact:

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www.siriusvybe-cruise.com



2026 Sponsorship Package

SIRIUSVYBE
and Friends
CARIBBEAN CRUISE

May 3 – May 9, 2026

www.siriusvybe-cruise.com





SPONSORSHIP OPPORTUNITIES

Headliner Sponsor – \$30,000+

"SiriusVybe & Friends Caribbean Cruise Presented by [Your Brand]"

BENEFITS:

- Top-tier brand placement on main stage, lanyards, wristbands, and merchandise
- Exclusive Co-hosting rights to opening or closing concerts
- Branded artist meet-and-greet
- 4 premium cruise cabins
- Full-page ad in digital booklet and website
- 6 dedicated social media spotlights
- Logo placement in all promo videos & recap reel
- Opportunity to sponsor a themed party night
- Promotional inserts in gift bags
- Verbal recognition at all events
- Entry for eight (8) for all events



Platinum Sponsor – \$20,000

BENEFITS:

- Logo on all major promotional materials & media wall
- 3 premium cruise cabins
- Half-page ad in digital booklet and website
- Shoutouts during onboard events
- Social media marketing (5 posts, tags in stories)
- Opportunity to sponsor a themed party night
- Promotional inserts in gift bags
- Verbal recognition at all events
- Entry for six (6) for all events

Gold Sponsor – \$12,000

BENEFITS:

- Logo on cruise signage and branded print/digital promo
- 2 premium cruise cabins
- Quarter-page ad in the digital booklet and website
- 3 social media mentions
- Promotional inserts in gift bags
- Verbal recognition at all events
- Entry for four (4) for all events



Silver Sponsor – \$6,000

BENEFITS:

- 1 premium cruise cabin
- Name/logo in digital booklet and on website
- 2 social media mention
- Promotional inserts in gift bags
- Verbal recognition at all events
- Entry for two (2) for all events

Community Sponsor – \$2,500

Great for small businesses, vendors, and cultural organizations

BENEFITS:

- Name/logo in digital booklet and on website
- 1 social media mention
- Promotional inserts in gift bags
- Verbal recognition at all events
- Entry for two (2) for all events