

Tickled Pink Advertising

Delivering powerful marketing solutions to large groups of captive audiences

- 🌐 Continuous brand exposure
- 🌐 Industry exclusivity
- 🌐 No above the line marketing/advertising
- 🌐 Engagement with an unguarded audience
- 🌐 Association with a positive experience

Tickled Pink Travel

Tickled Pink Travel is an atypical travel agency that designs, plans and implements speciality themed cruises and group holidays with a focus on health and fitness.



Accordingly, Ticked Pink Advertising utilises these offerings to provide you with a unique advertising opportunity; one that is focussed, continuously presented and free from any real-world influences. Ticked Pink Advertising provides you with a cutting-edge marketing model.

In this model, your brand will be continuously exposed to the below stated demographic as well as to the larger cruise/resort market throughout the duration of the cruise/retreat (7-10 days). The overwhelming benefits of such exposure cannot be over-emphasised and are two-fold:

1. It conditions the demographic to associate positive emotions with your brand due to the continuous disclosure of your brand in an inviting, relaxed and jovial environment;
2. Positions your brand as the product of choice in that industry, since the closed environment limits any other brand exposure.

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level 1/171 Clarence St, Sydney, NSW 2000

Media kit



ABN. 82 146 139 513

Licence no: 2TA 003774

TPT Advertising Sponsorship & Marketing Opportunities

MARKETING/SPONSORSHIP TIERS



Pink Diamond Tier

TPT co-branded exclusive sponsorship – includes most/all elements listed below (\$20k+) and shared naming rights with TPT (for example: The BMW Fitness Cruise exclusive to TPT)



White Pearl Tier

Major sponsor, minimum investment of 10K. Investment includes a combination of below listed marketing opportunities.



Red Ruby Tier

Minor sponsor, minimum \$2500 investment and may be a combination of any of the advertising opportunities listed below.

** All campaigns according to the tier options will be developed by one of our marketing experts to suit your brand

| | Advertising Opportunity | Detail | Price |
|---|--------------------------------------|---|--|
| 1 | Hospitality Desk | Material on desk (eg. Products/magazines/flyers) Pull-up banner next to desk – Size: 0.85m(W)x2m(H) Full back-drop behind desk – Size: 3m(W)x3m(H) Package total: | \$1,000 \$5,500 \$7,000 \$13,500 |
| 2 | Passenger Bag | Inclusion of product/magazine in the bag Shared Branding on bag Exclusive branded bag | \$750 \$1,500 \$2,000 |
| 3 | Seminars | Host one seminar for one hour block Host a series of seminars <ul style="list-style-type: none"> Additional cost involved for cabin space allocated for presenter(s) accommodation. | \$1,000 \$2,000 |
| 4 | Marketing Collateral | Branding/logo on website; newsletters; social media; handouts; and all associated materials: <ul style="list-style-type: none"> Shared branding with other sponsors Exclusive branding with TPT | \$1,000 + \$8,000 + |
| 5 | Workshops/facility product placement | Product/advertisement placement on location (eg Fitness Magazine stand in cruise ship) | \$4,000 |
| 6 | Merchandise | Co-branded merchandise (lanyards, t-shirts, towels, water bottles) | Negotiable |
| 7 | Competition | Provide competition prize and fund any marketing associated with competition. | Negotiable |
| 8 | Product supply | Provide any product integral to themed cruise/holiday (for example x-poles for pole cruise or crankit straps for use in fitness cruise) or create a themed cruise/retreat focussed on that product. | Negotiable |

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TPT ADVERTISING DEMOGRAPHIC



37% families

individuals who
desire to be
healthy



Tickled Pink Travel
Advertising



healthy, fit
individuals



87% adults
employed



65% women/35%
men

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we plan to delight you

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