



# SÖLACE SOUND

JULIA CROOKS, KYI MAN, ELLA HOAK, EMMA RESSLER, RAFIHA REYA





# MEET THE TEAM



**Julia Crooks**

- Organized, detail oriented, enjoys travel and seeking out new experiences



**Kyi Man**

- Loves photography and editing
- Passionate about my faith



**Ella Hoak**

- Time management, creative, over-communicator, enjoy anything on the water and music festival



**Emma Ressler**

- Creative in making social media content, love designing things, well-organized, and good at communicating



**Rafiha Reya**

- Structured thinker, good at organizing and layout and design
- Team collaborator and detail oriented





# WHO ARE WE?

**Elevate the Everyday.**

SŌLACE Sound is a luxury, music driven experience that blends high-end boating with festival level entertainment on the water. We are bringing you the connection of a cutting-edge build with luxury design built for performance, versatility, and unforgettable moments offshore.







# WHY THIS MATTERS?

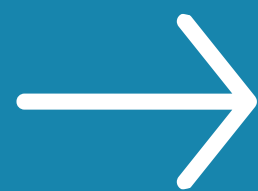


Today's young affluent consumers are not just buying products, they are investing in experiences, status, and community. With the rise of festival culture, luxury travel, and social media driven lifestyles, SŌLACE Sound meets the demand for an immersive, exclusive experience in Saint Barths.





# The Problem

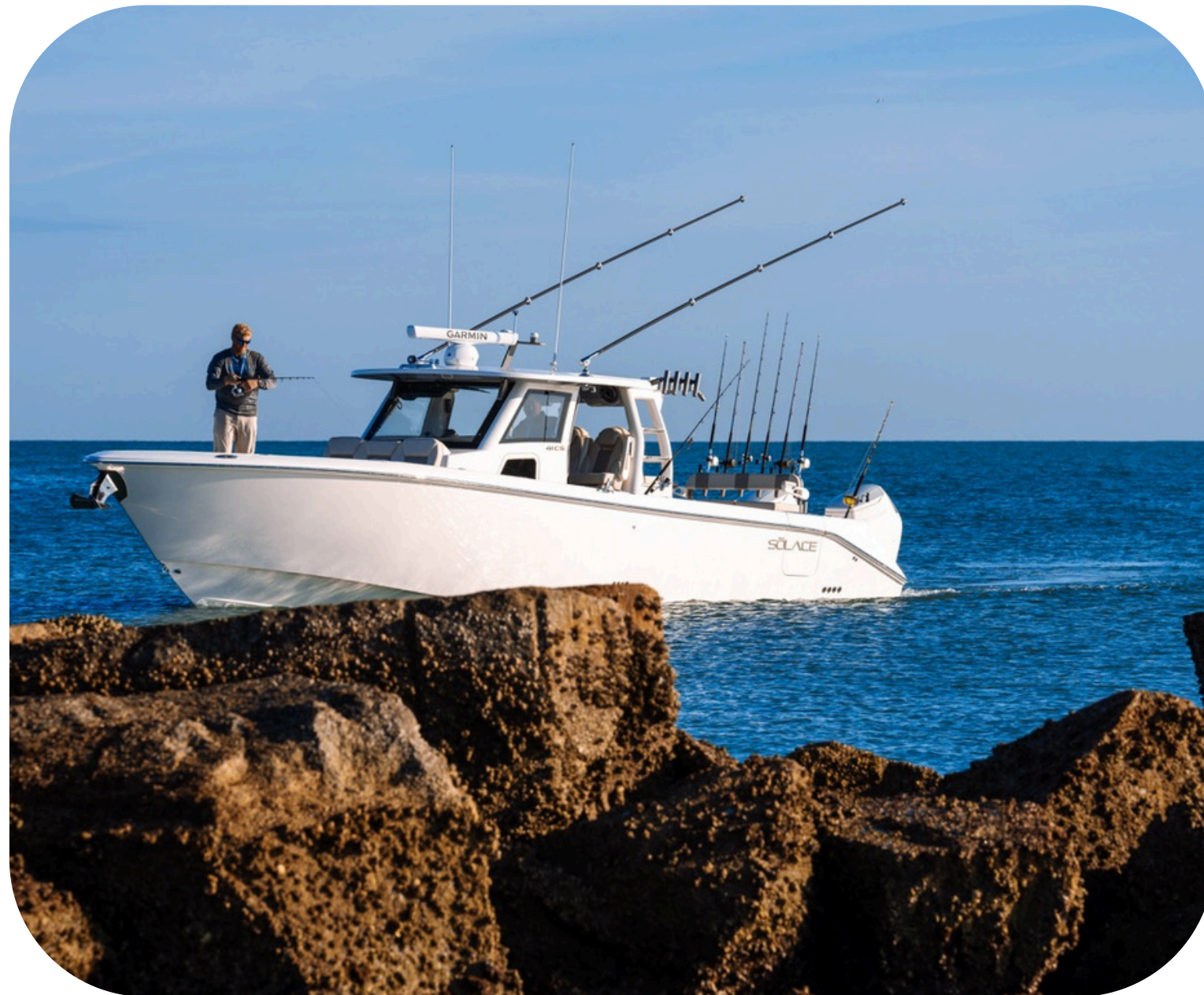


- The luxury boat market is largely positioned toward older, traditional buyers, leaving a gap for modern, experience driven brands that resonate with younger affluent consumers
- SÖLACE is expanding their target market to younger generations, late 20s to early 40s, to encourage purchase behavior. SÖLACE offers performance, innovation, and a bold lifestyle identity that would appeal to younger consumers





# Solution



SŌLACE Sound solves this gap by creating a luxury networking yacht and boating experience designed specifically for younger affluent consumers. The experience combines music, social connection and lifestyle driven experiences. SŌLACE is introduced in an engaging, aspirational setting while encouraging long term brand interest and purchase behavior.

## VALUE PROPOSITION:

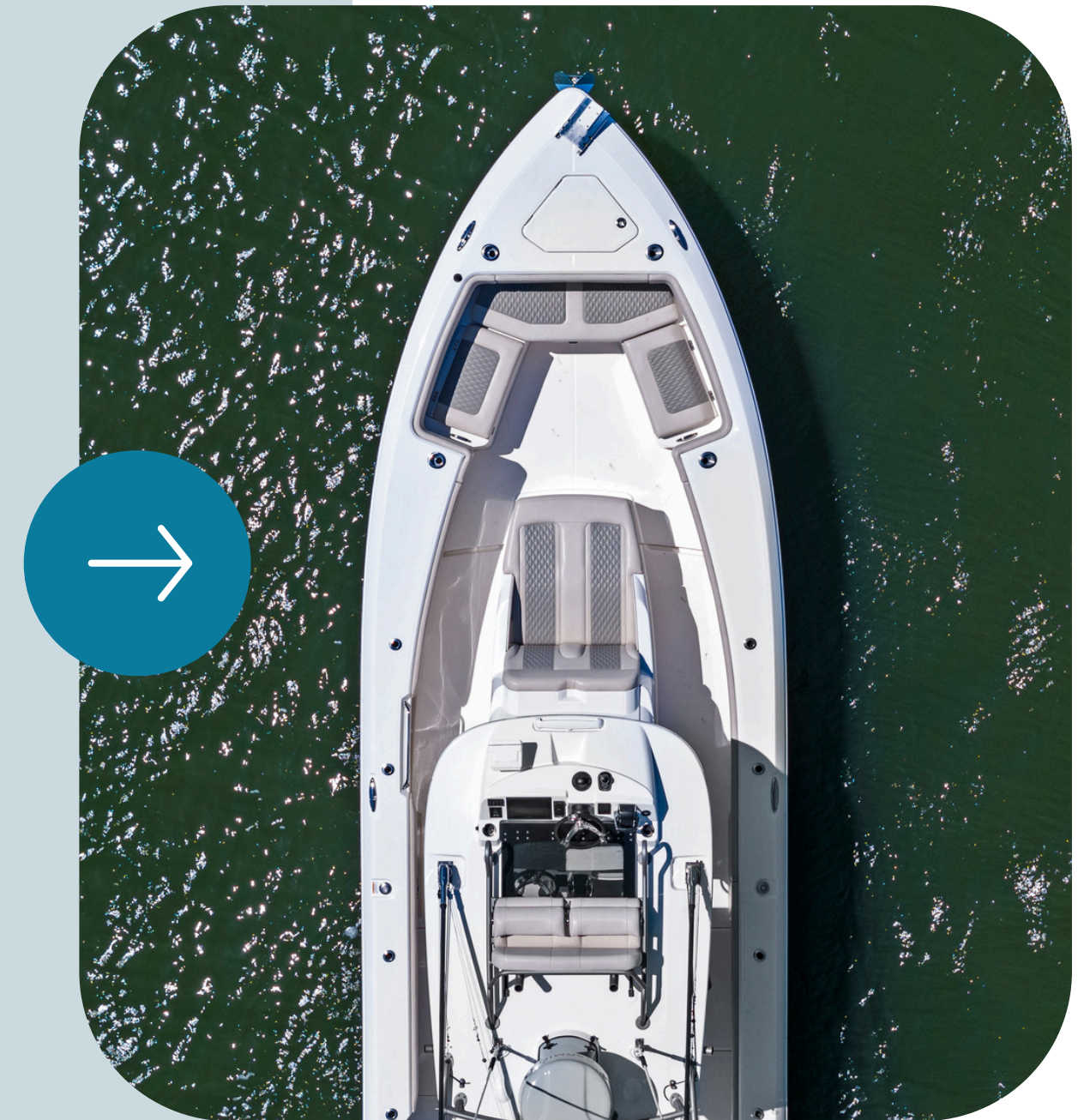
SŌLACE delivers a one of a kind luxury yacht experience that combines elite networking, festival like entertainment, and lifestyle into a single immersive event. Unlike traditional boating experiences geared toward older audiences, SŌLACE is designed for younger aspirational professionals who show interest in exclusivity, social connection, and unforgettable moments.





# Target Audience

- People aged 20-45
- Working professionals that are career oriented but also looking to travel and enjoy music
- Adventure/luxury seekers who value experiences over possessions
- Tech-forward and future-conscious consumers
- People interested in networking and meeting others with similar interests and building a community







# Marketing and Sales Strategy

## PLATFORMS

**Instagram** (Primary)-  
most used social media  
for target demographic  
**TikTok** (Secondary)  
Additional **Email/SMS**  
**Posters**

## MESSAGES

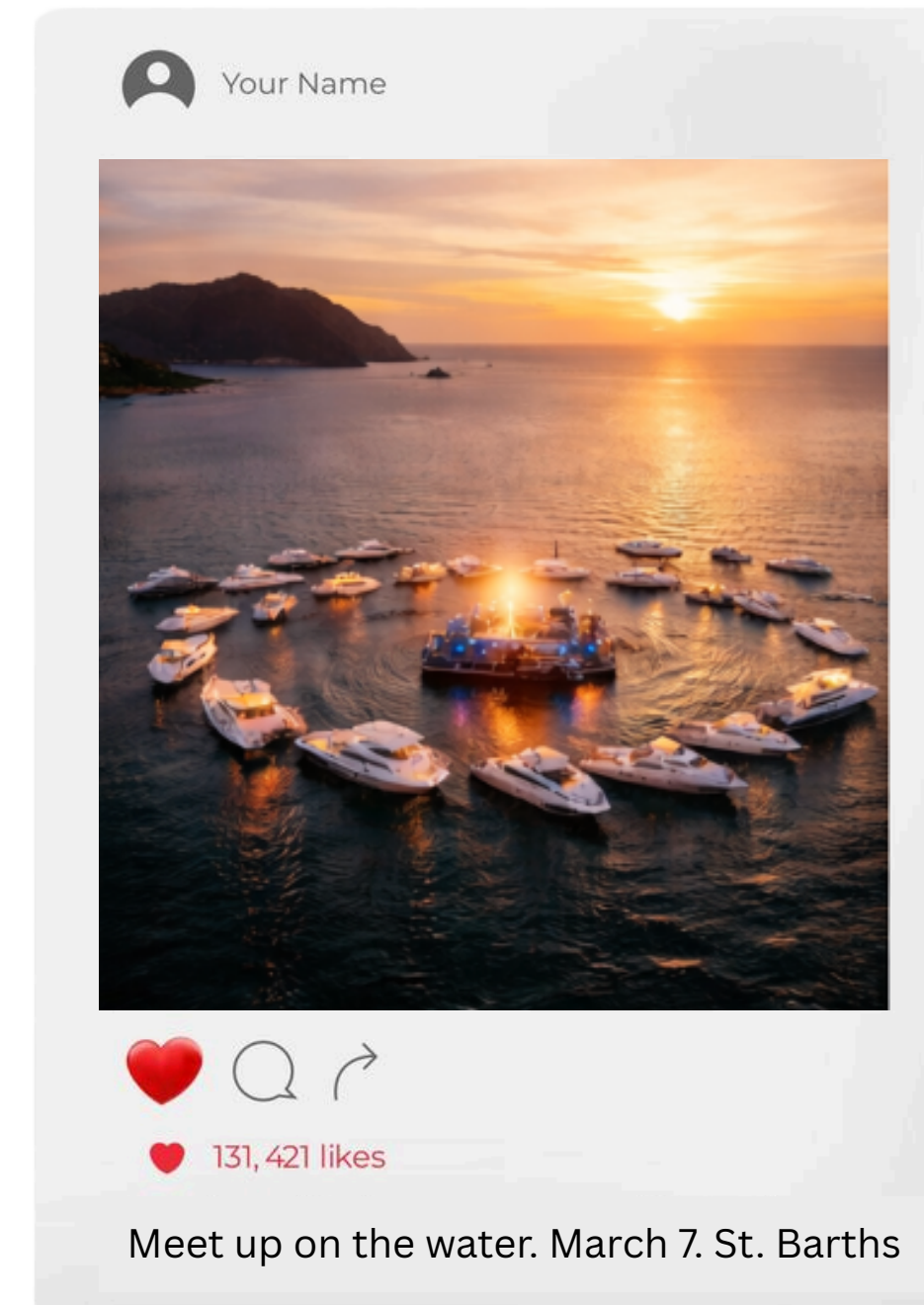
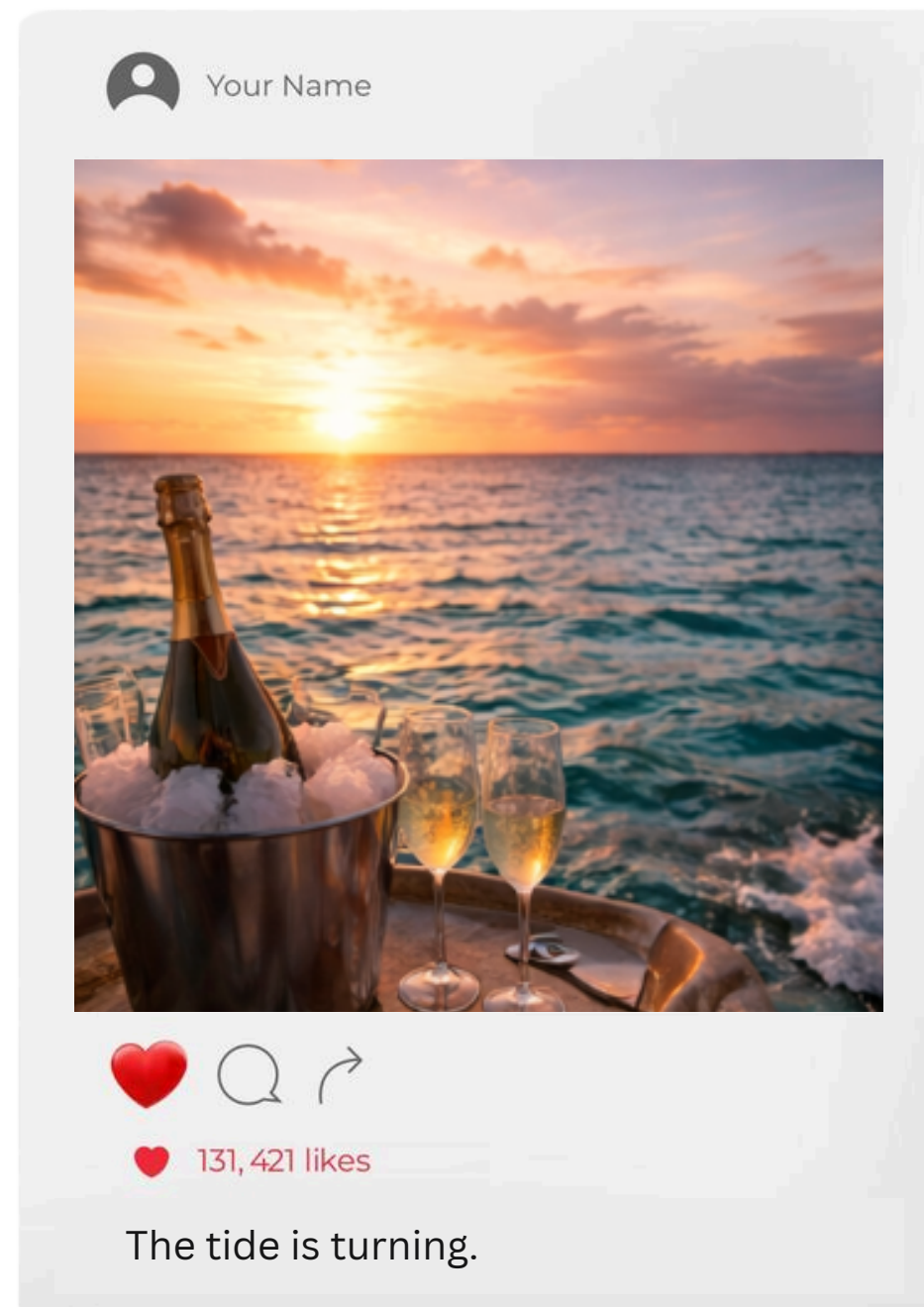
- SŌLACE Elevates the Everyday
- Experience what boating is becoming
- Exclusive, but attainable







# Instagram Strategy



## Phase 1 (Jan 15-31): Spark curiosity without explaining anything

- Ocean wave sounds and distant bass of EDM
- Drone shot over empty water
- Champagne over the water, sunset lighting, and behind image of a captain driving

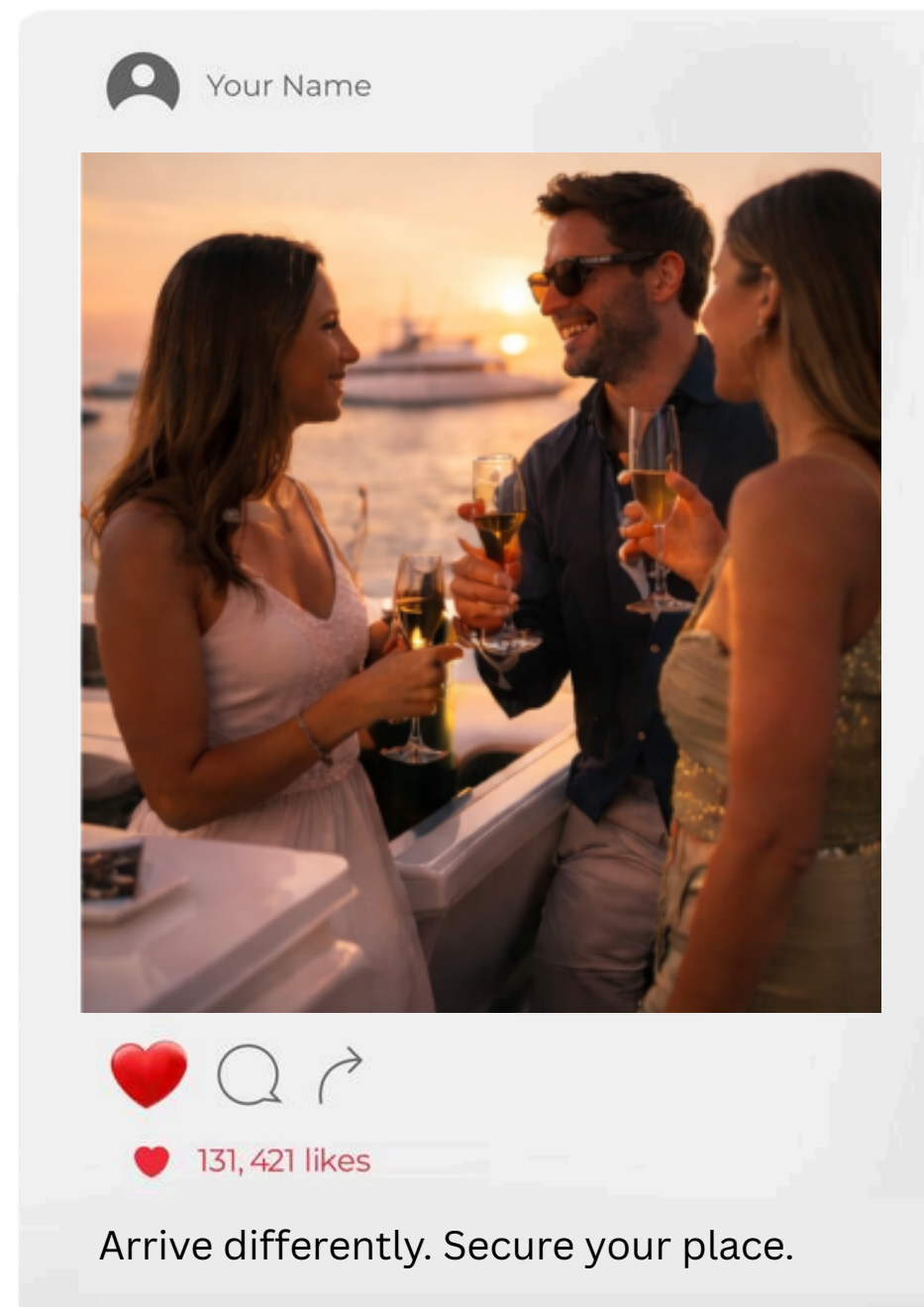
## Phase 2 (Feb 1-14): Introduce SÔLACE Sound and establish positioning

- Golden hour boats forming a circle.
- Text overlay: SÔLACE Sound, St. Barths, March 7



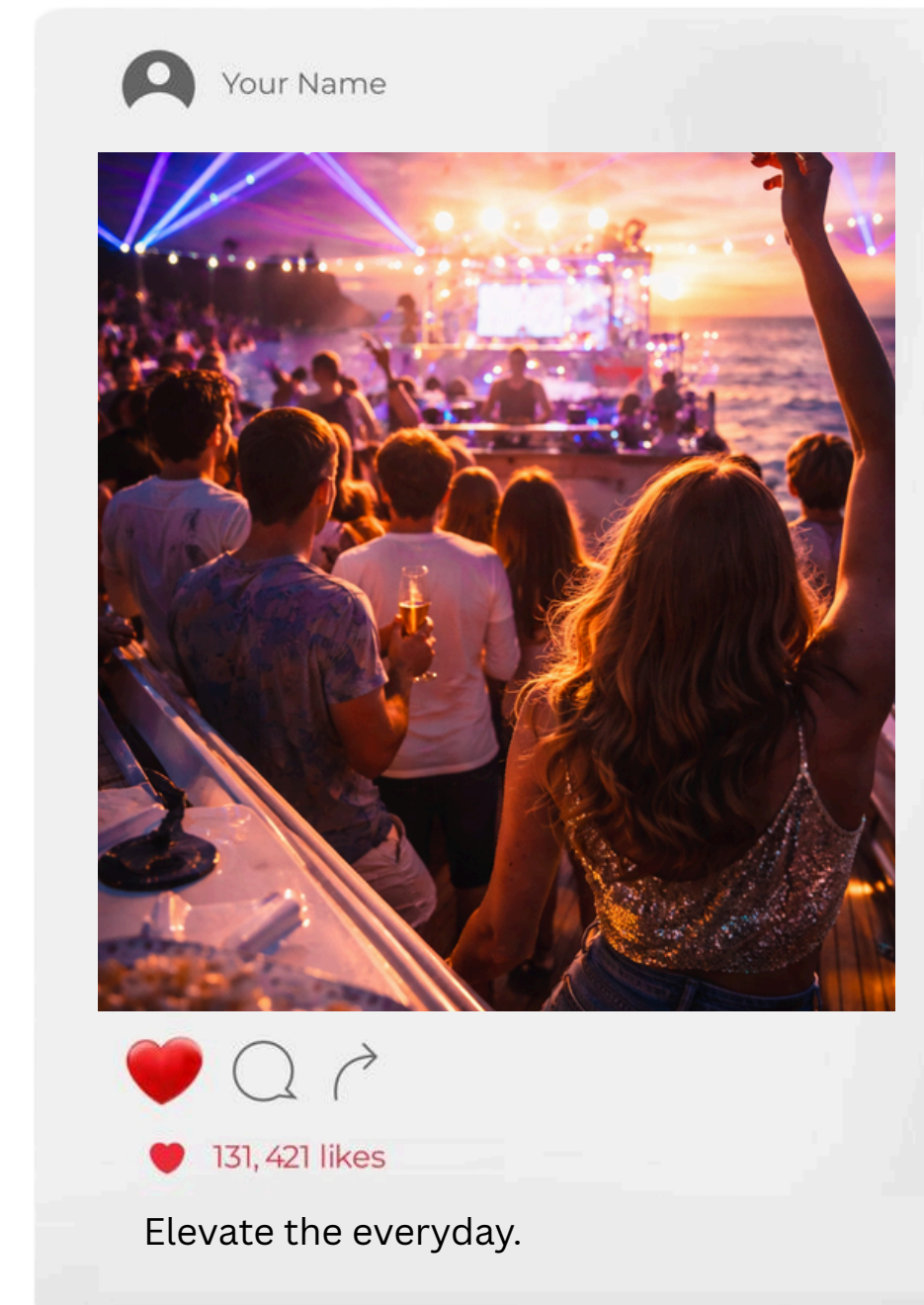


# Instagram Strategy



## Phase 3 (Feb 15-28): Aspirational but accessible content

- Shots of SÖLACE boats in the water
- Young well dressed professionals
- Invite opens Feb 15



## Phase 4 (March 1-7): Push the luxury and exclusivity feelings

- Daily stories prepping for SÖLACE Sound
- Live coverage on March 7







# TikTok Strategy

## Lifestyle Content

- Calm, visually striking shots of SÖLACE boats, golden hour, and bright blue water
- Emphasize freedom, luxury, and movement without excess promotion of the event
- Shows aspirational social experiences, not festival vibes yet

## POV Experiences

- Shots driving the boats, boat days with friends, fishing, and sunset moments
- Gives the audience a sense of “being there” and wanting to experience the same

## Teasers

- Slow reveal of SÖLACE boats pulling to a community on the water, preparation of boats decks and fun outfits
- Text overlays like “03.07” or “The Tide is Turning.”







# Email and SMS

 New Email — ↗ ✕

To + cc Bcc

Subject Elevate the everyday with SŌLACE.

Write your message



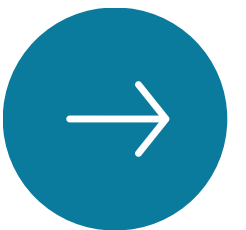
Apply now to join our exclusive on the water music festival. Bring your boats, your friends, and your energy. See how to elevate your everyday with SŌLACE.

March 7 | St. Barths

[REQUEST ACCESS](#)

Send



You've earned it, join us on the water.  
SŌLACE Sound | March 7 | St. Barths. 🌊  
Request access: [\[link\]](#)

Limited spots remain for SŌLACE Sound.  
Don't miss your chance to elevate your  
everyday 🍷 [\[link\]](#)

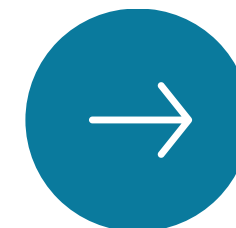




# Posters

Posters will be around other music festivals, club-like events, and popular club venues where experience driven consumers often populate. (Art Basel, Ill Points, Ultra, Miami Music Week, Club Space, etc.)

- Grabs attention of bystanders quickly as it shows the aesthetic appeal: boats, music experience, beautiful sunset
  - These attributes make the audience want the SŌLACE lifestyle
- Reinforces the SŌLACE brand as premium, exclusive, and aspirational
- Call the action would be added: QR code for the invitation link







# DJs: John Summit and Dom Dolla

Cultural and Energy Tie In

## The Plan:

Headline SŌLACE Sound in St. Barths.

- Release a short “SŌLACE Preview Mix” teaser across their socials and a few songs played live before the event
- Capture drone footage of them performing on the boat
- After the event a recap video and access to the playlist will be available
- Tease next year’s edition at the end of the night

## Why This Works:

- Instantly grabs the attention of music culture
- Brings in younger affluent demographic, which is the target market
- DJ high energy and luxury party image reflects the fun, social, and premium boating lifestyle
- Elevates SŌLACE from a boat producer to a host
- Positions the boats as a credible brand







# Alix Earle with SipMARGS

Lifestyle Extension and Social Media

## The Plan:

- Alix posts her popular TikTok GRWM videos specifically titled: “Pack with me for SÖLACE Sound in St. Barths”
- She launches via social media a SipMARGS signature cocktail that is exclusive to the event
- Continuous posts and stories throughout the day to increase awareness
- She passes out SipMARGS to boats during the event while cruising on a SÖLACE boat, all packaged within a SÖLACE branded cooler

## Why This Works:

- Natural integration into her brand since she is an active investor and brand partner of SigMARGS
- Expands reach beyond EDM audience
- Makes SÖLACE feel culturally cool and socially relevant
- Makes SÖLACE accessible and relatable through lifestyle storytelling
- Brings in female audience expansion and aspirational tone







# Palm Tree Club Miami

Cultural Experience



## The Plan:

- Host a “SŌLACE Sound Preview Weekend” in Miami
- SŌLACE boats invited to dock at Palm Tree Club
- Private ticket sales to the preview event for purchase only
- Sunset DJ performance with John Summit to preview a few songs and vibes of SŌLACE Sound
- Extended request for Invite-only RSVP
- SŌLACE branded lounge area with merch

## Why This Works:

- Targets affluent young professionals who enjoy the party scene
- Connects Miami elite culture to Saint Barths luxury vibes
- Builds anticipation and feeling of exclusivity before St. Barths
- Establishes brand awareness







# LIQUID IV

## Recovery Sponsorship

### The Plan:

- “Hydration Station” package for each registered boat
- SÖLACE branded morning after recovery kits
- Subtle integration in event content, will be seen behind the scenes and in morning after videos
  - Messaging:
  - Enjoy the energy, stay hydrated, feel good tomorrow
  - Balance the party
- Can be extended into a morning after wellness event (yoga, pilates, breakfast, etc.)

### Why This Works:

- Balances alcohol and party experiences with responsibility and age appropriate behavior
- Aligns with health conscious young professionals who value feeling best after drinking
- Keeps the event elevated and classy, not messy
- Reinforces SÖLACE’s brand known for performance







# SÖLACE Sound Launches



## How Access Works

- Guests must apply via invitation link
- Each application requires:
  - Boat type
  - Owner information
  - Guest count
  - Social / referral credentials if preferred
- Approval ensures safety, spacing, and quality control
- Any approved yacht or boat can anchor and participate
- Everyone hears the main DJ set
- Everyone experiences the offshore atmosphere

## SÖLACE boat owners unlock:

- Light and music synchronization with main stage
- Pre-event networking lounge
- Status of becoming recognizable within the crowd







# SOLACE Sound

## Pre Departure + Fleet Launch

### Morning of Event & Fleet Preparation:

- SOLACE boats ready at a private dock in St. Barths
- Marine crew prepares final safety checks and engine checks to ensure smooth launch
- DJ production crew tests light system and sound systems for synchronized lights and audio
- Drone operators run flight tests to capture test footage
- Catering and beverage teams stock boats with champagne, special cocktails, and Liquid IV x SOLACE bags

### Early Afternoon Guest Arrival & Check-In

- Guests arrive via car service to the exclusive dock location
- Approved guest list verified upon arrival
- Guests receive SOLACE wristbands granting access to event
- Champagne welcome and light snacks served for cocktail hour
- Photographers capture arrival content for media coverage

### Boarding Experience

- Guests board their SOLACE boats and additional boats
- Content creators begin filming for social media
- Branded SOLACE merchandise distributed (sunglasses, hats, drink cups)

### Fleet Launch

- SOLACE boats lead the departure
- Aerial drone footage captures boats across the water
- Opening soft house music begins as guests approach the event location







# SOLACE Sound

## Performances + Sunset Closing Sail

### Main Performance

- Boats reach the performance location and arrange in a circular formation around the lead SOLACE boat with the headliners
- Headline DJs John Summit and Dom Dolla begin the first set exclusive to SOLACE Sound
- EDM performance designed for best sound on open water
- Drone cameras capture cinematic shots of the boats and crowd from above
- Influencers take content of the event with real time Instagram and TikTok content

### Golden Hour Moments

- Performance timed to coincide with St. Barths sunset
- Guests experience music, ocean views, and boating together

### Closing & Return

- Music transitions to chill house music by John Summit & Dom Dolla
- Guests enjoy cocktails, champagne, and SipMARGS with the final moments on the water
- Boats travel back to dock around midnight
- Guests receive SOLACE Sound gift bags upon departure
- Recap content begins posting across social media by the end of the night/next morning







# SOLACE Sound

## Exclusive Gift Bag

### What's Inside:

- SOLACE Branded Cap
- Polarized SOLACE Sunglasses
- Insulated SOLACE Tumbler
- SOLACE Stainless Steel Water Bottle
- Liquid I.V. Hydration Packets
- VIP Event Credential + Wristband
- Luxury Beach Towel
- SOLACE Sound Candle
- Mini Champagne Bottle











# Why SŌLACE, Why Now?

SŌLACE **redefines** luxury for a new generation. Instead of traditional status, today's consumers seek **community** and shareable experiences. By combining **high-performance** boats, festival-level entertainment, and elite **networking**, SŌLACE transforms boating into an **immersive lifestyle** experience for the next generation of affluent consumers.







# THANK YOU!

WHERE NEXT-GEN LUXURY,  
MUSIC, AND CULTURE COLLIDE ON THE WATER.