



THE OPPORTUNITY

Bring Ship Wrek to your college by winning our 48-Hour Pre-Sale Competition (Feb 18th - 20th at 4pm EST)

**Some colleges can't compete for Ship Wrek due to existing events already booked nearby (known as radius clauses in the music industry). They'll be competing for a MYSTERY HEADLINER.*

The top 5 schools with the most pre-sales will each win and earn a spot on our Spring Tour (April-May)

- \$30 / Pre-Sale Ticket (No taxes nor fees)
- Credit cards are only charged to winning colleges (we accept Paypal/Venmo) - no risk, all reward
- First 100 tickets FREE per college (with each college's discount code specific to this promo)
- More schools will win via:
 - 1 President's Award (best executed business plan)
 - 2 NewComer's Awards (schools who have never won / haven't won in the past couple years)

FAMOUS PEOPLE WHO STARTED AS UP & UP AMBASSADORS

We helped launch their careers:

- [Levity](#) (U of Iowa), [Deerock](#) (JMU), [Dennett](#) (U of Arizona)
- [Joey Valence](#) (Penn State), [9B49](#) (JMU), [Tigue McKay](#) (U of Iowa)
- [Rylan](#) (DJ & Founder of Bad Apple Records)

Industry connections that matter - Our parent company, Idol Roc Entertainment, has hired dozens of winning ambassadors to full-time positions.

EFFECTIVE WINNING STRATEGIES

1. Build Your team (5-20 people)

Your squad needs:

- Greek life connections who actually have pull
- Popular student DJs who can move the crowd
- Campus influencers with engaged followers
- Creative minds for content, design, and photography
- People who know where the parties are

2. Dominate Social Media - Blow up your school's Up & Up Instagram page

- Follow & engage with @upandupfestival
- Subscribe to our click notifications @upandupfestival
- Create memes that hit different about your campus
- Partner with accounts that already have your classmates' attention
- Post viral-worthy memes & reels about campus culture
- Turn your 25 Meet & Greet into significant giveaway moments

3. Secure Campus Partnerships

- Venue sourcing: Scout local venues that can handle a proper Up & Up show
- Press coverage: School newspapers, Barstool, local IG accounts, freshman pages
- Tabling: High-traffic campus areas (we provide signage, merch, and cases of Monster Energy)
- Rally party: At a popular bar (budget provided, subject to our approval)

4. Execute Key Tactics

- Leverage Greek Life - Most effective outreach channel
- Use your 25 Meet & Greet strategically for giveaways/favors
- Go campus viral - Create a BIG moment students want to share
 - *Example:* Clemson featured Mark Wahlberg, Miami-OH got their president involved
- Maximize distribution: ListServes, e-blasts, GroupMe, door-to-door in dorms
- Make it unavoidable on campus!

WHAT'S IN IT FOR YOU

If You Win:

- Customize everything: Venue, date, media, openers, decor, sponsors, after-parties
- 25 Artist Meet & Greet + All Access passes for your team (for those that earn them)
- Industry connections: Work alongside top promoters, large brands, and booking agencies
- Academic credit: Internships & recommendation letters (case-by-case)

- Official MUP Football jerseys for the entire team: Each ambassador who earns one, will get one.

Immediate Cash Incentives:

\$0.20 per NET NEW Instagram follower (paid via Venmo/CashApp after the presale)

- Must be real followers, no bots
- No minimum/maximum limits
- Here are schools with terrific IG pages: [Miami-OH](#), [Cal Poly](#), [Oregon](#), [Fullerton](#), [SDSU](#)

READY TO DOMINATE?

This isn't just about selling presale tickets - it's about proving your school has the most passionate dance music community in America. You'll join hundreds of ambassadors nationwide at our pep rally, where you'll share strategies and connect with like-minded students who want to bring the best electronic music experience to their campus.

Do you have what it takes?