

BRIGHTPATH OFFICIAL LAUNCH

MAY 15, 2026

Coachella Valley Rollout

Founding Partner Position

Subscription clients positioned as founding partners within the BrightPath network · Early placement before broader rollout

SECTION 01

SECTION 02

Core Visibility

- Monday – Thursday
 - 8 hours per day
 - 3 month campaign
 - 52 total campaign days
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- Consistent exposure across all 9 cities
 - Repeated visibility to the same audiences
 - Placement in high traffic environments

SECTION 03

Campaign Support

- 1 creative video per month
- Weekly campaign photos
- Route-based exposure across the Valley

SECTION 11

Why This Matters

- Early positioning before the market fills
- Consistent visibility builds recognition
- Association with a public launch and local presence

SECTION 04

Official Launch Experience

- Included as an official launch sponsor
- Invited to attend the public launch event
- Positioned as an early brand partner

SECTION 05

Chamber Ribbon Cutting

- Official ribbon cutting ceremony
- In partnership with Rancho Mirage and Palm Desert Chamber of Commerce
- Local business and community presence
- Formal introduction into the market

SECTION 06

Media Coverage

- Presence aligned with NBC Palm Springs coverage
- Inclusion in launch exposure
- Association with a new local platform

SECTION 07

Step and Repeat Visibility

- Logo placement on official backdrop
- Photo and media exposure
- Visual association with the launch

SECTION 08

On Site Activation

- Ability to promote offers
- Subscriber capture opportunities
- Direct exposure to attendees

SECTION 09

Network Positioning

- Alignment with local brands
- Early presence within the BrightPath ecosystem
- Positioning ahead of broader rollout

SECTION 10

Community Commitment

- Support for Friends of the Children
- Aligned with Karrie Schaaf
- Long term community involvement in the Coachella Valley

SECTION 12