

The AI Cruise Ship Short Film Competition

A sponsored content creator competition proposal

The opportunity

This proposal did not start as a marketing idea, it started with the community itself. I run a TikTok following built around an original cinematic AI video series set aboard a fictional luxury cruise ship, and the community of nearly 200 AI content creators that has grown around it, heading toward 300, has been asking directly to turn that world into a real trip. They already love this environment, I built it for them, and they are already primed to talk about cruising before any campaign begins. I am proposing a sponsored competition where these creators produce original content promoting your cruise line, judged for creativity and quality, with cabins, airfare, and a prize package awarded as prizes. In exchange, your brand gets a wave of authentic, high volume content from an audience that already wants this, plus a wider group booking of up to 100 discounted cabins across the community.

Why this works for your brand

- Authentic creator content at a fraction of typical influencer campaign cost, since the incentive is a shared prize pool rather than individual paid sponsorships.
- A built in AI and tech savvy audience that skews toward early adopters and heavy social media engagement.
- Content spans TikTok, Instagram, and YouTube, since creators in the community are cross platform.
- A built in creative hook: the community already produces a cinematic AI series themed around cruise ship life, giving your brand a distinctive content angle competitors do not have.
- A group booking with real momentum on top of the competition itself, since up to 100 cabins across the community are expected to book at a discounted group rate for the sailing.

The ask

This is our opening proposal. Every element below is open to discussion, and we welcome a conversation about what structure works best on your end.

We are asking your line to fund the prize pool and provide a group discount rate for the wider community. Onboard credit amounts for 1st, 2nd, and 3rd place are open to what your line is able to offer.

Prize tier	Award	Funded by
1st place	Free cabin, airfare, and onboard credit, amount open to discussion	Open to discussion
2nd and 3rd place	Free cabin, airfare, and onboard credit, amount open to discussion	Open to discussion
Honorable mentions	8 winners, free cabin only	Cruise line
Organizer + 2 assistants	Free cabin and airfare each, to run the awards ceremony and community activities onboard	Cruise line
Event space	A private room or event space onboard for the creator awards viewing and ceremony	Cruise line
Judging panel	4 judges, each a free cabin and airfare to attend the awards ceremony onboard	Cruise line
Wider community	Up to 100 cabins at a discounted group rate, cabin block fee waived	Group rate, individually paid

The judging panel is made up of professionals from companies actively hiring content creators and allocating creator ad spend, not general industry guests. Serving as a judge gives them a direct, structured look at a large pool of active creators, which is the basis for asking the cruise line to cover judge travel and cabin costs rather than treating it as a discretionary extra. This dual role is disclosed to entrants upfront, and entrants separately opt in or out of having their content shared with judges for recruiting purposes after the competition, a choice that never affects scoring. Onboard credit amounts are open to

what your line is able to offer, and we welcome your recommendation on a structure that works well within your standard promotions framework.

Built to be easy to approve

We designed this as a skill based contest, not a chance based sweepstakes, judged entirely on creativity and quality with no random drawing at any stage, which avoids the legal complications that come with prize-plus-chance promotions. Structural details already built in:

- Entrants must be 21 or older, matching standard cruise line promotion eligibility.
- Judged by an independent panel of 5, not community vote, to keep results defensible and free of manipulation.
- No purchase or payment necessary to enter, and no cash prizes, consistent with how your line already structures promotions.
- A liability release and content usage terms already drafted, ready for your legal team's review and revision.
- We are fully open to running this competition under your line's own promotions administrator and legal framework rather than ours, whatever is easiest on your end.
- Judges sign a written agreement covering scoring conduct, a no-solicitation rule during entry and judging, and a rule against judges discussing hiring interest with each other, so a judge's own hiring interest never crosses into influencing the contest itself.
- Entrants are told upfront that judges include hiring companies, and separately choose whether their content can be shared with judges for recruiting after the competition, a genuine opt in that never affects scoring or prize eligibility.

What you receive in return

- Every entrant produces at least one piece of original content promoting the cruise line as a condition of entry, meaning content volume scales with community size, not just with winners.
- Winners produce a defined set of deliverables onboard and post sailing, detailed in the accompanying SOP document.
- Right to feature winning content in your own marketing, with creator credit, per the usage terms both sides agree to.
- A confirmed group booking of up to 100 cabins beyond the competition prizes themselves.
- First right of refusal on a second competition cycle if this one performs well.

Proposed timeline

- Weeks 1 to 2: partnership terms finalized, cabin block and dates confirmed.
- Weeks 3 to 6: competition open for entries, promoted across the creator community and each creator's own channels. Community group booking opens in parallel.
- Week 7: judging and winners announced.
- Sailing date: to be set jointly based on cabin availability, with the organizer and two assistants aboard to run the awards ceremony.

About the organizer

This competition is organized and run by an experienced creative producer with a background spanning video production, brand campaigns, and AI content strategy. Full contact information and portfolio available on request.