

INSPIRATO*

3-MINUTE SCRIPT

<Voiceover> What if your next vacation could make a difference in the world?

On-screen should be footage of one of the causes...ideas might be the building of a well, the construction of a school...or very short (2-second) shots of three different things. The images should be very tangible and obvious.

<Voiceover> What if just by taking that vacation, you could change someone's life—or many lives?

On-screen should be footage of some of the people affected by Inspired Giving donations... children playing at a new school or reading in a library, the child drinking clean water from his hands early in the Charity Water campaign video, etc.

<Voiceover> Would it change the way you think about the money you spend on vacation? About the value of your vacation dollar? <pause for emphasis> Would it change the way you vacation?

Divide the screen into four sections—two of the “squares” are footage from our properties...one might just be a property itself, the views, the amenities, while the other could be a family enjoying one of those properties. Then the other two squares could have footage from the causes.

<Voiceover> Yeah. We both know the answer.

On-screen: a big YES, make it graphically interesting.

<Voiceover> Giving and receiving is at the heart of what we do. We're Inspired Giving. That's our name, but it's also our mission. You give. We give. The world receives. And the way it works is simple.

You give \$2,000 to an Inspired Giving partner.

Onscreen should be the illustration of the heart/\$ and a caption that reads “Give to an Inspired Giving partner.”

<Voiceover> You get access to the Inspirato portfolio of luxury vacation properties in iconic locations around the world.

Onscreen should be the illustration of the laptop and a caption that reads “Book an Inspirato vacation.”

<Voiceover> You go on a trip of a lifetime with your family or friends.

Onscreen should be the illustration of the beach chairs and a caption that reads “Relax, enjoy and explore.”

<Voiceover> And just by vacationing through Inspired Giving, you benefit a worthwhile cause—and help make the world a better place.

Onscreen should be the illustration of the globe/ribbon.

Fade to black. Then just before Brent Handler, CEO, comes on screen, show the words “Who is Inspired Giving?” or “The Inspired Giving Story.”

<Brent> When we founded Inspirato, we did it with the sincere desire to revolutionize the destination club industry, to change how luxury travelers spend quality vacation time with their family and friends.

Different angles of Brent up close.

<Brent> But we wanted to be more.

And because know the power of business, the positive impact it can have on the world, Inspirato set out to do something unique. We were inspired—inspired to team up with charitable organizations and people like you to make a difference, to change lives, and to better our planet.

That’s Inspired Giving.

Through Inspired Giving, anyone can experience an unsurpassed vacation. All it takes is a \$2,000 donation to one of our partner organizations like Charity Water, **NAME, NAME, and NAME**. Give, then get access to Inspirato’s superior residences in the world’s most sought-after destinations.

Cut to footage of some of Inspirato’s most exquisite homes... families together having a great time. Then back to Brent.

<Brent> Unforgettable memories. More time with the people we love. Aren’t these the things we all want in life? That’s what Inspired Giving is all about. Exploring and enjoying the world’s greatest places while making a difference to someone in need...

A child.

A people.

A country.

A planet.

Quick footage (or still shots) of some of these things...

<Brent> So, join us. Touch lives. Vacation better. Together, we can change the world.

On-screen of Inspired Giving tree logo and our tagline, “The world is calling.” At the bottom, or on a new screen that fades in, a smaller “Learn more about Inspired Giving at www.inspiregiving.org”