

BORN TO ROCK

TUPELO ★ OXFORD ★ MEMPHIS



Itinerary

DAY 1 – TUPELO: WHERE THE STORY BEGAN

Welcome to Tupelo, Mississippi, where Gospel, Blues, Country and Rhythm & Blues came together to help create a revolutionary new sound. Tonight, MARS kicks off this extraordinary journey with an exclusive themed Welcome Reception featuring immersive audiovisual storytelling, a special guest speaker, Southern-inspired bites, cocktails, a special dinner plus two included drinks as we explore the people, places and music behind an American legend.

DAY 2 – WALK IN HIS FOOTSTEPS & A VIP LIFE CELEBRATION

Walk in the footsteps of Elvis Presley as we explore the Tupelo places and stories that shaped his early life and music. Then experience a spirited Southern Gospel Lunch with live Gospel Choir entertainment. Explore Elvis' Birthplace Museum to see where it all began. Rest & refresh at the hotel before tonight's showstopper: an exclusive VIP 50th Anniversary Life Celebration Gala featuring an upscale dinner, themed décor, tribute artist Meet & Greet, live tribute band, an elaborate dinner, two included drinks and a special VIP commemorative gift!

DAY 3 – OXFORD, BLUES & SOUTHERN CULTURE

Journey to Oxford for an exclusive exploration of the Blues with Ole Miss faculty member and Blues historian Greg Johnson, revealing the music's extraordinary influence across generations. Discover literary history at Rowan Oak, browse charming Oxford Square and sample the town's Southern flavor, sipping special local favorites at the Graduate Hotel Rooftop before ending the afternoon with an included signature cocktail and live Blues guitarist at a local distillery.

DAY 4 – MEMPHIS & THE MILLION DOLLAR FINALE

Memphis takes center stage! Experience the musical Hound Dog Tour, step inside legendary Sun Studio, and join MARS for an exclusive Tribute Tasting at The Arcade, complete with banana-peanut-butter bites, family stories, two drinks and photo opportunities with a tribute artist. Tonight, celebrate in style at our spectacular Million Dollar Finale Farewell Gala with dinner, drinks and live tribute performances honoring the legendary Million Dollar Quartet.

DAY 5 – THE ULTIMATE VIP FINALE

Finish this remarkable journey with the Ultimate VIP Entourage Graceland experience, exploring 120 acres devoted to an extraordinary life and career. Tour the mansion and discover an incredible collection of gold records, automobiles, aircraft, memorabilia and more, before departing for home with five unforgettable days of music, stories and exclusive MARS memories.

Join us for a special VIP Journey designed to celebrate the life of a legend. Your experience includes: 2 VIP Gala Events, The VIP 50% Elvis Presley Life Celebration in Tupelo featuring a Tribute Band, Elvis Meet & Greet, Cocktails, Themed-Decor & More! A Farewell Evening with the Million-Dollar Quartet in Memphis at the Guesthouse Hotel!

Highlights

- MARS Exclusive Welcome Reception with special Guest Speaker
- 'Walk In His Footsteps' Tupelo City Tour
- MARS Exclusive Southern Gospel Lunch with live Choir Entertainment
- Elvis' Birthplace Museum
- MARS Exclusive VIP 50th Anniversary Life Celebration Gala with Tribute Artist & Band
- Ole Miss Center for the Study of Southern Culture Experience with Blues Historian
- Rowan Oak - The Home of William Faulkner
- Oxford Square
- Signature Cocktails at the Graduate Hotel
- Distillery Cocktail & live Blues Guitarist
- Musical 'Hound Dog Tour' in Memphis
- Sun Studio
- Tribute Tasting at The Arcade + Meet & Greet with the Owners & Tribute Artist
- MARS Exclusive Million Dollar Finale Farewell Gala Dinner Event featuring the Million Dollar Quartet tribute band
- Graceland Ultimate VIP Ticket

Inclusions

- VIP Tupelo Gift / Keepsake
- 4 Nights' accommodation
- 4 Breakfasts, 1 Brunch, 3 Dinners
- Admissions and Guide Services
- Taxes & Hotel Fees

