



Raise the Flag



VP TEAM -

AHOY, MATES. IT'S TIME AGAIN TO HOIST THE SKULL N' BONES TO THE TOP OF THE MAST AND RECOGNIZE A CATCH OF BOOTY WORTH MULTIPLE CANNON SALUTES. TREASURE OF THIS TYPE IS RARE INDEED, AND IT TOOK AN ALL-HANDS CALL TO GATHER THE CAPABLE CREW TO HEAVE TO AND SKIM THE WATERS OF OPPORTUNITY WITH BREAKNECK SPEED.

TO LOCATE A TREASURE SO RARE, IT TOOK MONTHS OF SEARCHING THE SEVEN SEAS, BUT ONCE IT WAS FOUND, THE ACTION NEEDED HAD TO BE AS SWIFT AS THE FASTEST BRIGANTINE AT SAIL. AND THE VP CREW BROUGHT HOME THE TREASURE - A RARE CHANCE TO ENTER THE WORLD OF UFC FIGHTING AS A PRESENTING SPONSOR ACROSS THE LAND!



BUT TIME WAS SHORT TO PLAN THE ATTACK, SO THE ALL-HANDS CALL BROUGHT TOGETHER THE MOST NIMBLE OF CREWS TO PLUNDER THIS MASSIVE EXPOSURE FOR THE VP RACING BRAND. A GALLY FULL OF MARKETING MATES WAS CALLED TOP DECK:

MIKE ZIMMERMAN	DEANNA RAMSEY
MIKE SAEGER	JESS PAYNE
RICK RODRIGUEZ	MATT MALLON
KEVIN PARLETT	ASHLEE PHILLIPS
HEATHER WARD	BOB MERZ

CAPTAIN STEVE WARD

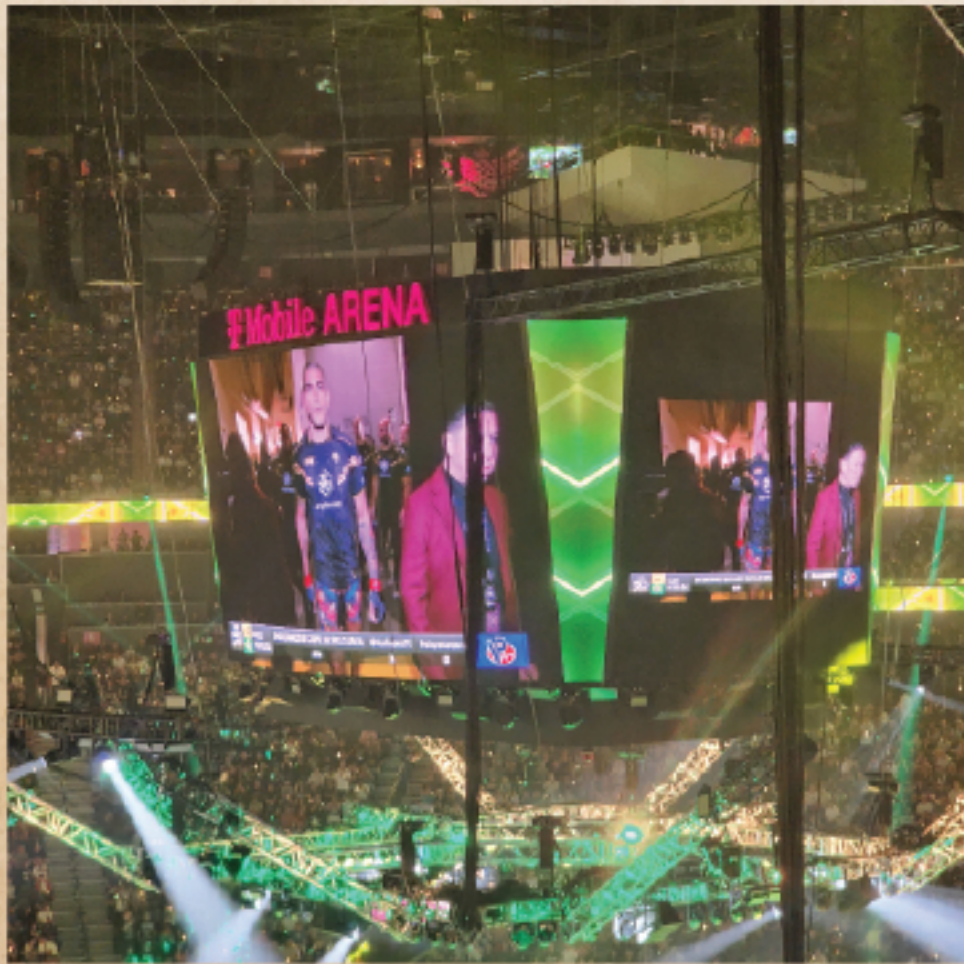


BUT FOR A SAIL OF THIS MAGNITUDE ON SWIFT CURRENTS, MARKETING NEEDED REINFORCEMENTS AND CALLED UPON THE MOST ABLE-BODIED AND SEA WORTHY OF BUCCANEERS, INCLUDING JOSE NAVA, BEN DOLAN, TIFFANY DODD, CLAYTON ALVARADO, DONNA BARKER, AND THAT SWASHBUCKLER OF SWASHBUCKLERS, BRUCE HENDEL. A FINER CREW NEVER SAILED THE SEAS.

THE BOOTY PROVED TO BE THE FINEST OF PROMOTIONAL TREASURE CHESTS, LOADED WITH SUCH GEMS AS VP RACING BRAND EXPOSURE AT THREE UFC FIGHTS, INCLUDING -

- THE BIGGEST FIGHT OF THE YEAR, THE UFC 300, MARKING THE UFC'S 300TH FIGHT,
- ON-SCREEN VP LOGO EXPOSURE DURING THE "FIGHTER WALKOUTS,"
- VOICE-OVER ANNOUNCEMENTS DURING THE WALKOUTS,
- ANIMATED CLOSING BILLBOARDS WITH VOICE-OVER BRANDING,
- LED LIT BRANDING ON TWO CORNERS OF THE FIGHT DECK,
- VP LOGO AND SLOGANS ON THE DECK'S SIDE CANVAS,
- VP FEATURED POSTS ON ALL OF UFC'S FACEBOOK, INSTAGRAM, AND TWITTER PAGES,
- UFC NEWSLETTER PLACEMENT, REACHING UFC'S MILLIONS OF SUBSCRIBERS,
- UFC LOGO USAGE THROUGHOUT THE THREE-FIGHT MULTI-WEEK TIMEFRAME,
- AN AWESOME "VP RACING-UFC 302 SWEEPSTAKES" WITH THE WINNER GRABBING VP AND UFC BOOTY WORTH OVER \$4,000!
- AND TO TOP OFF THE TREASURE CHEST - AN EXPECTED \$4,600,000 VALUE IN BROADCAST EXPOSURE FOR THE VP RACING BRAND!!!

THE FIRST FIGHT THIS PAST SATURDAY NIGHT FROM LAS VEGAS WAS A HUGE SUCCESS. . .



AND THE NEXT TWO FIGHTS PROMISE TO BE AS GRAND.

JOIN ME ALL, RAISE YOUR TANKARDS, AND SALUTE THESE MIGHTY FIGHTING MATES - MIKE AND MIKE, RICK, KEVIN, HEATHER, DEANNA, JESS, MATT, ASHLEE, BOB, JOSE, BEN, TIFFANY, CLAYTON, DONNA, AND BRUCE, WITH A HEARTY SHOUTOUT TO STEVE FOR STEERING THE HELM TO MASSIVE TRASURE!

The best is yet to come!