



Connecting Naming Rights Buyers With Sellers of Naming Rights

Profit Increase Funding is a company that has the extremely unique and powerful niche, expertise and skills to secure businesses and organizations that are seeking to sell naming rights to businesses, plus they are able to identify and assist organizations or establishments that are willing to buy naming rights. We can provide businesses with the means to obtain great corporate advantages over competitors by positioning your business among corporate elites and the wise few that acquire the edge via the buying of naming rights. The ability to place your brand in front of the eyes of the public in strategically situated venues is a priceless asset that will bring you significant return on your investment and in multiple and in powerful ways.

What Are Naming Rights?

Naming rights are when Company (A) agrees to pay Company (B) for the right to place its company's name on, perhaps, the roof or large exterior or interior wall of a stadium owned by Company (B). Naming Rights are the right to name a piece of property, either tangible property or an event, usually granted in exchange for financial considerations. Institutions like schools, places of worship and hospitals have a tradition of granting donors the right to name facilities in exchange for contributions. Corporations see securing the naming rights for stadiums, theaters, and other public gathering places as a form of advertising, and naming rights deals worth millions and sometimes billions of dollars have been consummated. Naming Rights allow businesses and organizations that are complementary to each other to position themselves to establish the buying and selling of naming rights on the exterior and/or interior of a building or land (or in other ways and locations) for mutual benefit of the buyer and the seller of the naming rights.

Naming Rights began in the 1980's when Jerry Buss, the Los Angeles Lakers' owner, sold the naming rights to The Forum Stadium to the Western Savings and Loan. Since then, it has become a very profitable and increasing form of business transaction. Many Fortune 500 Companies conduct these types of business transactions on a regular basis. Hospitals, colleges, amusement parks, racetracks, telecommunication companies, such as AT&T and Verizon, energy companies, and a myriad of other companies, organizations, and municipalities conduct and greatly benefit from naming rights deals.

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Page 1

What Are Corporate Sponsorships?

Corporate sponsorship is when an entity pays an agreed upon amount of money to another entity and in return receives marketing, advertising, and branding benefits along with other possible benefits, i.e., tickets and events.

The Value of Naming Rights

The value of the naming rights are determined by various things, i.e., visibility of the entity within the community, placement of the naming rights, size of the naming rights, and the types of entities buying and selling the naming rights.

PIF has developed a systematic cost-effective process that takes all of the guesswork, risk, and uncertainty out of how to buy your naming rights and/or corporate sponsorships from other businesses or organizations. We fully understand that naming rights involve the obtainment and expression of a positive image on the part of the buyer of the naming rights and that you are simultaneously seeking to convert the utilization of naming rights into a means of increasing your profits.

At PIF, we have an immense and continuously growing understanding of the emerging trends and strategies of securing naming rights opportunities and how to apply that understanding, knowledge, and expertise to work for you.

We do it all for you, including identifying companies that would combine their name with your name on large and new main marquis signs that will be affixed on top of a building (or structure) or allow you to solely have your name displayed upon the exterior and/or interior of a building (or structure) or also possibly events which could also possibly lead to your products and/or services being exclusively sold and/or used on their premises. This may also include the use of allowing your corporate entity to set up Message Center Signs on the exterior grounds.

The placement and configurations of naming rights can be installed in many different and creative ways per the choice of each individual buyer of the naming rights, with your approval. For example, some of the actual applications for naming rights can consist of using large indoor and outdoor signs, large painted interior and exterior lettering on walls and/or other objects, large interior and exterior letters configured by lighting, strategically shaped landscaping that spells out a company's name in large letters that can be seen by very low level aerial views and/or also be cut at a slant so that it can also be seen from a ground level view. The actual placement of the naming rights can occur in some of the following possibilities and more: (a) exterior wall of a building, (b) interior wall, (c) ceiling, (d) a floor, (e) the roof, (f), a stanchion that sits on a floor, (g) or the naming rights can be placed on the exterior and/or interior of a shuttle bus and/or near a public bus stop(s).

Another innovative concept that PIF has conceived is the possibility of positioning billboards on top of buildings, as additional means to sell additional naming rights. The extreme value of all of these various applications of naming rights will be affected and heightened by various indigenous variables and value advantages that the

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Page 2

naming rights seller has to offer in terms of its location and overall consumer/public appeal and/or potential public position of influence.

Naming rights have a uniquely powerful way of attracting the interest of consumers (in an impressive and almost subliminal manner), which causes a deep-rooted psychological advantage for naming rights buyers to dramatically increase public awareness of their company or organization. The number of indelible marketing impressions and the overall impact quality of the marketing impressions can be psychologically orchestrated and branded upon the minds of consumers.

A great and lasting, tremendous benefit is that naming rights buyers often and will probably form a sense of pride and great attachment to the building (or structure) of the naming rights seller because they have decided to place their naming rights upon that building (or structure). This will translate into a great extra benefit for not only the naming rights seller but also very much so for the naming rights buyer. Institutions like schools, places of worship and hospitals have a tradition of granting donors the right to name facilities in exchange for contributions. Companies see securing the naming rights for stadiums, theaters, and other public gathering places as a form of advertising, and naming rights deals worth millions (and sometimes billions) of dollars have been consummated. Naming Rights allow businesses and organizations that are complementary to each other to establish the buying and selling of naming rights on the exterior and/or interior of a building or land or other kinds of stationary or mobile objects for the mutual benefit of the buyer and the seller of the naming rights and/or corporate sponsorship(s).

This is done by Fortune 500 Companies all the time, and when it is done correctly and methodically utilizing the wisest components of the myriad spectrums of advertising, marketing, and branding, the results and huge profits can be worth a million times more than the investment cost necessary for the naming rights buyer to implement it. Further, naming rights buyers are placed in a unique marketing and competitive advantage because of the very limited number of facilities such as stadiums, colleges, public schools and hospitals that offer them, which therefore makes duplication or imitation far less competitive and obtainable.

Naming Rights dramatically increases public awareness of the company or organization that buys them. The sales and communication objectives of the buyer can be deliberately shaped, focused, and targeted in extremely beneficial ways through the innovative use of naming rights. Image enhancement becomes more controllable, predictable, and profitable for the buyer due to the tremendous impact of their purchasing of naming rights and/or corporate sponsorships.

The number of the indelible marketing impressions and the overall impact of the marketing impressions that can be psychologically orchestrated and branded upon the minds of consumers can also be greatly amplified by the use of a very important component: the irreplaceable component is their wise and powerful utilization of Profit Increase Funding.

PIF will position naming rights buyers to outshine their competition with brilliance beyond comparison, while locking them into a consumer impressive position that will give them the key to dramatically increased profits. Since the naming rights sellers that we meticulously select already have marvelous and awesome qualities, we are

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Page 3

confident about the positive and powerful results that will manifest via buying naming rights through our company.

All of our naming rights sellers are prime candidates for attracting and obtaining highly profitable naming rights deals for naming rights buyers that will result in significant profits. This is for many reasons, i.e., the naming rights seller's locations that PIF has to offer all have extremely marketable qualities, i.e.: (a) the massive size of their grounds and having large buildings, (b) their very good, centralized, and accessible location, (c) their great and attractive reputation, (d) the way the facilities lend themselves to self-promotion, (e) their large visibility to the public from multiple visual perspectives, (f) their ability to attract diverse audiences, (g) exciting periodic and favorable media coverage, and (h) they are open long hours through the day and night and weekends.

Corporations and all other entities that buy Naming Rights have come to realize, appreciate, and greatly seek out the extreme value that exists within the extremely beneficial branding strategy of buying Naming Rights. This is why many of them are willing to spend millions (and sometimes billions of dollars) to lock themselves into a position of savvy marketing strength and prowess.

Thus, the strategic buying of naming rights has become a very prominent and sought after means of generating revenue. So much so, that it has become a major and implicit part of today's business model during initial architectural construction and architectural construction expansion.

Naming rights are deliberately altering and favorably enhancing the perception of the masses and is indispensable within the spectrum and protocol of blatant and virtual subliminal marketing tactics. Therefore, increasing and enhancing your target market awareness through the use of our services will allow you to obtain the very best of naming rights deals for your corporate entity. And this will enable you to steer the course of your corporation to stellar heights of public awareness and increase your market share, sales and profits while blocking your competitors from being able to do the same because of the isolated uniqueness of each naming rights deal, and because not all corporate entities are able to afford Naming Rights in the first place.

Naming Rights can enormously boost your corporate entity in the realm of your sales/marketing efforts and corporate image and can also bring you magnificent results in the following areas: (1) community relations, (2) customer relations, (3) stakeholder relations, (4) strategic positioning, (5) advertising, (6) media publicity, (7) municipality relations, (8) political advantages, (9) entertainment value that can be strategically be funneled into publicity and public recognition, (10) investor relations, (11) multiple kinds of recruitment advantages, (12) improved employee pride and relations, (13) increasing your publicly traded stock value, (14) increasing your sales/market share.

Additionally, with the increased demand for products such as satellite radio, satellite TV, the internet, and on-demand television and computer interactive games, it is becoming harder and harder to capture and sustain the attention of the public. So that means corporate entities may have to dramatically and largely improve their marketing and branding methodologies in order to make and keep a positive and lasting indelible impression of their company within the minds of the ever-distracted consumer.

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Page 4

Who, When, and How the Public Will See the Naming Rights Buyer's Name

1. The public that lives and works in the surrounding community of the location of which the naming rights are purchased;
2. The administrative and personnel staff and vendors;
3. Visitors/paying customers of the establishment of which the naming rights are affixed;
4. The public that walks and drives pass the building (or structure) and also any bus station, railway station or airport used by the public in the area;
5. If billboards are placed on top of the building (or structure), the people who walk or drive pass the building (or structure) in which the naming rights are affixed will see the naming rights;
6. When the building (or structure) is televised for various possible reasons;
7. When the building (or structure) is written about on the internet, newspapers and/or magazines;
8. When businesses, organizations, and people have nearby activities, the name of the buyer of the naming rights will be seen;
9. When signage, clothing and documents involving the purchased naming rights are created and distributed internally and externally;
10. Verbal communication and PSA's and paid commercials or other paid advertisements (which may also include the *audible* advantage of having the name of the facility mentioned on the radio) and Internet publicity.

Contact us NOW for a **FREE EVALUATION AND QUOTE!**

Sincerely,

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