

## INTRODUCTION

Hello, first off, thank you for taking time to read and respond to this proposal. My name is Colin DeShong, owner and founder of the competitive gaming organization, Paragon of Virtue. Through the outline and proposal presented below, you will be introduced to TeamPOV all the while viewing the benefits and true intentions we have for MonsterCable to help your company gain maximum publicity, exposure, and revenue in every means possible.

Every company and successful organization looks for ways to increase the popularity of their company and the products being sold. MonsterCable strikes the interest in gamers everywhere by providing top of the line equipment, and items needed to stay on top of the line in audio, visual, and anything and everything else. Whether it's the monitor, cable, or even simple ethernet cording, MonsterCable's popularity will rise immediately with the association Paragon of Virtue, and will be ultimately exposed to over 60 million gamers all over the world.

We believe that, through our travels, ability, and devotion, the name, "MonsterCable," will reach even greater heights, and surpass all competitors just as our current sponsors within the Paragon of Virtue organization have expressed to us!

## MISSION STATEMENT

Team Paragon of Virtue, founded in April of 2005 as a competitive gaming organization, is built on dedication, excellence, and professionalism. TeamPOV's focus has remained steadfast since its inception over one year ago: to compete at the highest level of professional gaming while helping grow electronic-Sports (e-Sports) and its community. TeamPOV is now competing in the upper-tier of eSports and continually giving back to the community that has supported and helped us to flourish into a strong, stable team that is continually raising the bar for e-Sports excellence. TeamPOV works hard to conduct itself in a manner of maturity and professionalism expressed by few teams in the eSports industry today as we help advance the sport that looks to change the world's view of video gaming.

## HISTORY

Paragon of Virtue was founded by Andrew Timmerman and Colin DeShong on April 1<sup>st</sup>, 2005 with the assistance of two close friends. The team immediately began practicing close to four hours each day to improve teamwork and coordination. In early July, as the team advanced in numerous gaming leagues, TeamPOV announced its lead sponsor, Hype Energy Drinks, Inc. ([www.hype.com](http://www.hype.com)). Hype Energy is a new-generation energy drink company that helps fuel athletes of the 21<sup>st</sup>-Century. Over the past year, Hype Energy, Inc. has contributed over \$1,000 to TeamPOV through a product/financial sponsorship that has helped TeamPOV reach new heights. As TeamPOV has excelled over the past 8 months in both online leagues and LAN events, TeamPOV has located 3 new electronic Sponsors that help TeamPOV excel both online and at gaming tournament across the US. TeamPOV now looks forward to the future which holds great promise for our organization and e-Sports.

## MARKETING TECHNIQUES

\*\* POV will utilize numerous different avenues to help advertise and promote MonsterCable both online and at tournaments throughout 2006 and 2007. \*\*

MI RC: mIRC is the preferred chatting program for gamers all across the world and, at any time, has hundreds of thousands of gamers chatting and discussing the games they play. POV has a registered channel on IRC specifically designed to keep our fans updated on the many events and leagues we currently participate in. The first step of our marketing plan is to post your name and website in the greeting of our channel to let our fans and visitors know about your company.

Next, we will create timed messages that will display any package deals or special offers your company has running at that particular time. This form of advertisement, in itself, will generate business and will have numerous people eager to visit your site to look further into your products.

LAN Events/Tournament: LAN events are the backbone and driving force behind competitive Counter-Strike. LAN events/tournaments take place daily around the world and can attract tens of thousands of gamers into one small facility any given day. POV regularly attends these events (mainly Web2Zone tournaments located in New York City, NY) where we hope to advertise for your company. At the LAN events, we are willing to add your logo to our team t-shirts – currently being designed at [www.customink.com](http://www.customink.com) to advertise for your company. At the event, we will pass out flyers about your company to the many participants. Furthermore, we can advertise in many ways, including carrying a banner of your company and speaking to our many friends and acquaintances at the events.

Website: POV's official website is now finished and can be seen at [www.team pov.com](http://www.team pov.com). The website was designed and coded by professional web designer, Winton DeShong. The website attracts approximately 260 unique hits per day and approximately 1,000 hits per day. If your company decides to support us, we will add your banner in our sponsor column and advertise for your company through our news, forums, and sponsorship sections. A new design has been contemplated, and can be released with your financial support!

### Advertisement: Overview

- Your logo and company description in our Sponsors page/column
- Passing out your products at LAN events/tournaments / Giveaways online
- Your website info and company name in our IRC greeting
- News on our webpage and timed messages on IRC about your products/updates
- Reviews and Previews on our site about new services/deals from your company.
- Your logo on our Team T-shirts
- Flyers, banners, and other means of advertisement at LAN tournaments

## CURRENT SPONSORS



### Introduction

Hype Energy Inc. is the Ultimate Energy Drink Corporation of the new generation. HYPE is packed full of vitamins, ginseng, guarana, and great tasting fruit juice. Made with the finest ingredients like real elderberry and cranberry juices, taurine, and caffeine, Hype Energy introduces to you a drink that will give you that 'kick' and will help revitalize and repair those muscles you never knew you had.

### Team Contribution (\$1,000)

Hype Energy, Inc. has contributed over \$1,000 to TeamPOV through a product/financial sponsorship. Hype helps TeamPOV attend LAN tournaments and keeps us fueled and ready to go each step of the way. TeamPOV is featured on Hype's site, here: <http://www.hype.com/hype-space/hype-crew/>



### Introduction

Precision Effect, an internet web hosting company, is committed to giving their customers the best possible service and support at prices they can afford. By offering a large variety of hosting packages to suit the needs of each individual, Precision Effect has something for everyone. Through the use of their Plesk hosting control panel, specifically designed for ease of use, as well as their user-friendly 'PrecisionPanel' for your convenience, Precision Effect prides themselves in their ability to provide the service and support people have come to expect in today's web hosting industry.

### Team Contribution (\$100)

Precision Effect has contributed over \$100 to TeamPOV through a webhosting sponsorships that keeps [www.teampov.com](http://www.teampov.com) up and running. With near perfect up-time, Precision Effect has established itself as the premier hosting choice for competitive gaming teams.



#### Introduction

NationVoice has positioned itself as a leader in online voice communications with Ventrilo services tailored to competitive gaming teams looking for an edge over the competition. NationVoice's steadfast networks and customer satisfaction has earned the trust and respect of competitive gaming teams across the United States. The future will bring change to communication technology, and Nation Voice will be there to lead the way.

#### Team Contribution (\$224)

NationVoice has contributed over \$200 to TeamPOV through a Ventrilo (VoIP) sponsorship coupled with numerous donations for team giveaways/contests. NationVoice keeps TeamPOV connected with a reliable network and high uptime.



#### Introduction

Hi-Definition Gaming LLC is the Game Service Provider of choice for professional gamers. "HiDef" combines a 100% pure Internap network, 100% AMD Opteron systems and 100% 64bit Linux operation to create a gaming experience only matched in a LAN environment. With hosting locations in Atlanta, Chicago, Dallas, New York and San Francisco, "HiDef" has a great solution available to any U.S. based competitive gaming team.

#### Team Contribution (\$550)

Hi-Definition Gaming Servers has contributed over \$500 to TeamPOV through a server sponsorship and discount. HiDef provides TeamPOV with two top-of-the-line gaming servers that allow TeamPOV to remain one of the best teams in the US.

## CLOSING

In closing, I would like to thank you for taking the time to review this proposal. I look forward to hearing from you soon and hope that we can work together in the future to introduce the name, MonsterCable, to the millions of gamers everywhere!

Colin DeShong  
Leader, Paragon of Virtue  
[www.teampov.com](http://www.teampov.com)