



Sponsors
One

May 22, 2018

Social Cryptocurrency for Authentic - User Generated Content for Brands

“Data Driven Social Media Campaigns using Smart Contracts ”



A preliminary prospectus containing important information relating to the securities described in this document has been filed with the securities regulatory authorities in each Ontario, Alberta and British Columbia. A copy of the preliminary prospectus, and any amendment, is required to be delivered with this document.

The preliminary prospectus is still subject to completion. There will not be any sale or any acceptance of an offer to buy the securities until a receipt for the final prospectus has been issued. This document does not provide full disclosure of all material facts relating to the securities offered. Investors should read the preliminary prospectus, the final prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

Disclaimer



Certain statements included in this presentation constitute forward-looking statements or forward looking information under applicable securities legislation. Such forward-looking statements or information are provided for the purpose of providing information about management's current expectations and plans relating to the future. Readers are cautioned that reliance on such information may not be appropriate for other purposes, such as making investment decisions. Forward-looking statements or information typically contain statements with words such as "anticipate", "believe", "expect", "plan", "intend", "estimate", "propose", "project" or similar words suggesting future outcomes or statements regarding an outlook. Forward-looking statements or information concerning the Company in this presentation may include, but are not limited to, statements or information with respect to: guidance, forecasts and related assumptions; capital spending and availability of cash; expected potential of the Company's projects and the economics thereof; business strategy and objectives and plans and the timing, associated costs and results thereof. Forward-looking statements or information are based on a number of factors and assumptions which have been used to develop such statements and information but which may prove to be incorrect. The Company believes that the expectations reflected in such forward-looking statements or information are reasonable; however, undue reliance should not be placed on forward-looking statements because the Company can give no assurance that such expectations will prove to be correct. In addition to other factors and assumptions which may be identified in this presentation, assumptions have been made regarding, among other

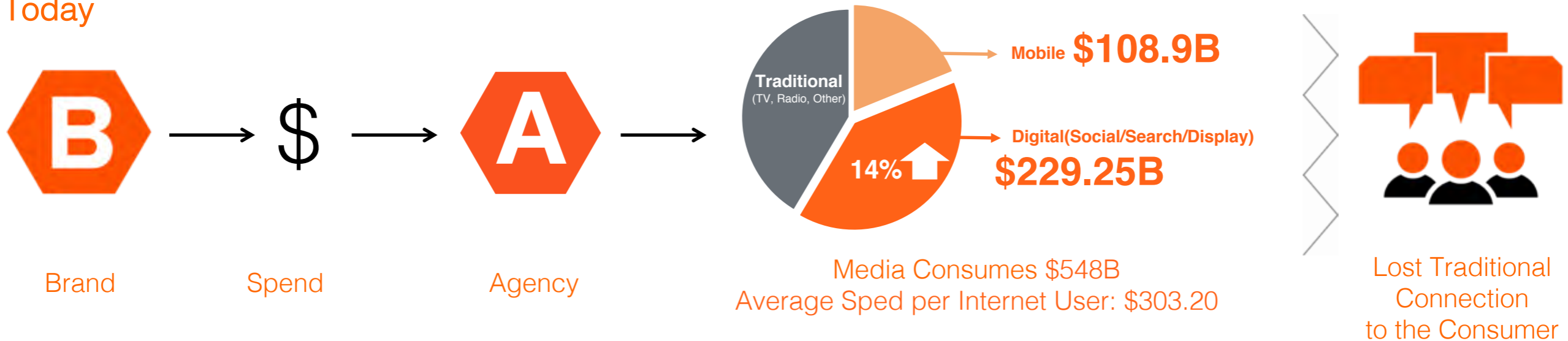
things: the impact of increasing competition; the timely receipt of any required regulatory approvals; the ability of the Company to retain and obtain qualified staff, equipment and services in a timely and cost efficient manner; the ability of the Company to operate in a safe, efficient and effective manner; the ability of the Company to obtain financing on acceptable terms; the timing and costs of operating the Company's business; the regulatory framework regarding the Company's projects. Readers are cautioned that the foregoing list is not exhaustive of all factors and assumptions which have been used. Forward-looking statements or information are based on current expectations, estimates and projections that involve a number of risks and uncertainties which could cause actual results to differ materially from those anticipated by the Company and described in the forward-looking statements or information. These risks and uncertainties may cause actual results to differ materially from the forward-looking statements or information. The material risk factors affecting the Company and its business are contained in the Company's public disclosure record which is available at SEDAR at www.sedar.com. The forward-looking statements or information contained in this presentation are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise unless required by applicable securities laws. The forward-looking statements or information contained in this presentation are expressly qualified by this cautionary statement.

Executive Summary



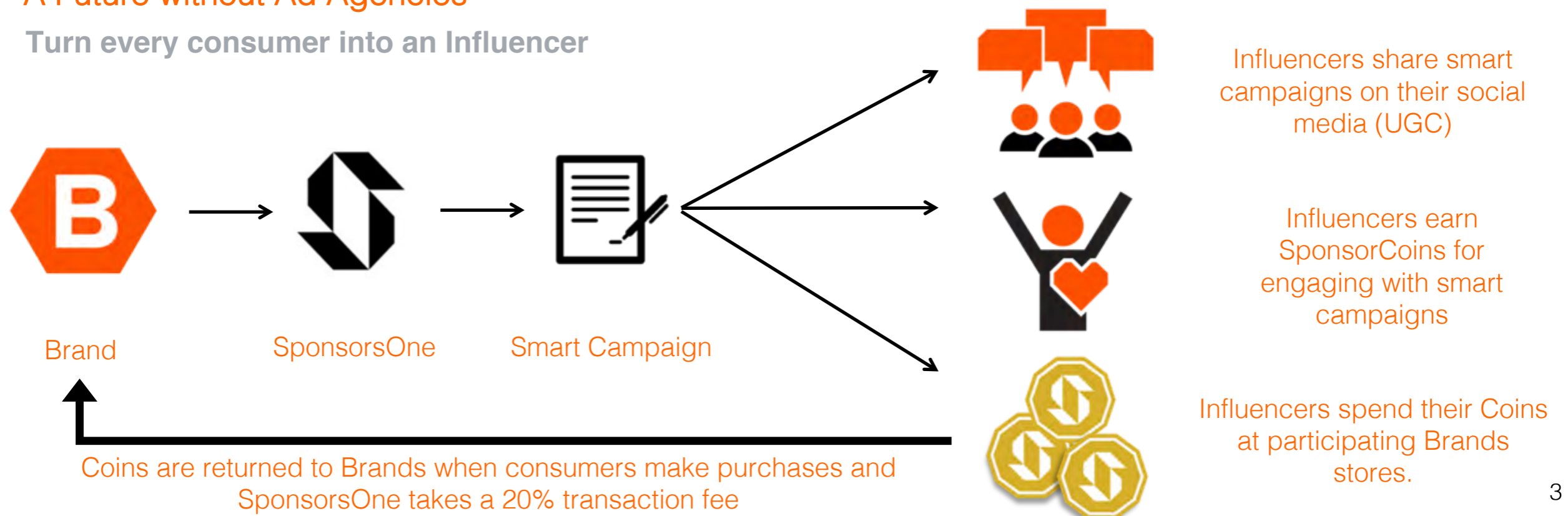
We strive to turn every consumer into a Brand Influencer by rewarding them with SponsorCoin for authentic User Generated Content (UGC). SponsorCoin can be used to purchase goods and services from participating Brands seamlessly.

Today



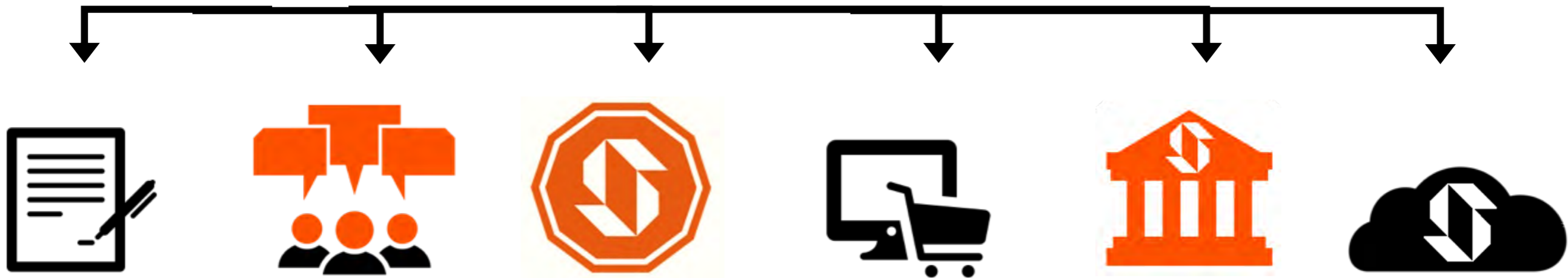
A Future without Ad Agencies

Turn every consumer into an Influencer



Executive Summary

Performance-based revenue model: We drive marketing costs down significantly and level the playing field for small emerging brands.



We create unique content and design the Smart Campaigns

We publish the content to the Brands community of influencers

We reward influencers with SponsorCoin for authentic engagement

We drive influencers to the SponsorsCloud E-commerce platform

We manage the sponsorship discount and exchange of Coins

We gather valuable marketing analytics

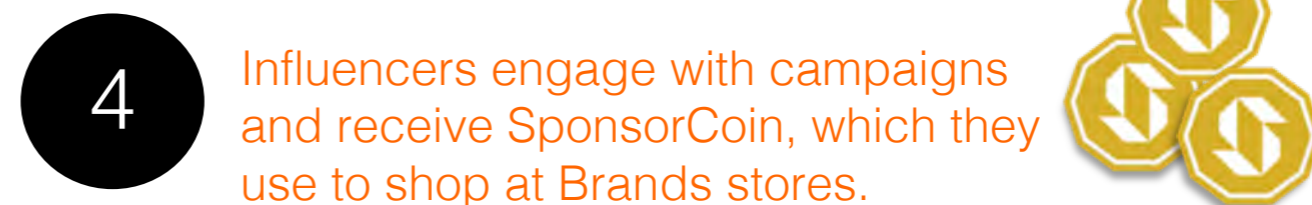


We Retain 20% of Sales Generated from Campaigns

“Ad Creative + Smart Campaigns + Cryptocurrency = Sustainable Revenue”

Executive Summary - What is SponsorsCloud

SponsorsCloud is a scalable way to connect Brands with a highly engaged and authentic community of influencers.



Executive Summary – Targeted Verticals

Focusing on four key markets:



Fashion



Beauty



**Specialty
Foods**



eSports



20% of Ticket Sales



20% of Sales Generated from Campaigns



SponsorsOne Processes all Payments

Additional Revenue Streams



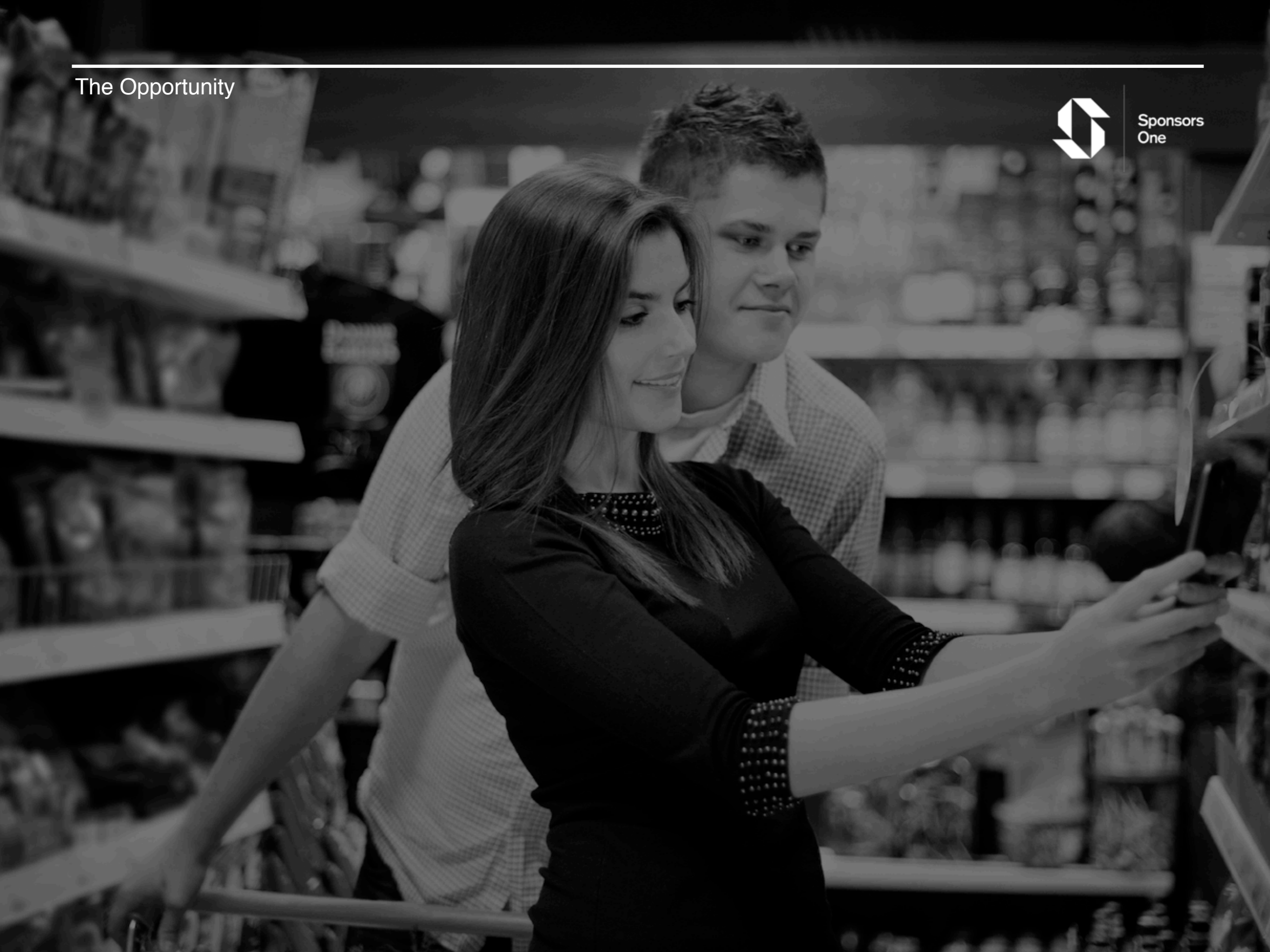
Subscription to Data Intelligence & Real Time Feed*

* Subscription model based on the size of Brand's influencer community

The Opportunity



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The Opportunity

Build authentic influencer communities around participating Brands.



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Brands of all sizes are struggling to find and engage their target audience in a meaningful way. With more and more consumers doing the bulk of their shopping online, the battle for attention on digital networks and social media platforms has never been more fierce.

Unfortunately, brands are spending millions of dollars on unsuccessful marketing campaigns that fail to deliver an adequate return on investment. The current model, pushed by large advertising agencies, just isn't delivering the impact brands need to succeed. To us, it's clear that the big ad networks like Google Adwords and Facebook are ripe for disruption.

Success hinges on understanding how brands operate, what consumers actually care about, and how to effectively connect the two. We believe the best way to do this is through influencers and social platforms. The model we propose, if successful, will disrupt all advertising, media and retail distribution.

We'll use **performance-based pricing** and the **SponsorsCloud** platform to significantly decrease the cost of marketing for brands. We intend to level the playing field for smaller brands and put an end to the dominance of big brands with big ad budgets.



The Opportunity

Key Influencers – The Millennial

Millennials are becoming more and more influential. They are already a major driving force in today's market, with a purchasing power of **\$1.3 trillion** globally, up from just \$170 billion in 2014.

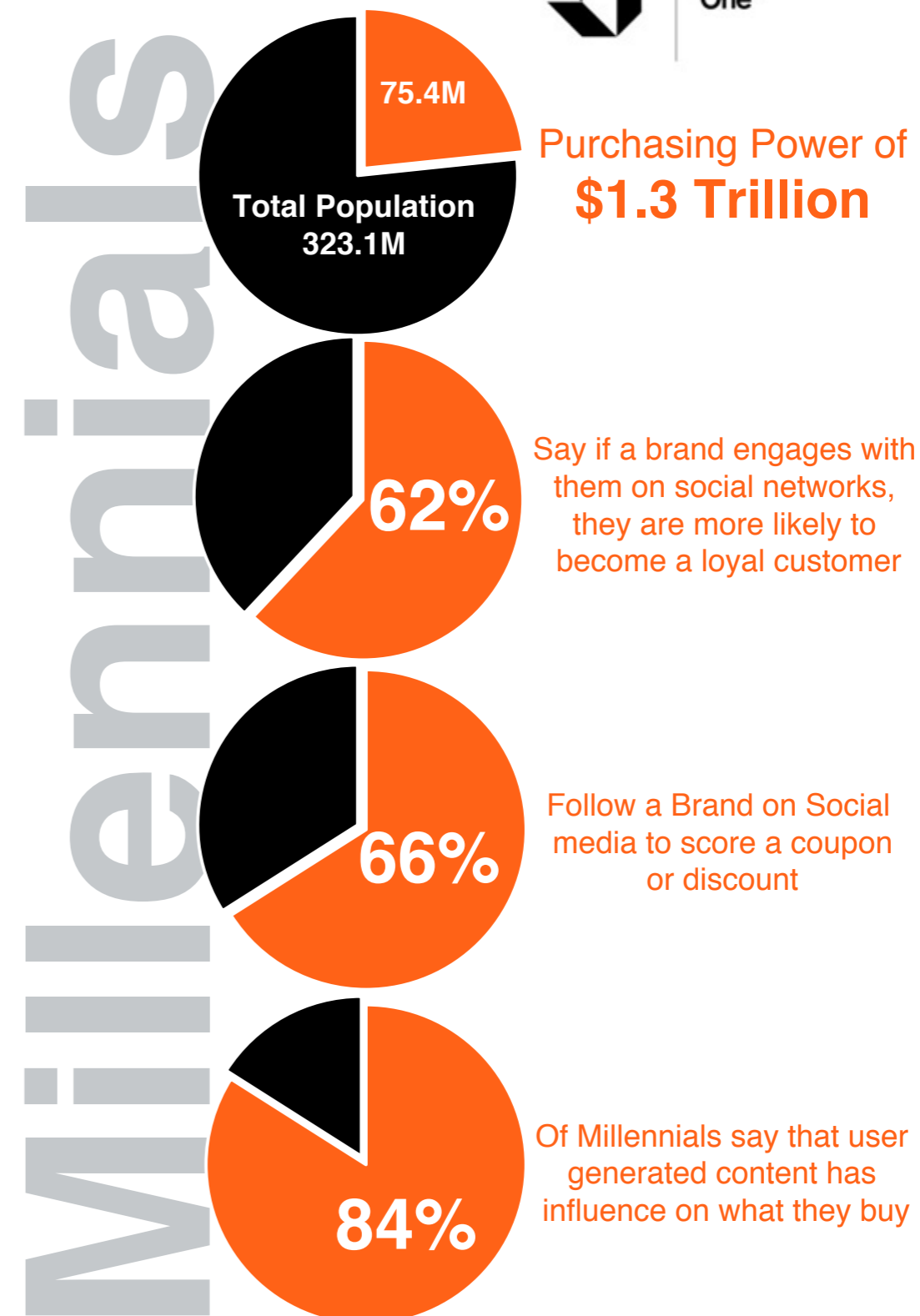
Even though Millennials are incredibly connected (more plugged-in than any other generation before them) they remain hard to reach. Over 84% mistrust traditional advertisements, and as a group they tend to switch brands due to the wide variety of choices available.

Millennials spend about **25 hours per week** online and touch their phones **45 times a day**. Most of this time is spent on social networks, often engaging with brands – In fact, 5 out of 6 Millennials connect with companies on social networks.

Millennials are driven by a desire to do good. And they want the brands they support to be motivated by more than just profit – 75% say it is important for a company to give back to society.

The Millennial generation wants a customer-centric shopping experience that's unique and tailored to the individual. Over **95%** of Millennials want brands to engage with them – and they report being **7 times more likely** to give their information to a trusted brand in exchange for coupons or deals.

So to truly connect and build trust, brands need to engage with Millennials on social media. And the only scalable way to do this is through the **SponsorsCloud**.



*Market Data: Ascend Agency 2017

The Opportunity

Smart Contracts, Cloud and Cryptocurrency



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The top 5 cryptocurrencies (Bitcoin, Ripple, Ethereum, Bitcoin Cash and Litecoin) have a market cap of more than **\$452 billion, with over \$25 billion** changing hands daily.

So far, only 1% of the world's population owns a cryptocurrency through one of the roughly 125 exchanges. So there's clearly a lot of room for this market to grow. And Millennials will drive most of this growth.

30% of Millennials do not trust traditional banking systems. And **1 in 4** Millennials prefer a cryptocurrency investment to stocks, bonds, real estate, or gold.

These cryptocurrencies are built on blockchain technology. But most of them are not scalable. They do not permit fast and low-cost exchanges of currency, services or goods. Many also do not allow cross-chain transactions.

SponsorCoin will give brands the ability to reward influencers for engaging with and sharing their marketing campaigns. In turn, influencers can spend SponsorCoin at brand stores, or exchange their coins for other crypto or fiat currencies. Using our proprietary technology, the SponsorCloud, transactions will be executed quickly and at very low cost.



Our Solution



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How It Works

An Overview of the Smart Campaign Creation & Dissemination Process



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Campaign Creation

SponsorOne does the ad creative and Brands use smart campaigns to define the types of engagement desired, as well as the SponsorCoin rewards for influencers

Engagement & Transacting

SponsorsOne publishes campaigns to the network and influencers share them with their social networks in exchange for SponsorCoin

Purchase

Influencers use their SponsorsCoin to purchase products and services from the brands they support or exchange them for Blockchain Currencies like BitCoin and Ethereum

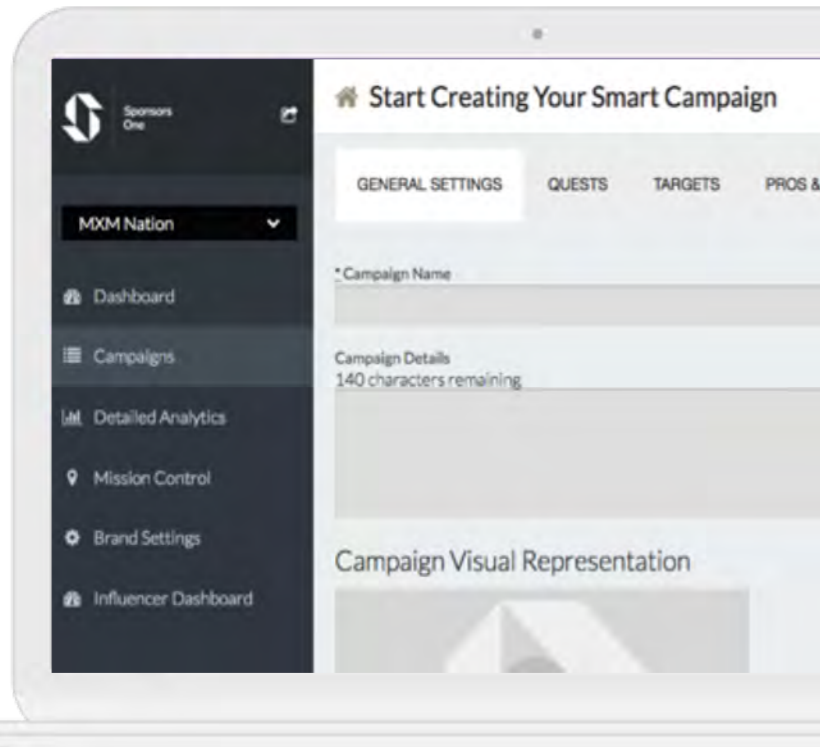
Optimize

We track valuable, real-time analytics and fine-tune smart campaigns to optimize ROI


How It Works




1. Smart Campaign Creation



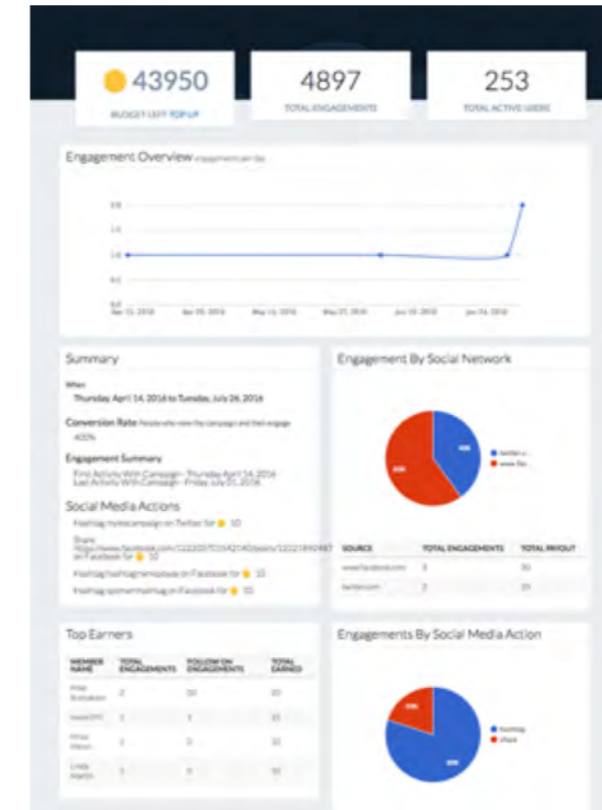
Users who #hashtag
#2018SponsorsOne

on 

are awarded 50 

Approve After <u>Immediately</u> Days	Max Overall <u>10</u> Attempts	Max Daily <u>1</u> Attempts
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1 Brands can upload campaign content they want to push to their network of influencers. Influencers can then share this content on their social media profiles, which produces an army of authentic content creators for the brand through UGC.

2 Brands add custom rules, audience targets, and SponsorCoin values to the smart campaign. Influencers can see the campaign parameters and decide how they want to engage with and share the campaign.

3 The platform rewards influencers with SponsorCoin and tracks every engagement event on all social media platforms. Using SponsorsOne's enhanced analytics platform, brands can track the ROI of their social media marketing.

How It Works

2. Engagement and Transacting



Level	Discount	Variable Rate
SP-L1	15%	1.1
SP-L2	20%	1.25
SP-L3	25%	1.5



1 Brands set up sponsorship levels for influencers who engage with their campaigns. This tiered system creates an incentive for influencers to consistently support the brands they love.

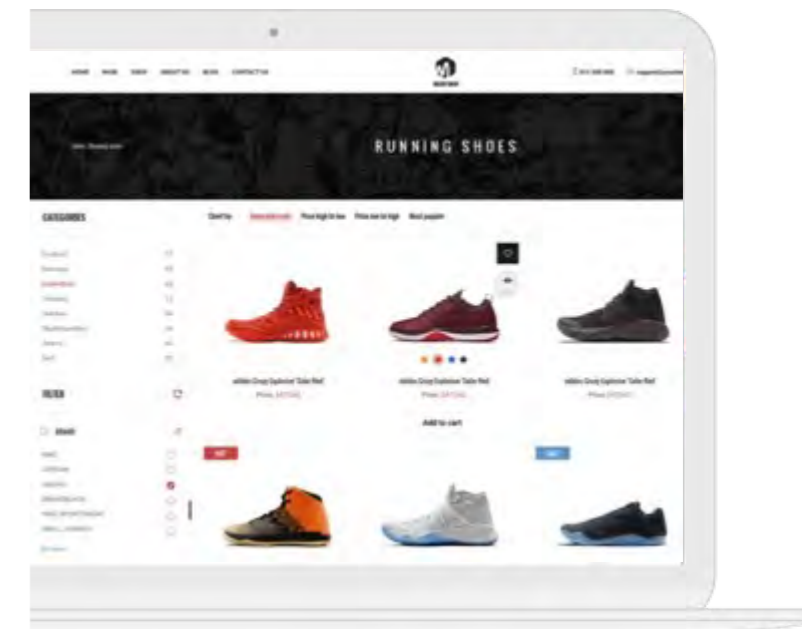
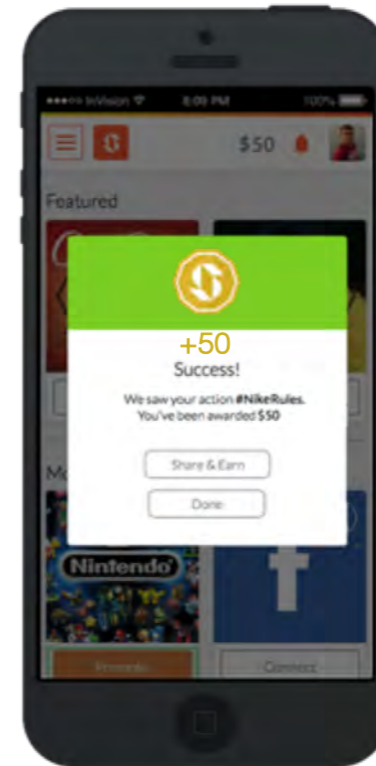
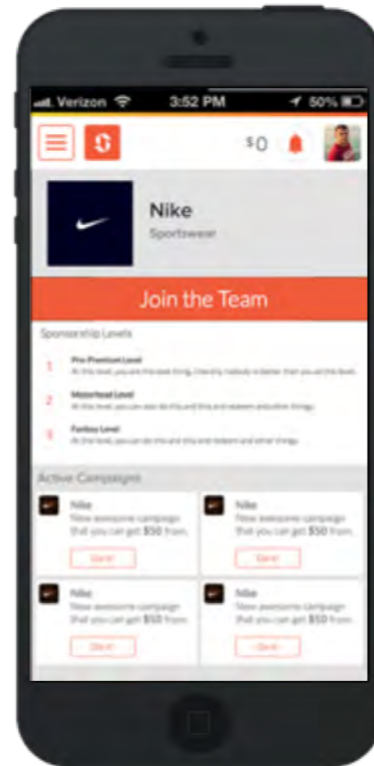
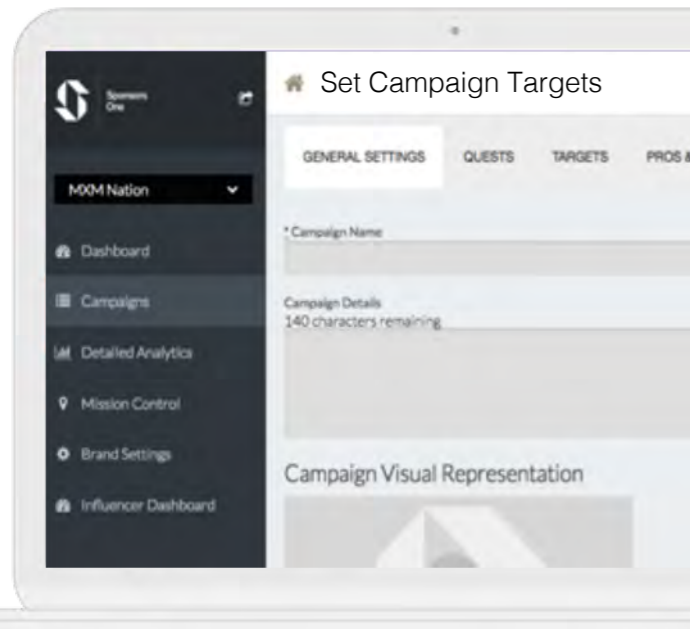
2 Brands assign variable values to each to sponsorship level. These variables determine the overall discounts given to influencers when they share campaigns through social media. Influencers can use SponsorCoin to purchase from brands at a discount or cash out to other crypto/fiat currencies.

3 SponsorCoin powers the SponsorsCloud economy. By tracking the influencers who engage the most with their campaigns, brands can assess campaign results and adjust future smart campaigns accordingly.

How It Works



3. Purchase Process: From Campaign Creation to Customer Online Purchase



1 Brands create Smart targeted social media campaigns on SponsorsCloud along with a list of social media tasks for their influencers.

2 Brand influencers use the SponsorsOne's app to access and share the campaign on their social networks.

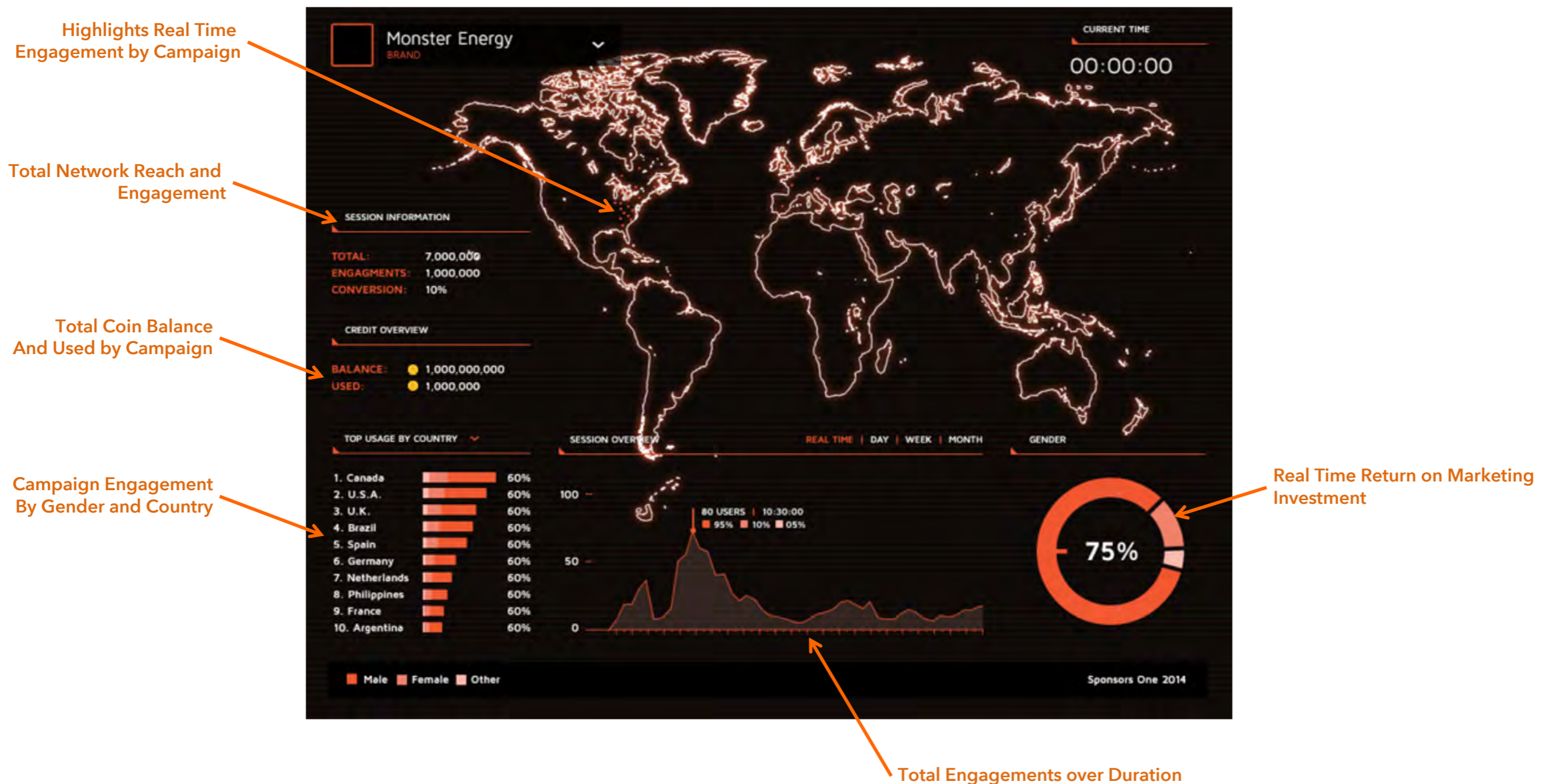
3 The automated social sponsorship platform tracks engagement and rewards influencers for authentic user generated content on social media.

4 Influencers spend their SponsorCoin within the SponsorsCloud, which lets brands track the direct revenue and ROI from their social media campaign.



How It Works

4. Optimize – Brands track real-time ROI for every smart campaign with SponsorsOne's patent pending technology that records every engagement, transaction, and relevant influencer data. Engagement data can be used to adjust campaigns and improve ROI in real-time.



Executive Team and Board



Myles Bartholomew
Founder/CEO

Gary Bartholomew
Executive Chairman

Seth Brouwers
Product Strategy and Management

Board of Directors



Gary Bartholomew
Executive Chairman

Doug Beynon
Director
(Chair of the Audit Committee)

Stephen Barley
Director
(Chair of the Compensation Committee)

Myles Bartholomew
Director

Major Milestones and Delivery Objectives

Q2-2018

1. Build out the Fashion Vertical by securing the next 10 brands which form the Fashion Advisory Board around content development, community development and onshore manufacturing for Shopping Cart to the Production Floor and Delivery within 72 hours
2. Form the SPO – Fashion Media team in LA and NYC, the 10 Advisory Fashion Brands are to each bring 10 Brands to the SponsorsCloud Platform for Q3 2018
3. Build out the Specialty Food Vertical delivery team within SPO and launch with 10 Brands
4. Develop digital content delivery channel for video production
5. Ecommerce fulfillment and delivery partners developed
6. eGaming entry with strategic relationship
7. Complete mobile app testing and UX design to support market launch
8. Revenue from Brand's current sales and marketing efforts running on the SponsorsCloud eCom platform

Q3-2018

1. Expand the three market verticals influencer networks and begin smart campaign launch into influencer communities
2. Track ROI on sales from marketing efforts and report
3. Revenue generation 15-20% of all Brand sales generated from the Smart Campaigns

Q4-2018

1. Begin adding more Brands within each vertical to the SponsorsCloud platform, expand delivery teams in NYC and LA.

Q1-2019

1. Add Beauty Brands as a new vertical starting with 10 small regional brands that are ready to expand nationally



Special Warrant Offering

Pursuant to the terms of the subscription agreements between the Corporation and the purchasers of Special Warrants, the Corporation has granted to each holder of a Special Warrant a contractual right of rescission of the private placement transaction pursuant to which the Special Warrants were initially acquired (i.e. the Special Warrant Offering). The contractual right of rescission provides that if a holder of a Special Warrant who acquires a Unit on exercise of the Special Warrant as provided for in this Prospectus is, or becomes, entitled under the securities legislation of a jurisdiction to the remedy of rescission because of this Prospectus or an amendment to this Prospectus contains a misrepresentation: (a) be entitled to rescission of both the holder's exercise of its Special Warrant and the private placement transaction under which the Special Warrant was initially acquired; and (b) be entitled in connection with the rescission to a full refund of all consideration paid to the Agent, on the acquisition of the Special Warrant. In the event such holder is a permitted assignee of the interest of the original Special Warrant subscriber, such permitted assignee is entitled to exercise the rights of rescission and refund as if such permitted assignee was the original subscriber.

Unit Offering

Securities legislation in certain of the Provinces of Canada provides purchasers with the right to withdraw from an agreement to purchase securities. This right may be exercised within two (2) business days after receipt or deemed receipt of a prospectus and any amendment thereto. In several of the provinces of Canada, the securities legislation further provides a purchaser with remedies for rescission or, in some jurisdictions, revisions of the price or damages if the prospectus and any amendment thereto contains a misrepresentation or is not delivered to the purchaser, provided that such remedies for rescission, revision of the price or damages are exercised by the purchaser within the time limit prescribed by the securities legislation of the purchaser's Province of residence. The purchaser should refer to any applicable provisions of the securities legislation of the purchaser's Province for the particulars of these rights or consult with a legal adviser.

Warrants

In an offering of warrants, investors are cautioned that the statutory right of action for damages for a misrepresentation contained in the prospectus is limited, in certain provincial securities legislation, to the price at which the warrants are offered to the public under the prospectus offering. This means that, under the securities legislation of certain provinces, if the purchaser pays additional amounts upon exercise of the security, those amounts may not be recoverable under the statutory right of action for damages that applies in those provinces. The purchaser should refer to any applicable provisions of the securities legislation of the purchaser's province for the particulars of this right of action for damages or consult with a legal adviser.



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THANK YOU

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