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## News Release

### **SponsorsOne Adds Entire Staff Of Renowned Digital Marketing Agency, Vapor Studio, To Become Its In-House Branding Team**

*Agency's Founder Mr. Ricardo Camarga Appointed Company's Chief Branding Officer*

**Waterloo, Ontario, June 5, 2020, SponsorsOne Inc., (CSE: SPO) (Frankfurt: 5SO), (OTC:SPONF)**, a company that utilizes its proprietary platform that combines digital marketing, wholesale and retail distribution, branding and operational & funding capital, giving it a competitive first mover advantage in rapidly building, launching and selling proprietary brands focused in the craft Alcohol, Functional Beverage and Cannabis Sectors, today announced that it has added the entire staff of Vapor Studio to its newly created Branding Division, to be headed by Vapor's founder, Mr. Ricardo Camargo, who will become the company's Chief Branding Officer.

Vapor is a boutique brand design and digital marketing agency that is focused on unique perspectives on product design and branding which utilizes a specialized design process that strategically adds new value to voids in the marketplace, to create a proprietary new branded line of products for the company's line of proprietary existing and new products.

Vapor's clients included adidas, Nike, Boardriders, Skullcandy, Oakley, Fossil, Medterra, W Hotels, TaylorMade, Timberland, Pepsi, and Boost Mobile.

Mr. Camargo represents a new breed of creative leaders and has over 20 years' experience as a creative director and strategist in global brand space. Because of his experience, passion and knowledge of consumer culture and a proven track record of growing iconic consumer brands, he has evolved into a creative, strategic and business leader. He specializes in innovative "brand design" for early stage and established companies and brands. He has worked across a range of verticals including: Consumer Packaged Goods, Food & Beverage, Hospitality, Telecommunications and Consumer Electronics.

Mr. Camargo said: "My entire staff and I are a perfect fit with SponsorsOne. They create their own proprietary products utilizing their technology and we will bring those products to market. While at Vapor we developed a unique hybrid agency structure. In our California studio, strategy teams worked directly with visualization teams to create an atmosphere of holistic thinking. Our unique



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culture gave us the ability to deliver seamless, fully integrated brand experiences that inspire consumers to think, feel and engage more deeply. We created holistic brand solutions for companies that want to influence the world in exceptional ways.” He continued: “We have the resources and skillset to build brands from inception, or reinvent legacy brands. Our work takes us from early consumer insights and strategy to brand building to communication development, product line architecture through all go-to-market tactical execution.”

Myles Bartholomew, CEO of SponsorsOne, added: "We have always had the ability to create new proprietary products, and now, with this addition the company has the in-house resources to fully develop these products into world class brands... which we believe will drive increased revenues for our shareholders at a quicker pace.”

### **About SponsorsOne Inc.**

SponsorsOne is the leader in the next evolution of digital marketing through influencer marketing, storytelling, and digital-commerce with the SponsorCoin platform and its highly scalable – smart contract-based digital-currency. Combined, this allows brands to build and manage exclusive and highly engaged communities of influencers (from pro to micro-influencers) within the social realm. The SponsorCoin platform provides for data-driven marketing campaigns that will change the way brands connect with their customers. SponsorCoin is a tool for brands to inspire real movements around their products and services in which their most valuable customers become their best salespeople, producing far higher ROI than current social media advertising methods. SponsorsOne, through its wholly-owned subsidiary, SponsorsOne Media Inc., provides full creative and Brand building/management services to all our Brands as well as manages the influencer communities for each Brand. If the Brand wants to get big – fast, our wholly-owned subsidiary S1 Brands Inc., will build a wholesale/retail distribution channel for the Brand acting as a master distributor. S1 Brands provides sales and marketing on behalf of the Brand to its vast network of national wholesalers and retailers and provides purchase order financing to assist the Brand in fulfilling every order. Ownership of the Brand combined with distribution, digital marketing innovation, and capital is the winning formula to build the next billion-dollar brand. To learn more, please visit [www.sponsorsone.com](http://www.sponsorsone.com)

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ON BEHALF OF THE BOARD

Gary Bartholomew, Executive Chairman



The Canadian Securities Exchange ("CSE") has neither approved nor disapproved the contents of this Press Release.

### Forward-Looking Statements

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company's current expectations. When used in this news release, the words "estimate", "project", "belief", "anticipate", "intend", "expect", "plan", "predict", "may" or "should" and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks:

- risks associated with marketing and sale of securities
- the need for additional financing requirements and access to capital, reliance on key personnel
- the potential for conflicts of interest among certain officers or directors with certain other projects
- the volatility of the volume and price of the Common Shares, the failure of the business strategy, the integrity of the Company's patents and proprietary intellectual property and competition.

The Company cautions that the foregoing list of risk factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors, and other uncertainties and potential events, including the risk factors, set out in the Company's Listing Statement. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to above will not cause such forward-looking statements and information to differ materially from actual results or events.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS



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