



Sponsors  
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**News Release**

## **SponsorsOne Begins Sample Production Run Of Doc Wylder's Infused Lemonade.**

*Initial Production Runs Will Be Distributed To National Distributors And Major Retailers For  
USA, Canada And Puerto Rico.*

**Waterloo, Ontario, December 15, 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 selling proprietary brands focused in the Alcohol, Functional Beverage and Hemp Sectors, announced today that the initial sample production run for Doc Wylder's is underway with delivery scheduled for the first week of January 2021.

First production runs of Doc Wylder's will be configured as six 4-Packs per case, three Packs of Lemonade with vodka, one Pack of Berry infused with vodka, one Pack of Lemonade infused with bourbon and one pack of Lemonade infused with tequila. The ingredients are comprised of premium alcohol and real Lemonade, making this one of the first high quality "Ready to Drink" products in the market.

"The buying season for this type of market starts in January to get inventory for the spring break market starting in February," stated Kevin Swadish, President of S1 Brands, a wholly-owned subsidiary of SponsorsOne. Mr. Swadish, who is overseeing product creation, sales and distribution, added: "The making of the Doc Wylder's message is being developed to be different and thought-provoking, tailored to its geographical consumer audience. The marketing will be built to maximize and enhance brand equity. Major retailers have already taste tested all flavors and the response was very favorable, with Vodka, Bourbon and Tequila being the top three categories in the spirits market."

The Doc Wylder's product will be offered in a 4 pack, 8 pack, and 15 pack. The first sample production runs are occurring in the Southern California area. The Company has plans to expand production into multiple locations across the USA and internationally to reduce shipping costs as expansion occurs. The initial samples will be sent to buyers in the Adult Beverage category, including Food/Drug/Liquor and Convenience chains.

Myles Bartholomew, CEO of SponsorsOne, said: "The acquisition Premier Beverage Consortium with the Doc Wylder's line was to immediately provide the Company a seat at the table in the rapidly emerging RTD's and Hard Seltzer's market that projected to have revenues of tens of billion dollars through 2025. We are on track to begin full-throttle sales activities by getting these initial production run samples into buyer's hands immediately, which we hope will rapidly enable us to



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progress towards market launch, revenue, and the realization of potentially significant earnings in 2021.”

For more information on the Doc Wylder's "Ready to Drink" product line: [www.docwylders.com](http://www.docwylders.com)

### **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. 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 and 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 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 NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.