

[instant sponsor]

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Los Angeles, Ca. – Instant Sponsor’s business model is about to receive a facelift. The once independent sports sponsorship agency is set to disrupt the \$66-billion sponsorship industry with a revolutionary blockchain-powered platform that connects brands looking to buy targeted sponsorship opportunities in real time and the rights holders – teams, athletes and events - across sports, esports and entertainment.

Between 5-50 percent of a professional sports team's sponsorship inventory goes unsold each season, resulting in billions of dollars of lost revenue across the industry. At the same time, player costs continue to rise forcing teams to put an emphasis on selling sponsorship inventory. Instant Sponsor lowers the barrier of entry for brands to buy that unsold inventory on short-term contracts, while rights holders reap the benefit of additional income that would typically be lost.

Traditionally, the process for brands to secure a sponsorship deal with just one team can take up to five months including due diligence and contract negotiations. Instant Sponsor automates and standardizes the acquisition process with the help of smart contracts, reducing it to just under five hours.

Additionally, the platform allows brands to access sponsorship opportunities in real time, effectively allowing sponsors to “bet on a horse after the race has begun”. For instance, if a golfer contending in a PGA Tour event makes it to the final round he will receive valuable television coverage. But what if he does not have a brand to sponsor his shirt or hat? With the Instant Sponsor platform, a brand can place its logo on that player’s t-shirt as late as a few hours before the tournament or game commences.

“Instant Sponsor is the conduit between brands and rights holders allowing access for brands to sponsor athletes in real time creating efficiency and the opportunity to capitalize on sponsorship inventory in tournaments and events,” Instant Sponsor Found and CEO Anthony Puntoriero said in a statement. “Utilizing blockchain enhances this efficiency and provides financial security for rights holders and brands to engage with confidence. For rights holders and athletes Instant Sponsor gives them the ability to reach a larger pool of demographic specific sponsors and provides the platform in which they can engage.”

Instant Sponsor's first-of-its-kind global sponsorship marketplace is set to democratize the sponsorship industry by providing access, value, and efficiency. Its integrated system incorporates industry-leading tools and ROI (return on investment) metrics into a vast catalog of available inventory across numerous venues or people in sports and entertainment.

Instant Sponsor’s proprietary algorithm calculates a brand's target market, demographics, and budget to create a customized advertising campaign made up of diverse assets across multiple sports including professional leagues, teams, and athletes globally. The algorithm used to generate these results is guaranteed to deliver maximum ROI for the sponsor.

Sponsors can transact on the platform both in fiat or native Instant Sponsor cryptocurrency. A blockchain management platform allows smart contracting, reduced transaction fees, escrow and secure international payments.

Previously, Instant Sponsor has sourced sponsors for teams in the National Basketball Association (NBA), National Hockey League (NHL), Major League Baseball (MLB), the Australian Rules Football league, Australian Football League (AFL), and multiple athletes from the PGA and European Golf Tours as well as the ATP and WTA Tennis Tours.

A variety of businesses - including publically traded companies - from around the globe have partnered with Instant Sponsor to create brand awareness.

Instant Sponsor aims to become a one-stop-shop for sponsors of all sizes to browse and buy global opportunities from the rights holders, while transacting securely and in real time. This new and improved business model will reinvent the way rights holders and sponsors build partnerships while expanding the number of industry players as well as creating additional industry value.