



THE LEGENDARY BVI EVENT
returns on **SUN. MAY 27, 2012**



SPONSORSHIP PROPOSAL

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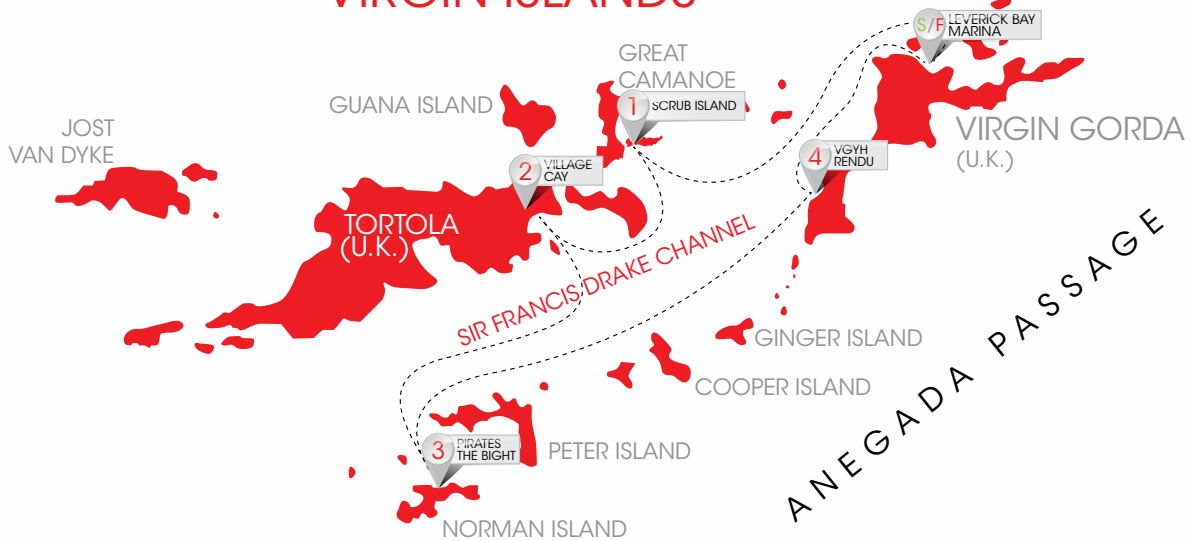
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VIDEO INTRODUCTION

available at www.pokerrunbvi.com

BRITISH VIRGIN ISLANDS



2012

HISTORY

This year's Leverick Bay Poker Run marks the 11th anniversary of the legendary event that has drawn the attention of hundreds of nautical enthusiasts to the waters of the BVI's.

During the Leverick Bay Poker Run, participants travel over a pre-designated route and at each stop on the route draw a playing card, until they complete the itinerary at Leverick Bay Resort & Marina.

At the end of the journey, participants holding the best five-card poker hand are crowned as the Poker Run victors.

The Poker Run has become a national holiday in the BVI attracting a large amount of visitors from the USVI and specially Puerto Rico, and this year's 11th anniversary celebrations will certainly attract the largest crowd in the history of this renowned event.

This year's 11th anniversary celebrations will forever change the event's history, with new surprises in every stop, lots of prizes and a sophisticated fashion show at the end of the event.

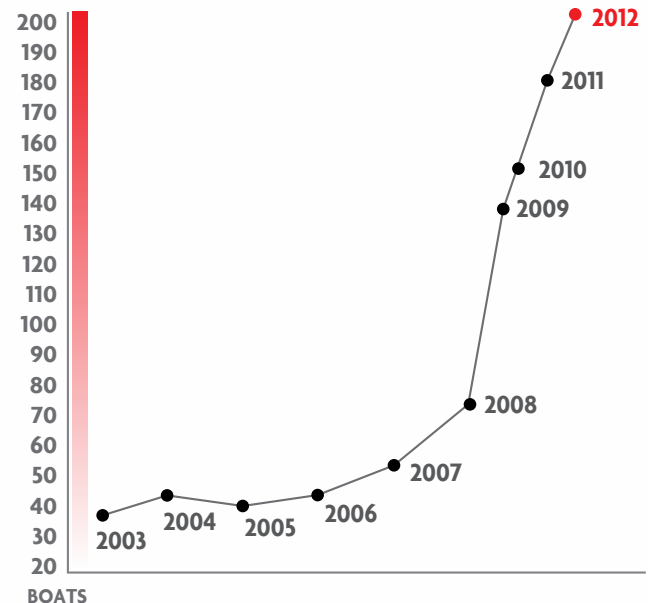
PARTICIPATION

2002- First Poker Run, 15 boats said they would be there. Only 12 showed up, but 3 of them came over from P.R.... From there on, the event grew in popularity.

Every year Poker Run donates over \$10,000.00 to charity Virgin Gorda Charitable Trust and Animal Rescue & Control. Five years later, during 2007, the event had grown to 80 boats. In 2009, thanks to the involvement of the event's agency, JL Marketing Firm, the event doubled it's size to 121 boats.

We estimate that this year's 11th Anniversary will have the participation of no less than 200 boats and close to 2,000 participants.

POKER RUN EVENT GROWTH



THE EVENT

The 2012 Leverick Bay Poker Run, to be held from May 25 to May 27, will mark the 11th anniversary of this acclaimed international event.

The Leverick Bay Poker Run committee for the second time will host a Pre Poker Run Beach Party in the North Sound beach of Sandbox on the island of Prickly Pear on Saturday May 26, 2012.

Sandbox location is logistically sound for production setups, easily accessible by any kind of watercraft, well known by locals and tourists and offers a great environment for sponsors to advertise a wide range of products or services.

This year we expect up to 100 boats from Poker Run participants and observers alike.

Sponsors will be allowed to decorate the beach, distribute premiums or engage in other advertisement activities.

The Poker Run staff, in coordination with the sponsors, will organize activities, music performances, beach games and other surprises during the day of the event.

After passing all the stations, participants will turn in all the cards they have picked up in the five stations and a simulation of the Poker Run experience and prizes will be given for the best three hands.



2012

2012 RENDEZVOUS

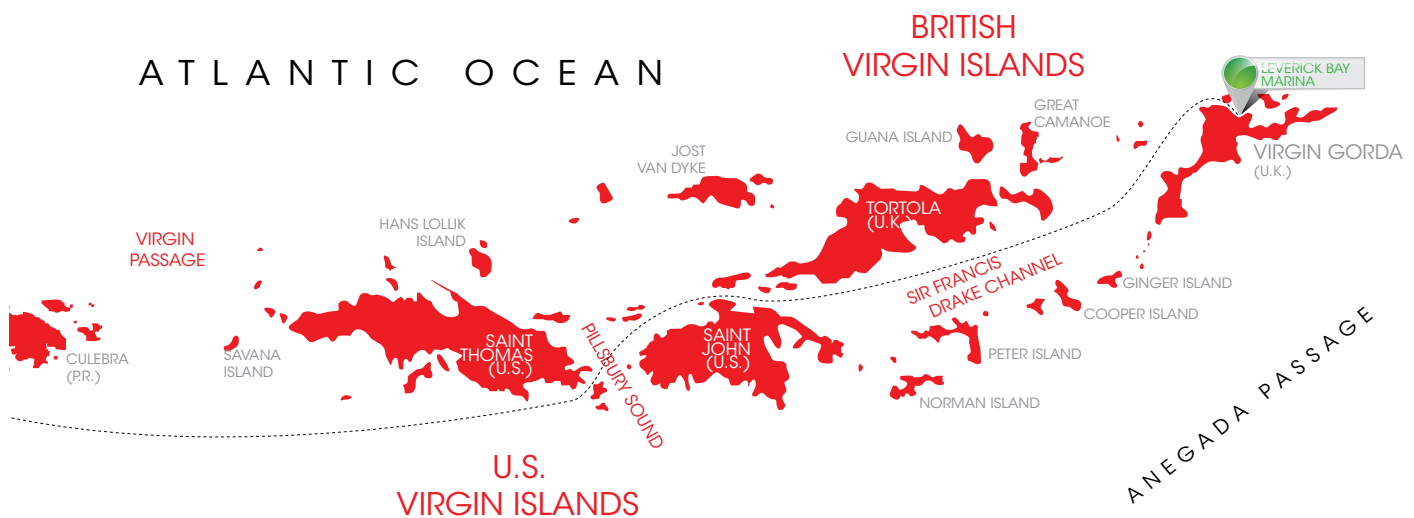
The 2012 Rendezvous, to be held on Friday May 27th, will mark the beginning of the 11th anniversary of the Leverick Bay Poker Run.

Its purpose is to coordinate the safe passage of all participating vessels from Fajardo, Puerto Rico, making one stop in St. Thomas, and a second stop to be determined location in BVI, and finally to Virgin Gorda, on our main base in Leverick Bay.

The Rendezvous is a great sponsorship opportunity at all the participating stops, as sponsors will be able

to coordinate promotions for all the estimated 70 plus boats. The main idea of the Rendezvous is to ensure safe passage from Puerto Rico to the BVI's and to keep all the boats together and organized.

The 2012 Rendezvous is meant to be an exciting way to unite the international Poker Run community and to ensure the safe navigation of all participants to Virgin Gorda. The Poker Run organizers, the USCG and the local authorities will help coordinate the Rendezvous.



RENDEZVOUS LOGISTICS

During the Rendezvous, event staff will work with the Sponsors to coordinate a advertisement campaigns targeted to those participating in the event.

The event staff will distribute VIP batches to all sponsors participating in the Rendezvous.

Individuals holding the VIP badge will receive special discounts, goodies and accesses in the Rendezvous main ports of Fajardo, St. Thomas, and Virgin Gorda. The exact nature of the discounts, goodies and accesses will be announced weeks prior to the 2012 Rendezvous, as this depends on the finalization all sponsorship and productions agreements.



SPONSORSHIP OPPORTUNITIES



3-DAY EVENT AGENDA

FRIDAY MAY 25, 2012

- 8:30 am Rendezvous Starts -
Departure from Puerto Rico
- 4:45-5:00 pm A committee of local boats will welcome the Puerto Rico and USVI fleets coming in at the entrance of the North Sound. Location: Mountain Point at 18° 30' 19.96" N 64° 24' 48.43" W.
- 5:15-5:20 pm Official arrival at Leverick Bay, or an official BVI welcome and a cocktail reception. Here, BVI Customs and Immigration will clear all boats.
- 6:30 pm Welcome VIP reception for captains and crew at the Restaurant at Leverick Bay. A delicious BBQ buffet will be waiting for us.
- 8:30 pm Party with the Jumbies starts at the Jumbies Beach Bar!

SATURDAY MAY 26, 2012

- 9:00-10:30 am Breakfast at The Restaurant at Leverick Bay
- 11:00 am Departure to a to be determined location on BVI for a day of fun in the sun
- 12:30 am Beach Party starts the sponsor's location
- 4:00 pm Departure from location
- 5:30 pm Arrival at Leverick Bay
- 7:00 pm Dinner at The Restaurant @ Leverick Bay (Reservation Required)
- 8:30 pm 11th Anniversary Poker Run party starts at the Beach Bar in Leverick Bay
- 9:30 pm Poker Run Fashion Show Begins at Leverick Bay
- 12:00pm 11th Anniversary Fireworks Show in the North Sound

SUNDAY MAY 27, 2012

- 8:00-10:15 am Breakfast in Leverick Bay & Poker Run registration
- 10:15-10:30 am Captains meeting
- 10:30 am Move Off to Start
- 10:30-10:45 am Official start of the 2012 Leverick Bay Poker Run
- 1st Stop/Card Scrub Island
- 2nd Stop/Card Village Cay, Tortola
- 3rd Stop/Card "Pirates The Bight" Norman Island
- 4th Stop/Card VGYH Rendu
- 5th Stop/Finish Leverick Bay, North Sound
- 7:00-8:00pm Leverick Bay Annual Poker Run prizes will be announced.
- 8:00 pm 11th Anniversary Leverick Bay Poker Run Closing Party starts with lots of surprises
- *ALL BOATS BACK AT LEVERICK BY 5:30pm*
- 5:30 pm Band starts playing
- 5:30-6.30 pm Formulation of hands
- 6:00pm BBQ Starts.
- 6:00-7:55 pm Fashion show



2012

SECURITY & LOGISTICS

During the three-day event our staff will have a coordinated security and logistics staff in place. Each committee will be identified with a different color shirt.

The staff will be organized the following way:

Rendezvous Committee
Leverick Bay Marina Committee
Food and Entertainment Committee
Special Activities Committee
Poker Run General Committee

AUDIENCE

Fans will be targeted online via the Leverick Bay Poker Run Website, British Virgin Island Tourism Website, Facebook, and other social networks.

The Leverick Bay Poker Run 2012 is a marine water sport offering continuous advertising opportunities, including all Property Rights to use the Leverick Bay Poker Run event Logo, Digital Video and Photo footage, 5 Stop unlimited access to provide exposure including, and not limited to, banners, kiosks, models and additional promotional activities (Open to suggestions from the brands Promotion Department including giveaways) and the exclusive right of promotion on each stop.

Non-competing sponsor companies may also reinforce awareness among target markets by

sponsoring the 11th Annual Leverick Bay Poker Run event. At the time, we are targeting sponsors such as First Bank, West Marine, Puerto Del Rey, Yamaha Motor Sports, and Sol Petroleum, among others.

The Leverick Bay Poker Run involves door prizes of up to \$20,000 in cash winnings, championship cups, and sponsorship possibilities. All leading brands will greatly benefit by having exposure in this internationally acclaimed, legendary event.

This year's event will be the biggest one yet with more than 2500 spectators and approximately 200 boats.

We estimate that 35% of the boats will travel from Puerto Rico, 20% from USVI and 45% from BVI.



SPONSORSHIP OPPORTUNITIES



PRE-EVENT MEDIA COVERAGE

Media coverage ranks on the top of the list for our sponsors. Sporting events such as The Leverick Bay Poker Run create opportunities for exciting and interesting newspaper photographs and television images showing sponsor logos on shirts, banners, etc. Such exposure creates brand familiarity for consumers, making the logo and the brand stand out from competitors.

TV:

- One Link and BVI Local TV- up to 50, 30 second spots during two weeks before the event. (Pending negotiation)

RADIO:

- 25 spots on Alfa Rock 105.7, 35 spots, on The Buzz FM 94.5 (St Thomas and BVI radio station)

NEWSPAPER:

- El Nuevo Día article
- La Regata Nautical News/full ad and 1 half page plus a full page.
- BVI Local News Paper with an article

ONLINE:

- 10K E-mail drop. All e-mails belong to individuals who enjoy nautical events.
- Facebook campaign with banner ads targeted to boating enthusiasts and families of ages 25 to 55.
- PokerRunBVI.com website will be equipped with new photography and video. All sponsor logos will be posted on the website and linked to all sponsor's webpages.

MARINAS:

- 6 -10 x 5 ft banners in each Marina in Fajardo.
- All Five Poker Run Stops will have a 12 x 5 banner promoting the event.

*** All sponsors will be either mentioned or will have logo placement on all pre-event coverage



SPONSORSHIP VALUE

The legendary Leverick Bay Poker Run and the 2012 11th Anniversary Celebrations does not see sponsorship as an act of charity, but as a corporate decision that must provide a positive return on investment. An international sponsor of The Leverick Bay Poker Run 2012 can enjoy a wide range of benefits such as:

- Raising brand awareness and create preference
- Increase brand sales
- Creating positive PR and raise awareness of the organization as a whole
- Providing attractive content for a range of products and services such as Giveaways and Models including merchandising (Shirts, Caps, Beer Holders, etc.)
- Building brand positioning through associative imagery
- Providing corporate hospitality at the Leverick Bay Poker Run 2012 sport event, thus enhancing good relationships with clients.
- Participating in the Rendezvous including Boat Caravan sailing out of Villa Marina in Fajardo, P.R.



CONCLUSION

Sponsors and their employees want to feel comfortable with a sport and feel that they are getting good value for their money. The Leverick Bay Poker Run believes that it acts as an ambassador for its sponsor's brands, saying to the world "This brand is all about being dependable, innovative, can do, and full of vitality and life".

Last Years' Overall Participation

2,000 people:
55% BVI, 40% Puerto Rico, and 5% USVI
(incl. St. Thomas & St. John's)

Overall Participation 2012 Target:

40% BVI, 35% Puerto Rico, 20% USVI
(including St. Thomas & St. John's),
and 5% other countries.

**We welcome all sponsors to join this legendary event
and to be part on this special 11th anniversary celebration.**



2012



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SPONSORSHIP OPPORTUNITIES

