



MONSTER MEETS THE BEAST

V.I.C. SPONSORSHIP PROPOSAL

YOUNG MOGUL ENTERTAINMENT

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MEMORANDUM

TO: Scott Atia
Monster Energy Drink Inc.

FROM: Derrick Crooms
Young Mogul Ent. / Rockfort Mgt. Inc

DATE: June 29, 2009

Cc: V. Walker
M. Crooms
C. Washington
C. Crooms
M. Shepherd
C. Hunter

Re: Monster Energy Drink Inc. & V.I.C. Sponsorship and Promotional packet.

Greetings from Young Mogul Entertainment and Rockfort Management Inc., leaders in entertainment and respected worldwide for do diligence and service to our industry and community. It is with great anticipation that we draft this letter and state our interest in working closely with your company. By combining our efforts we seek to create a sponsorship/marketing plan and scheme to satisfy the wants, interests, and needs of each of our organizations.

V.I.C. holds international acclaim as a result of his freshman project, fittingly entitled "Beast". With album bangers like "*Wobble*" and "*Beast*", and his smash hit single "*Get Silly*," the doors are swinging wide open with anticipation for what's to come.

V.I.C.'s sophomore project is geared up and ready to explode, and we want Monster Energy Drink to be an intricate part in helping us to Unleash our Beast! As the new hit single "*Say Bow*" rings and runs rapid through A & B music markets alike, V.I.C.'s reintroduction after a very short vacation is the perfect platform for your company to take advantage of. A headliner, V.I.C., is already scheduled and slated for several tour appearances, recently signed on to a major distribution deal with Jive Records, and is awaiting the final draft of a music video that is sure to top the charts.

These are exciting times at Young Mogul Entertainment and ColliPark Music. Partnering with Monster Energy Drink and bringing the Beast back to his legions of followers can only prove to be beneficial for us all.

Please review the enclosed documents as a blueprint from which to formulate a win-win agreement between our companies. Feel free to contact me at your early convenience at 678-472-3666.

Thanks,

Derrick Crooms, CEO Young Mogul Entertainment

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AS WE PREPARE TO EMBARK UPON OUR NATIONAL AD CAMPAIGN, READYING FOR THE RELEASE OF THE UPCOMING V.I.C. PROJECT FEATURING THE NEW SINGLE "SAY BOW", WE UNDERSTAND HOW ESSENTIAL IT IS TO ESTABLISH PARTNERSHIPS IN BUSINESS THAT WILL ALLOW COMPANIES TO BENEFIT FROM OUR DIVERSE MARKET. WITH THE DOMINATING IMPACT OF HIP-HOP AND URBAN CULTURE ON TODAY'S CONSUMER, IT BEHOOVES COMPANIES SUCH AS

YOURS TO ALIGN YOURSELF WITH A BRAND THAT BRINGS THOUSANDS OF YOUR POTENTIAL CUSTOMERS INTO EYESHOT DAILY, AND POTENTIALLY MILLIONS THROUGH EVERY DAY, VIRAL ONLINE TRAFFIC.

COUPLING YOUNG MOGUL ENTERTAINMENT WITH MONSTER ENERGY DRINK PLACES TWO LEADERS TOGETHER EACH IN ITS RESPECTIVE INDUSTRY, TO WORK TOWARD ONE COMMON GOAL - INCREASING THE SALES OF OUR PRODUCTS.

INTRODUCING THE MONSTER BRAND TO THE "BEAST," LENDS A PRE-EXISTING MARKET TO YOUR COMPANY WITHOUT THE STRAIN OF THE PLANNING AND DEVELOPING OF NEW TOURS AND MARKETS. WE SIMPLY WANT YOU TO JUMP ONBOARD AND TAKE A RIDE WITH US. AS A WELL RECOGNIZED HIP-HOP ARTIST, V.I.C. IS GEARING FOR HIS SOPHOMORE RELEASE WITH PERFORMANCE SHOWS CONSTANTLY IN DEMAND, 11 CITIES CONFIRMED ON THE UPCOMING QUANTUM OF SWAGG TOUR, HEADLINING THE FLAVOR450 BACK TO SCHOOL CAMPAIGN, AND NATIONAL SCHEDULED BLOCKS OF APPEARANCES SOON TO COME. MONSTER ENERGY DRINK DESERVES TO BE ON THE LEADING EDGE OF URBAN ENTERTAINMENT. V.I.C. THE "BEAST" IS READY TO TAKE YOU THERE.

REQUIREMENTS FOR SPONSORSHIP



THE FOLLOWING SERVICES AND PRODUCTS ARE ESSENTIAL IN THE IMPLEMENTATION AND COMPLETION OF A SUCCESSFUL NATIONAL AD CAMPAIGN FOR YOUNG MOGUL ENTERTAINMENT AND MONSTER ENERGY DRINK.

WE NEED THE FOLLOWING:

- NATIONAL AD CAMPAIGN PHOTO SHOOT WITH V.I.C./MONSTER LOGO AND BRANDING FOR CAMPAIGN.
- WRAPPING OF OUR VAN WITH AGREED UPON AD CAMPAIGN LOGOS AND PICTURES (INCLUDING DETAILED PRODUCT BRANDING FOR BOTH COMPANIES).
- PROMOTIONAL MATERIALS INCLUDING BUT NOT LIMITED TO T-SHIRTS, BUMPER STICKERS, BUTTONS, BEVERAGES, ETC. FOR GENERAL PUBLIC.
- PERSONAL SUPPLY OF ENERGY DRINK FOR HOME AND TRAVEL DATES FOR THE ARTIST.
- 6 MONTHS BUDGET OF \$20, 000 TO ASSIST IN THE SUCCESS OF THE PROJECT THROUGH CONSISTENT ENDORSEMENTS.
- CREATION OF A WEBSITE EXCLUSIVELY FOR THE PROMOTION OF THE JOINT MARKETING CAMPAIGN ACCESSIBLE TO BOTH PARTIES.
- CREATION AND IMPLEMENTATION OF A CONTEST GIVEAWAY CONSISTENT WITH THE THEME OF THE CAMPAIGN.
- HYPERLINKS ON MONSTER'S WEBPAGE TO V.I.C.'S WEBPAGE AND VICE VERSA.
- MONSTER MINI REFRIGERATORS FOR FREQUENTLY USED COMPANY FACILITIES.

IN RETURN FOR YOUR COOPERATION AND SPONSORSHIP WE WILL PLACE YOUR COMPANY ON THE FRONT LINES OF VISIBILITY THROUGHOUT V.I.C.'S NATIONAL/INTERNATIONAL PROMO AND TOURING CAMPAIGN. OPENING THE DOORS TO HIS DIVERSE URBAN DEMOGRAPHIC IS NOT AN EASY TASK AND THIS OPPORTUNITY WILL PROVE TO BE A BEAUTIFUL CONNECTION.

WITH V.I.C. PROMOTING HIS TALENTS AND YOUR PRODUCT SIMULTANEOUSLY OUR PARTNERSHIP AND YOUR SPONSORSHIP IS SURE TO BE A HIT IN ITSELF.

PLEASE FEEL FREE TO ADD INPUT AND CONTACT US DIRECTLY WITH YOUR CONCERNS.

QUANTUM OF SWAGG TOUR DATES

FIRST LEG

JULY 4TH – BUFORD, SC

JULY 5TH – SAVANNAH, GA

JULY 24TH – MOBILE, AL

JULY 25TH – HUNTSVILLE, AL

SECOND LEG

AUGUST 17TH – NASHVILLE, TN

AUGUST 21ST – BIRMINGHAM, AL

AUGUST 22ND – JACKSON, MS

AUGUST 27TH – MONTGOMERY, AL

THIRD LEG

SEPTEMBER 19TH – CHATTANOOGA, TN

OCTOBER 3RD – ATLANTA, GA

OCTOBER 15TH – VALDOSTA, GA

FLAVOR450 BACK TO SCHOOL CAMPAIGN

AUGUST 18TH – 28TH - COLLEGE RADIO REMOTE RUN (MOREHOUSE, GA. TECH, SPELMAN, CAU, GA. STATE)

AUGUST 28TH – BACK TO SCHOOL YEAR KICKOFF POOL PARTY

FLAVOR450 WASHINGTON D.C. DATES AND SOUTH GEORGIA DATES TO BE ADDED.