

# MVP-PROMOTIONAL & MARKETING CAMPAIGN 2008

## *Promotional Resources*

- **MVP Quest.com** Yearly Mega MVP Fitness Event contests with prizes and sponsorship giveaways.
- **MVP Team.com** SPONSORSHIP OF ATHLETES: (Xtreme sports, Fitness & Bodybuilders, Olympic Sports,). Look for the Application form. Business cards for Athletes. Sing photographs, gear with their name on.
- **MVP Nutrition.com** Constantly Upgraded and Improved Detailed information on the each formula available and preview of upcoming new potent compounds according To the Latest Nutritional Technological Research.
- **Xtreme Lifestyle Mag.com** New upcoming yearly (Magazine) EHM Magazine with information on Athlete's Spotlight and Coverage on yearly event (MVP Quest Fitness Event) Latest Formulas available, Fitness & Nutrition articles,
- **SPONSORSHIP OF Events and Shows** Major National & International Events, Trade Shows **Arnold Classic 2008, Expo USA and CHFA Canada 2008**

**Affiliates:**        **Extreme MMA Fighting – TV , Media and XLM coverage**  
                         **UFE – Ontario Events XLM coverage**

**MAGAZINE ADS:** MVP advertisement on products, event or team members in selected fitness magazines (**Muscular Development, Inside Fitness, Beyond Fitness, Status** )

- Store floor promotions by MVP TEAM Athletes and personnel.

## *Promotional Items*

- AUTO TAGING Vehicles
- MVP T-SHIRTS: Cop program 50% on the cost with the store owner. Various sizes and style
- FREE PRODUCTS: SINGLE SERVING Items for events and new accounts
- Product catalog
- CD with MVP Logos pictures of products
- DVD,s Video of events, Athletes and Product adds
- Stickers of MVP Athletes on the Product , Store Choice,
- POSTERS, BANNERS : Various Sizes and Styles
- MVP Team Athletes Sing photographs
- STICKERS : For Store Display Window (2 sizes available)
- Large Plastic Bags: with MVP LABS Logo and web address
- MVP Bracelet : Black One Size Silicon
- MVP Embroidery Patch

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