



**Profitincreasefunding.com**

## **We Provide You with Companies That Will Pay Your Business For Naming Rights and/or Corporate Sponsorships**

{We Can Transact Your Naming Rights AND Then Factor Your Future (and/or preexisting) Naming Rights Deals}

Profit Increase Funding is a company that has the extremely unique and powerful niche, expertise, and skills to provide, negotiate with, and secure businesses and organizations for you that are seeking to pay companies, organizations, or establishments such as yours, for naming rights and/or corporate sponsorships. This can provide millions or perhaps tens or hundreds of millions of dollars (and in some cases billions of dollars) for your business, organization, stadium, municipality, non-profit organization, airport, shopping center, television station, amusement park, church, university, hospital, theater, and many other kinds of venues at virtually no cost and absolutely no risk to you. We have a strategic and highly efficient system that allows us to provide you with businesses that want to buy naming rights from you in an expedient and very easy and convenient manner, which places us in the position to do all of the work for you while you receive all of the profits for your business.

Also, remember that Profit Increase Funding, Inc. is the only company in the world that, in addition to first facilitating and transacting your naming rights deals can also secondarily factor them, bringing you more immediately useable cash faster. Or we can just factor your future or (already sold) preexisting naming rights and therefore combine ALL of your future incoming annual/monthly incremented payments from your naming rights into just ONE lump sum of CASH up to 95 percent of the total cash value of the Naming Rights. This allows the seller of the naming rights to NOT have to WAIT for the naming rights payments to be paid to them over a period of sometimes 5, 10, 15, or even 20 or 30 years but INSTEAD be able to cash-in-NOW on those payments. This also allows the seller of the naming rights to not have to negatively contend with and experience the detrimental affect of the depreciation of the value of the dollar.

This is our exclusive concept that was conceived of and is now being pioneered and implemented by Brian Strugs, the President/CEO of Profit Increase Funding Inc.

## **What Are Naming Rights?**

Naming Rights are when Company (A) agrees to pay Company (B) for the right to place its company's name on, perhaps, the roof or large exterior or interior wall of perhaps a stadium or some other kind of venue owned by Company (B). Naming Rights are the right to name a piece of property, either tangible property or an event, usually granted in exchange for financial considerations. Institutions like schools, places of worship and hospitals have a tradition of granting donors the right to name facilities in exchange for contributions. Corporations see securing the naming rights for stadiums, theaters, and other public gathering places as a form of advertising, and naming rights deals worth millions and sometimes billions of dollars have been consummated. Naming Rights allow businesses and organizations that are complementary to each other to position themselves to establish the buying and selling of Naming Rights on the exterior and/or interior of a building or land (or in other ways and locations) for mutual benefit of the buyer and the seller of the naming rights. Many Fortune 500 Companies conduct these types of business transactions on a regular basis. Also, the selling of Naming rights can be applied to events.

## **What Are Corporate Sponsorships?**

Corporate Sponsorship is when an entity pays an agreed upon amount of money to another entity and in return receives marketing, advertising, and branding benefits along with other possible benefits.

## **What Is Factoring?**

Factoring is the process of providing a lump sum of cash to a company that is receiving monthly or annual incremented payments. It does this by providing the company with up to 95 percent of the total face value of the balance of the outstanding monthly or annual incremental payments owed to them. Factoring allows a company to cash-in-now on money owed to them in the future. Many Fortune 500 companies use Factoring worldwide to improve cash flow, promote and finance growth, and increase profits. Furthermore, because Factoring is NOT a loan and does NOT produce ANY debt, this is extremely beneficial and cost-effective for the seller of the naming rights and/or corporate sponsorships. Obtaining bank loans that produce debt also produces a liability for the business -- this decreases the overall net worth of the business and the loans must be repaid. Also, the additional expense incurred by the interest of a loan negatively affects the balance sheet of any business.

PIF can first facilitate and transact your naming rights deal for you and then factor it; therefore, providing your company with upfront cash now, instead of you being limitedly forced into only being able to collect periodic

annual/monthly payments from the sale of the naming rights over a number of years. This process also allows you to avoid the inevitable and unavoidable depreciation of money.

Not only will this provide huge amounts of money for your establishment for initial architectural construction or architectural construction expansion but also PIF has the capability of creating awesome customized Self-Generating Revenue Concepts for you.

Selling naming rights is a very successful fund raising tool for convention centers, office buildings, stadiums, hotels, colleges, hospitals, municipalities, airports, museums, and many other venues to raise **debt-free** capital for the purpose of architectural construction expansion. PIF can raise the money needed for expansion via Naming Rights and Factoring. Corporate dollars -- instead of hard to get and long waits for government handout dollars or totally obtainable bank loans. We are offering you a Naming Rights opportunity that is debt-free and can bring you millions of dollars. Much better than that, we take it a step further and factor those naming rights, which provides you with the immediate **debt-free** lump sum of cash up to 95 percent of the total cash amount of the annual incremented payments from the Naming Rights. By factoring your naming rights, you will receive almost all of the millions NOW instead of years from now. Without the benefit of factoring the naming rights, it will take 10, 15, or even 20 years for you to receive/collect all of the payments.

The factoring of naming rights is a concept created by Brian Strugs, President/CEO of PIF, and at this writing, this concept is only available through them. Not only will factoring the naming rights help provide expansion dollars for your office building, but also dollars to help eliminate and/or prevent current financial debt, create and protect jobs within your office building, and greatly increase your ability to compete globally.

## Explanation of the PPIC

We are offering you the **PPIC: Powerful Profit Increasing Combination of:** (1) assisting you in becoming a Seller of Naming Rights, (2) Factoring your Naming Rights so that you will be able to convert the annual or monthly incremented payments from the Naming Rights you will have sold into one lump sum of immediate **debt-free** cash up to 95 percent of the total cash value. This will allow you to have the money from those Naming Rights NOW instead of having to wait 10 or 15 or 20 years or more to accumulatively receive all of the money from them and therefore also avoiding the inevitable depreciation of the dollar, (3) Self-Generating Revenue Concepts based on you establishing in-house methods of generating profits so that you may have additional revenue for sustaining your establishment as well as expanding it and being financially self sufficient; no longer having to look for a handout from the government and/or lending institutions, (4) innovative ways those Self-Generating Revenue Concepts can interdependently profit from each other and in the process

additionally produce the by-product of generating more profits as a result of the innovative and intentionally induced interdependency of those profits, (5) greatly increased numbers of consumers that utilize your establishment, (6) more public and media exposure (and much of it for free because of the uniqueness we can install into your establishment that can make it a media-magnet), (7) creative expansion plans that will not just make your establishment bigger but will definitely make it better and more ingeniously functional, consumer friendly and appealing, and (8) all of these combined forces being funneled into bringing you super-soaring profits. All of these powerful and extremely profitable innovative and pioneering services, concepts, and strategies will be combined with our highly efficient methodologies and are available in addition to our conventional Factoring and Notes services.

Naming Rights and especially naming rights that have been secondarily factored, produce enormous amounts of debt-free cash. For example, Profit Increase Funding could offer your establishment an opportunity for us to provide you with a debt-free Naming Rights deal that will bring you \$250 million dollars over a 10 year period at \$25 million dollars per year. This transaction would be debt-free because Profit Increase Funding, Inc. **PIF** would arrange for a Naming Rights Buyer to purchase Naming Rights from you that we would prepare for you. But much better than that, this will be followed by us, Profit Increase Funding, Inc. factoring those naming rights which will provide you with an immediate debt-free lump sum of cash up to 95 percent of the total cash amount of the expected accumulation of the annual or monthly incremented payments that without factoring normally would have taken 10, 15, or even 20 years for you to accumulatively receive. This means that you will receive almost the entire \$250 million NOW instead of 20 years from now through both of the debt-free methods of Naming Rights combined with Factoring.

## THE FACTORING OF NAMING RIGHTS

### “The Upfront Explanation”

In our initial conversation with potential clients (past or future sellers of naming rights), we talk about our ability to convert the annual incremented payments they are (or will be) receiving from the buyer(s) of their naming rights into a lump sum of cash. Typically, their initial and incorrect response is they don't need our services because the annual naming rights payments they are (or will be) receiving are already being paid “upfront (or will be) paid upfront.”

What they incorrectly mean is that **each year**, the naming rights annual payment is paid to them by the organization that bought the naming rights. There is nothing upfront about that. That is merely the buyer of the naming rights fulfilling the traditional obligation of paying the conventional annual payments in a typical naming rights contract. What they sometimes don't immediately understand and realize (but eventually we get them to understand and realize) is that what Profit Increase funding is referring to and offering is the process of providing them with upfront advanced payments for **all** of the payments (plural) they will be receiving for the **entire** term of the Naming Rights agreement via the process of Factoring.

For example, let's say they already have or will have a naming rights deal they are selling or have already sold valued at \$100 million and the naming rights buyer has agreed to pay them \$10 million each year for the next 10 years. Some naming rights sellers mistakenly think that we can only give them a lump sum of upfront cash in a limited capacity in regards to only advancing them \$10 million for (one annual payment).

However, that is not the case and only accounts for **one** annual payment in this hypothetical scenario. What Profit Increase Funding can do is advance the Seller of the Naming Rights up to 95 percent of the **total** amount of **all** of the future annual Naming Rights payments, **combined**, that the Naming Rights Seller would normally but slowly receive in annual (or monthly) incremented payments.

What we are saying in this scenario is that they could receive a one lump sum of \$95 million on a \$100 million Naming Rights agreement.

In other words, if you have seen the television commercials that talk about how some companies can provide a lump sum of cash to the recipients of structured settlement payments, then you are already familiar with the process of how we can adapt that same kind of procedure to provide you with a lump sum of cash for your business via the factoring of your naming rights that you have already sold or soon will be selling to a naming rights buyer.

Another beautiful thing is that when a naming rights seller proceeds to factor their naming rights through PIF, they do NOT have to obtain permission from the buyer of the naming rights in order to factor their naming rights. All they have to do is to just allow the funding source company to simply notify the naming rights buyer of the simple transition. In fact, the buyer of the naming rights has no choice in the matter and is unaffected by the transition anyway.

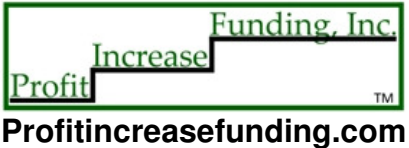
It is like when a homeowner gets a letter in the mail that tells them they will now be sending their mortgage payments to a different mortgage company. The payer of that mortgage has no choice in the matter and is unaffected by the transition anyway. Also, similarly, the amount of the payments and when they pay those payments will not change for the buyer of the naming rights so it is really no big deal of an adjustment for the naming rights buyer to be concerned about anyway. The only thing that will change for the buyer of the naming rights is to whom and where they send their payments.

Also, remember as I mentioned earlier, factoring is NOT a loan and does NOT produce any debt; this is extremely beneficial and cost-effective for the seller of the naming rights and/or corporate sponsorships. Also, at Profit Increase Funding, we have an immense and continuously growing understanding of the emerging trends and strategies of naming rights and factoring deals.

Additionally, we want you to know that you can easily qualify for having your naming rights factored by Profit Increase Funding Inc. because our unconventional funding source companies do not base their decision upon your business. Instead, they base their decisions to factor a business based upon the credit history and credit worthiness of the payer of the payments, which in this case is the buyer of the naming rights. In other words, they want to know that the buyer of the naming rights has been (or will be) making payments consistently and on time and that there is a high probability that the payer/buyer of the naming rights will continue to pay their annual (or monthly) naming rights payments.

Secondly, you can very much confidently rely upon this type of transaction (the factoring of naming rights) because although there may perhaps be a concern about the successful transaction of receiving a large sum of money, we assure you that our unconventional funding source companies are infinitely much more concerned and extremely cautious about these kind of transactions than you or we could ever be because they are the ones who are giving out the money. This means that they are not going to take a chance on the deal anyway if it could not and would not work. They have too much to lose. Further, the only logical concern to be considered is: Can we get you the money? If not, then there is no way you can lose anyway. But fortunately and definitely, we can and will get you the money, so everybody wins! Additionally, not only will you have absolutely no debt from this transaction, you also will have absolutely no risk and absolutely nothing to lose and absolutely everything to gain. Further, remember that Profit Increase Funding is the only company that can factor naming rights deals and combine ALL of the future annual incremented payments of the naming rights into just ONE lump sum of debt-free cash for your Clients. This is our exclusive concept that was conceived of and is now being pioneered by Brian Strugs, the President/CEO of Profit Increase Funding Inc.

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## **EXAMPLES OF SUCCESSFULLY PROFITABLE NAMING RIGHTS DEALS**

**Naming Rights have been increasingly providing enormous profits for all kinds of for-profit and non-profit businesses. In 2008, the sale of naming rights brought in an approximate \$ 4 billion for non-profit businesses and municipalities. Many of these deals were individually transacted for millions, tens of millions, hundreds of millions and in some cases billions of dollars. In 2009, even far more billions of dollars than the \$ 4 billion for non-profit businesses were spent on the transacting of for-profit naming rights deals. This has to mean that the naming rights deals were (and still are and always will be) very important, valuable and very profitable for naming rights buyers or they would not have spent that kind of money on them. To give you an idea of how much money naming rights buyers were willing to spend on successful naming rights deal, please examine the following examples of successful, highly profitable naming rights deals:**

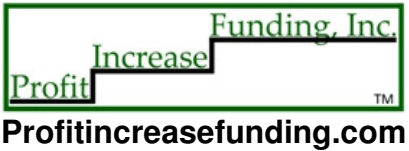
**[1] The Monorail Station at the Las Vegas Convention Center sold naming rights to the convention center plus one of the trains in the city's Light Rail System to Nextel Communications Inc. for the sum of \$50 million over a 12-year deal/period.**

**[2] In Washington D.C., the Stadium where the sports team the Washington Redskins play sold naming rights to Fed Ex for the sum of \$207 million over a 27-year deal/period.**

**[3] The Dubais Roads and Transportation Authority (RTA) sold naming rights to 13 Dubai Metro Stations to 6 companies for the sum of \$463 million over a 10-year deal/period.**

**[4] In Dallas, Texas, the Stadium where the sports team the Dallas Mavericks and the Dallas Stars play sold naming rights to American Airlines for the sum of \$195 million over a 30-year deal/period.**

**[5] In Cleveland, Ohio, the Cleveland Regional Transit Authority (which is a \$200 million public works venture) sold naming rights to a hospital in Cleveland for the sum of \$6 million over a 25-year deal/period.**



## **“Naming Rights Deal Factoring Chart Of Various Examples Of How A \$100 Million Naming Rights Deal Could Be Factored”**

The factoring of naming rights is a new concept that was conceived by Brian Strugs, President/CEO of Profit Increase Funding, Inc. It essentially involves converting the annual incremented payments paid to the naming rights seller by the naming rights buyer into a significantly large lump sum of slightly discounted cash for the naming rights seller. Because the lump sums that can be paid to the naming rights seller vary, as they are determined by and contingent upon the strength of the entity responsible for making the payments (the naming rights buyer), the following factoring of naming rights approximates below are NOT to be taken literally as an automatic rule of thumb.

Each deal has its own set of variables and therefore, no two deals are alike, the approximate Factored lump sums that can be paid to the naming rights seller may be lower or higher than what appears in the chart below. If the naming rights buyer is very strong, solvent and reliable, the lump sums that can be paid to the naming rights seller will increase.

The Naming Rights Deal Factoring Chart below is a chart that displays some of the various ways that a Naming Rights Deal can be Factored, which will allow a Naming Rights Seller to convert their annually received incremented payments into a single debt-free lump sum of cash. In the example below it shows four (out of many) possible ways a \$100 million Naming Rights Deal (that would normally have to be paid out over a 10-year period at \$1 million per year) could be Factored to allow the Naming Rights Seller to receive almost all of their money NOW instead of having to WAIT ten long years. This also helps to avoid the depreciating value of the dollar. Please extensively study the chart below:

**FACTOR 3 YEARS**...and your *For-profit Business, Non-profit Organization or Municipality* nets between \$23.6 to \$24.5 million... that is an approximate 80% lump sum of advanced debt-free profit

**FACTOR 5 YEARS**...and your *For-profit Business, Non-profit Organization or Municipality* nets between \$35.2 to \$37.0 million... that is an approximate 68% lump sum of advanced debt-free profit

**FACTOR 7 YEARS**...and your *For-profit Business, Non-profit Organization or Municipality* nets between \$44.3 to \$47.2 million... that is an approximate 65% lump sum of advanced debt-free profit

**FACTOR 10 YEARS**...and your *For-profit Business, Non-profit Organization or Municipality* nets between \$54.8 to \$59.6 million... that is an approximate 58% lump sum of advanced debt-free profit

Now you are in a very unique and prime position to move into a much higher and better dimension by allowing Profit Increase Funding, Inc. to initially transact Naming Rights for you followed by allowing us to Factor the Naming Rights.



## ***Self-Generating Revenue Concepts***

These Self-Generating Revenue Concepts can range from: (1) suggested auxiliary businesses, (2) investments, (3) alliances, (4) resources, (5) convenience producing and/or equipment usage strategies, (6) suggested construction additions, (7) methodologies of increasing cost-effectiveness while decreasing expenditures, (8) developing in-house revenue increasing amenities; necessities; and pertinent availabilities for your specific group of consumers, (9) tourist attracting venues, (10) conventioner attracting venues, (11) existing products and/or services and/or customer service improvements and/or creative suggestions for new products and/or services, (12) advertising and marketing strategies, (13) environmental improvements, (14) political and socioeconomic solutions as they pertain to your establishment , (15) rectification of legal and/or contractual issues and converting them into viable positive utilizations, and many other extremely useful and profit-generating strategies and concepts.



## **The Process Steps At A Glance**

*[The following processes outline the sequential steps required to efficiently, synergistically, and successfully provide, facilitate, transact and close a naming rights deal, followed by factoring those naming rights for you.]*

***The Process Steps we will use when we provide, facilitate, transact and close a naming rights deal followed by factoring those naming rights for you:***

1. The Client/the seller of the naming rights/corporate sponsorship will complete the Non-Circumvention/Non-Disclosure Agreement.
2. The Client/the seller of the naming rights deal will complete the Seller of Naming Rights/Corporate Sponsorship Agreement that authorizes Profit Increase Funding, Inc. (PIF) to provide, facilitate, transact and close their naming rights/corporate sponsorship deal.
3. The Client/the Seller of the naming rights/corporate sponsorship will complete the Factoring of Naming Rights Agreement and the separate Funding Source Company Agreement for the Funding Source Company to factor the naming rights/corporate sponsorship. (This will be done with the assistance of PIF if necessary).
4. The Client/the Seller of the naming rights/corporate sponsorship will complete the Factoring of Naming Rights Payments Factoring Submission Worksheet to factor the naming rights/corporate sponsorship.
5. PIF via the Funding Source Company will factor the naming rights/corporate sponsorship between the seller and the buyer. PIF will facilitate, transact, and close the factoring deal and advance up to 95 percent of the face value of the Naming Rights/corporate sponsorship to the seller.

***Process Sub-Steps are as follows:***

- (a) The Funding Source Company advances up to 95 percent of the naming rights amount to the seller of the naming rights;
- (b) The Funding Source Company holds a small percentage of the naming rights cash amount as a Reserve;

(c) The Funding Source Company assumes the right to begin and continue to receive the annual incremented naming rights payments;  
(d) The buyer of the naming rights begins and continues to submit payments to the Funding Source Company for the naming rights they have purchased from the seller the naming rights.

6. PIF will accept Referrals (to transact and/or factor naming rights and/or corporate sponsorships) from both the seller and the buyer of the naming rights deals in order to acquire more naming rights/corporate sponsorships and/or factoring deals.
7. \*PIF gets paid from the Client for providing, facilitating, transacting and closing the naming rights.
8. \*PIF gets paid from the Client for factoring the naming rights.
9. \*PIF gets paid from the Funding Source for factoring the naming rights.

***\*Note that each payment (in regards to the preceding numbers 7, 8 and 9) represents a separate payment that will be paid to PIF because each transaction will be done to the exclusion of the other.***

**If you have any questions or comments, please call us. We are looking forward to working and growing with you.**

**Sincerely, Brian Strugs**

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