

TONY G

- Antanas “Tony G” Guoga is a **distinguished poker player** and a **lucrative businessman**, who has founded a number of international companies;
- He became famous due to his **extraordinary poker skills**, and an undeniable charisma paired with a fun-loving attitude;
- As a **member of the European Parliament**, Antanas Guoga promotes entrepreneurship and improving conditions for business opportunities;
- Guoga, as a politician, is also an active participant in the discussion of **blockchain and cryptocurrencies**, and their worth to society;
- Being an avid fan of basketball, Mr. Guoga has already provided financial support the country's national team back in 2010, and is now looking to **give Lietuvos Rytas a chance to realise its full potential**.

Some of the thriving companies that Guoga gave a start to include www.pokernews.com, www.tonybet.com, and www.spectrocoin.com.



- The latter would provide DASH with a **fiat currency processing**, which in turn would allow the Vilnius municipality and the team to accept payments in DASH.
- It would also provide options to buy DASH with credit + debit cards, via bank transfer and many other **local payment methods** used in Lithuania.
- The SpectroCoin wallet is equipped to **fully support DASH** and will also provide **live support** in the exchange for the potential new DASH users.



A 3 MONTH PARTNERSHIP TEST CAMPAIGN

- **10 EUROCUP MATCHES**
- **18 LKL MATCHES**
- 100,000 fans in the home arena
- additional 200,000 fans in European arenas and in Lithuania
- **up to 50,000 new potential DASH users and introductions**

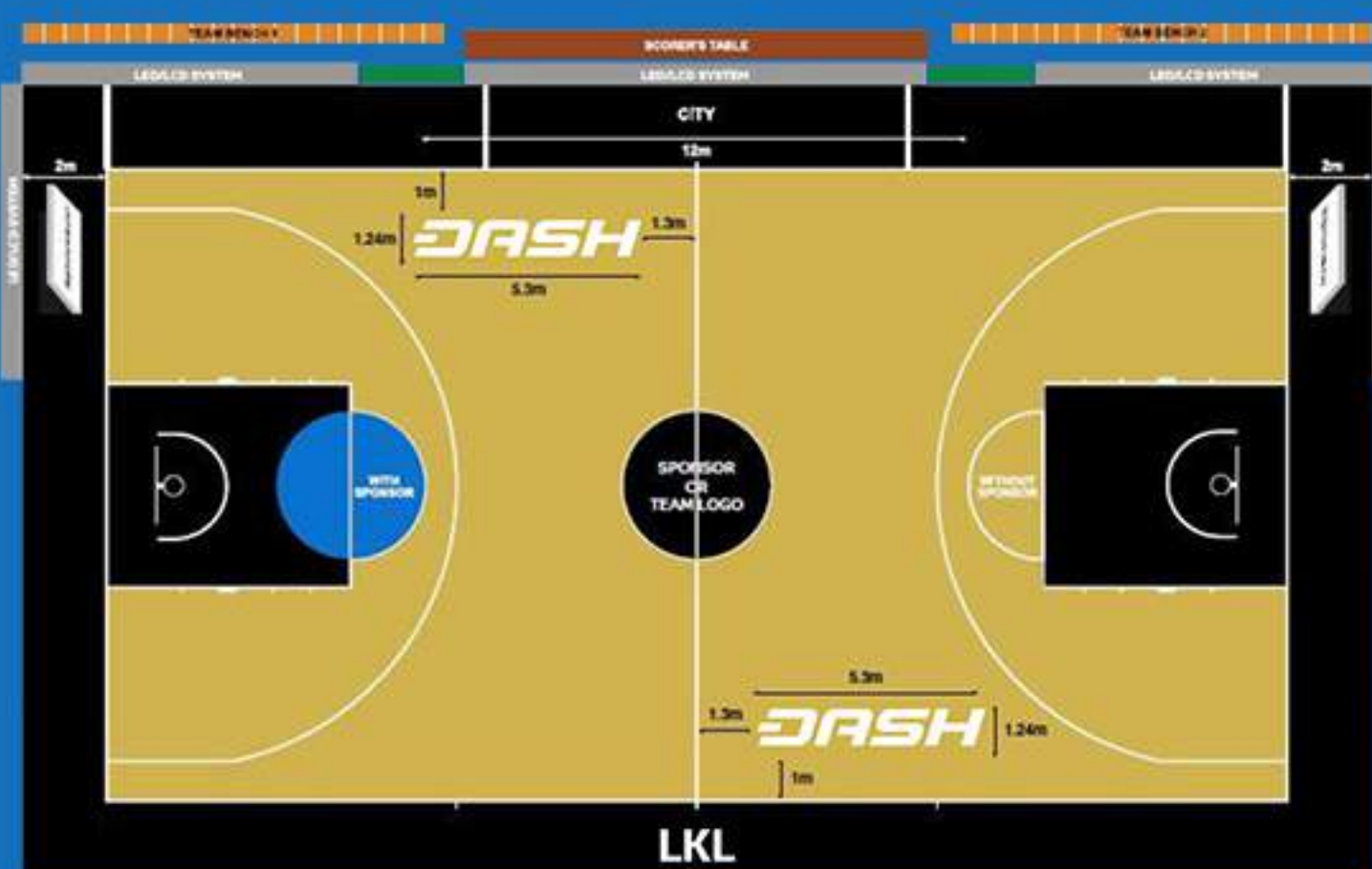
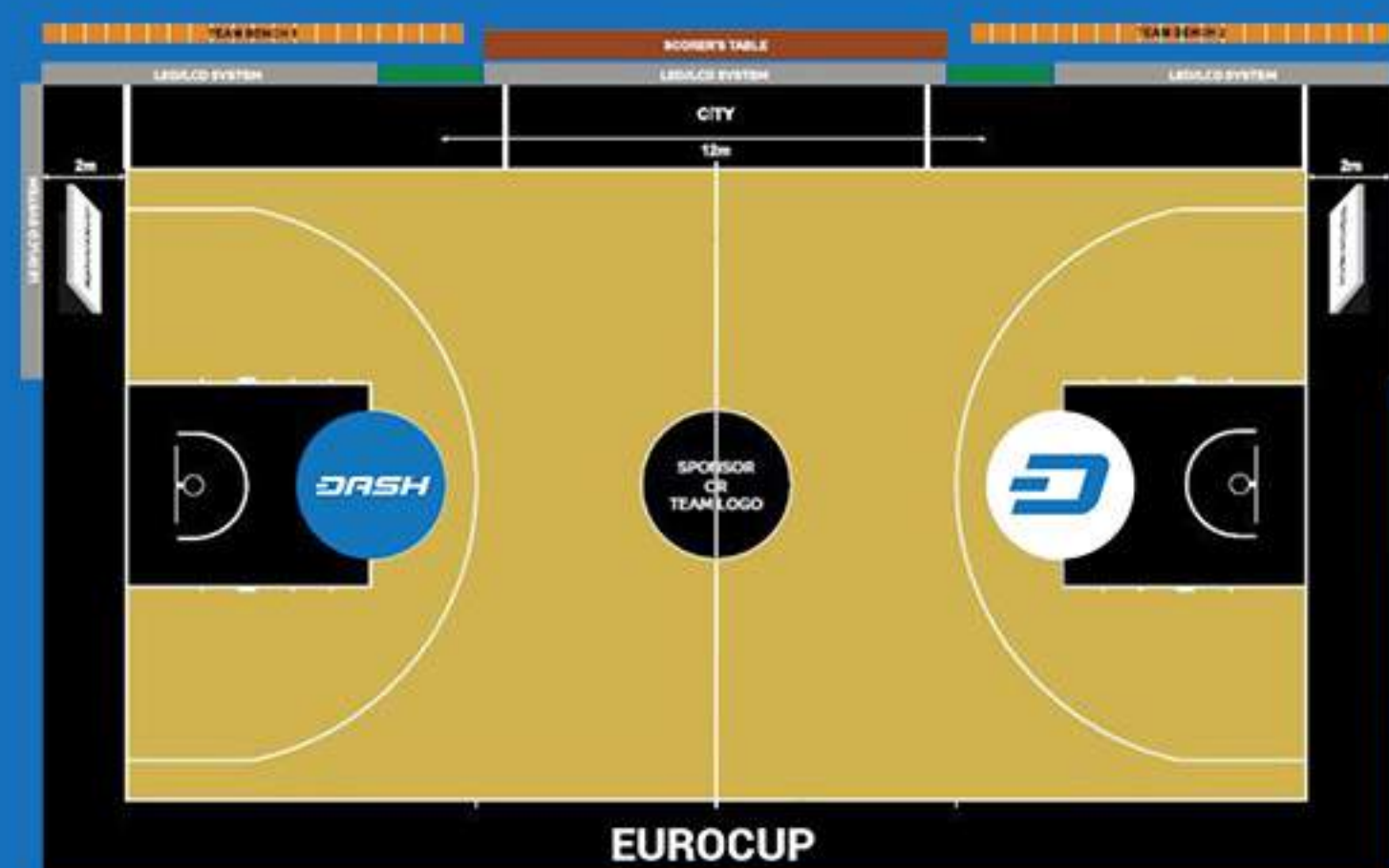
DASH ALSO GETS

T-SHIRTS + DASH branded cheer squad outfit



COURTSIDE ADVERTISING

- Full perimeter **LEDs** - 6 minutes during the **EuroCup and LKL matches**
- **Field banners** and **free throw circles** during all matches
- **Cube screen** branding and **interactive campaigns**
- **Four branding areas** on the walls inside
- One quarter of the **press wall branding** and billboards in home arena



MARKETING POWER

- **DASH Warm Welcome press conference** and PR campaigns during Eurocup matches
- **"Welcome, Dash" outdoor campaign** in Vilnius: **32 billboards** in top locations
- **SEO links, presentations** and **interactive campaigns** in the club's social network accounts, their official site and fan page (50000 fans)
- **Ticket campaigns** integrated with Dash – a 25% discount for Dash users
- **Full integration** into all the media campaigns of the team | *socially responsible programs & entertainment projects amongst others*
- 10-15 sec **TV advertisements** during all the LKL matches on a Tier1 channel | *average reach is ~60,000 x 2 matches per week*
- 10-15 sec **video pre-rolls** on the LKL matches' online streams | *average reach is ~10.000 unique viewers*
- **Online banners campaign** on the biggest news site in Lithuania www.delfi.lt | *~1,000,000 monthly visitors*

MAKE DASH TO BE CASH IN EUROPE

with a monthly investment of just 500 DASH within a 3-month trial period