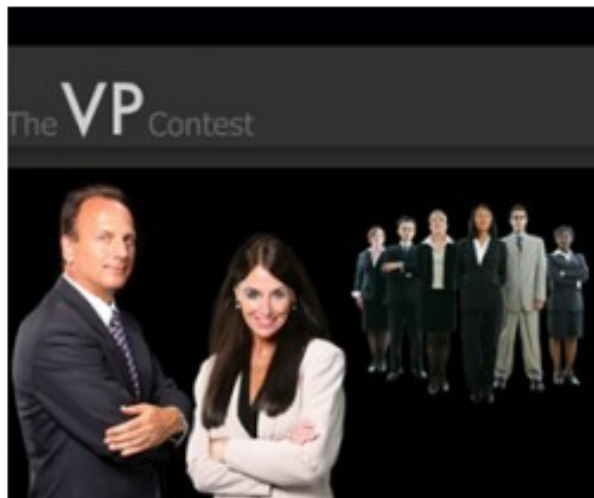


# EverythingSanDiego

## The VP Contest Taps Talented San Diegans for Reality TV Sales Competition

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From celebrities and camera crews, to big brands and job opportunities, a new reality sales contest and TV pilot program is coming to San Diego. Produced and hosted by **Next Productions**, a San Diego-based marketing and production company, **The VP Contest** is a seven-week reality sales competition in which 25

contestants vie for a full-time VP of Sales position or cash prize.

“I launched this contest as a new way to provide jobs, generate revenue in the local community, and deliver a truly cost-effective opportunity for companies to increase sales and exposure,” said Ken Gora, CEO of Next Productions. “With The VP Contest, contestants win, companies win and communities win.”

Beginning on April 15, hundreds will audition live for their spot in the competition. On April 30, the 25 selected contestants will begin their journey to prove their marketing genius and avoid elimination. Each week, contestants will sell products or services from sponsoring businesses, such as CUBA Beverage, Elocksys and Western Distribution. At the end of each week, the competitors will come face-to-face with a panel of celebrity judges for an evaluation of their sales and marketing success, and the bottom three performers will be asked to leave the competition.

At the end of the seven weeks, the top performing contestant will be offered a \$100,000 salaried position as VP of Sales for Next Productions, or a cash prize of \$10,000. Runners up will receive cash prizes, interviews and other incentives. All cash prizes are guaranteed by Next Productions.

Local businesses are invited to sponsor the competition by having their products or services sold by the contestants for the duration of the contest. Next Productions offers a money-back guarantee for all participating businesses to ensure a full return on their corporate sponsorship investment.

The first live auditions for *The VP Contest* will be held on April 15 from 1:00 to 4:00 p.m. at the Grand Del Mar Resort in Carmel Valley, as well as on April 21 from 9:30 a.m. to 2:30 p.m. at the *Next Productions* offices in Carmel Valley. For audition and sponsorship information, call (858) 755-9914 or visit [The VP Contest website](#).