

The VP Contest Taps Talented Angelenos for Reality TV Sales Competition

By Dana Flower | April 15, 2010



From celebrities and camera crews, to big brands and job opportunities, a new reality sales contest and TV pilot program is coming to Los Angeles.

Produced and hosted by Next Productions, a Southern California-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 19, hundreds will audition live for their spot in the competition. On May 4, 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, LA Girlfriend and Keystone Benefits Group. 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 will be held on April 19 from 12:00 to 5:00 p.m. at the Montage Beverly Hills, as well as on April 22 from 11:00 a.m. to 4:00 p.m. at the Doubletree Hotel Carson Civic Plaza. For audition and sponsorship information, call (858) 755-9914 or visit <http://www.thevpcontest.com>.

Next Productions is a marketing and production firm headquartered in San Diego, California, comprised of professionals in the recruiting, B2B outsourcing, television/entertainment and marketing industries. Next Productions is producing The VP Contest, a reality sales competition and pilot TV program that will be held in 26 major cities throughout the United States over the course of 12 months. The VP Contest involves 25 contestants competing to sell different corporate sponsor's products for seven weeks in an elimination setting to win the grand prize of a \$100,000 salaried VP of Sales position with Next Productions. The VP Contest will also be filmed in each city as a pilot for a Reality TV program.