

# Triple-A Baseball Teams Up With SponsorshipPRO+ to Make a Hit with Sponsors

*League-wide adoption of SponsorshipPRO+, a newly-released sponsor relationship software, is expected to advance the member teams in their ongoing battle to increase and retain sponsorships.*

Atlanta, GA (PRWEB) May 18, 2005 -- One of the nation's most prestigious sports leagues, Triple-A Baseball, now has state-of-the-art technology behind their sponsor relationships. With SponsorshipPRO+ software, teams can now dramatically increase the assessment and delivery of sponsored assets.

Atlanta-based eBrandedSolutions, Inc. has reached agreement with Triple-A Baseball, which will provide eBS' new sponsorship software package to all 30 teams throughout the U.S. and Canada. Additionally, both league offices and the brand known as "Triple-A Baseball" will use the application with their national sponsors.

SponsorshipPRO+ was designed to offer an easy-to-use software product to sales and marketing professionals charged with the difficult task of gathering and reporting sponsored assets. SponsorshipPRO+ makes identifying, gathering and organizing the supporting media files simple, and guides the user to create a dynamic presentation representing delivery, and the often unnoticed over-delivery, of the sponsor's negotiated assets.

Although the product is relatively new, it is the first software of its kind customized especially for the sponsorship sales industry. "As the business operation of Triple-A Baseball has become much more sophisticated over the years, member clubs continue to examine ways to enhance the presentation of the product to clients and sponsors.", said Randy Mobley, president of Triple-A Baseball's International League. "With our classification-wide purchase of SponsorshipPRO+, every team now has this resource at their fingertips."

eBrandedSolutions, Inc. president Tom Stipes is pleased that SponsorshipPRO+ was selected by Triple-A Baseball to fulfill their sponsors reporting and proposal needs. "This is a terrific endorsement of a product that has been sorely needed by those who desire a more innovative process of asset demonstration by their sponsorship sales department. Triple-A Baseball teams are our perfect prospects: small staffs, long seasons, a large base of sponsors, huge amounts of media to maintain and a lack of time to properly manage it all. We will provide instant efficiency and value to those who put SponsorshipPRO+ to work on their team."

About eBrandedSolutions and SponsorshipPRO+:

eBrandedSolutions is a privately held company based in Atlanta, GA., created to deliver sales and organizational solutions to niche markets. SponsorshipPRO+ will provide an affordable and interactive solution that will help users identify, organize and then re-present their critical marketing assets to sponsors using an innovative new presentation format.

Press Contact for eBrandedSolutions, Inc:

Gretchen Steininger  
eBrandedSolutions, Inc.  
678-720-0700 x101  
[www.SponsorshipPRO.com](http://www.SponsorshipPRO.com)

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