

Communicate Sport launches SponsorshipPRO+ software in UK

Specialist marketing and communications agency Communicate Sport has announced the UK launch of SponsorshipPRO+, a new presentation tool that is designed to dramatically improve the way in which sponsor relations are managed.

June 27, 2006 – LONDON - Since its launch in late 2004, SponsorshipPRO+ has become a popular choice for professional sports teams, media sales organisations, special events agencies and others. The software application allows sponsorship rights-holders to systematically identify, organise and present their marketing assets to their partners and internal stakeholders in one, single application.

Using proprietary technology developed by US-based eBrandedSolutions, Inc, the tool allows users to store performance and measurement data, along with multimedia files, and present them to their sponsorship partners in an easy-to-digest interactive presentation contained on a digital CD.

David Hunter of Communicate Sport said of the application: *'We've noticed a real shift in emphasis in the UK in how rights-holders are starting to view their commercial relationships. People realise that in order to keep and attract sponsors you need to be able to prove successful delivery and ROI. I've been hugely impressed by SponsorshipPRO+ as a tool that allows you to keep your partners updated at all stages of the relationship in a concise, easy-to-use and cost-effective manner. We believe that the software will be very well received by our existing clients and by sponsorship professionals across the sports, arts, charity and entertainment sectors.'*

Tom Stipes, President of eBrandedSolutions, Inc, said: *'We're delighted to be working with Communicate Sport. It became clear during discussions that they had a great understanding of the sponsorship market in the UK, and we feel that through their industry-leading Think!Sponsorship event they know how to deliver a great product. We're looking forward to working on many exciting projects over the coming months.'*

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.

* **Communicate Sport: 020 7607 5111/ www.SponsorshipPRO.com**