

# eBS' Stipes On the Agenda at NACDA

*Intercollegiate Athletic Directors and Marketing Leaders in New Orleans for Annual Convention*

Atlanta, GA. June 5, 2006 --- eBrandedSolutions President and Founder Tom Stipes will be a presenter at the upcoming annual National Association of Collegiate Directors of Athletics (NACDA) Convention in New Orleans the week of June 19-23, 2006. The Convention is the largest gathering of college sports administrators and marketing officials in the nation and brings together representatives from schools in all Divisions.

Stipes' session will be part of the NACMA Workshop and is entitled "Adding the WOW to Sponsor Communications". He is a sports event marketing veteran and will discuss the critical importance of consistent and creative communications with sponsors. The art of adding dynamic content to both fulfillment reports and proposals is a challenge to event sponsorship sales personnel and many times can mean the difference between a sale and a "maybe next time". During the session Stipes will illustrate several tactics for creating innovative, yet affordable presentations that fully demonstrate the event's best marketing benefits.

One of those tools is SponsorshipPRO+ which eBS introduced to provide the sponsorship industry with a much needed marketing presentation asset. SP+ is an easy-to-use software product designed to allow sales and marketing professionals to create more effective and innovative presentations for their sponsors. Today's savvy sponsors use after-event reports to help quantify the value of their sponsor dollars and base their renewals accordingly.

Teams, organizations and events of all sizes are discovering the value of adding SponsorshipPRO+ to its sales and marketing team. The product is being used by bowl games, teams from all four major professional leagues, festivals and fairs, independently operated events, cause marketing groups, marketing agencies, civic events departments and venues.

In an article published in *Street & Smith's SportsBusiness Journal*, Derrick Fox, president and CEO of the San Antonio Bowl Association's Alamo Bowl, mentions his pleasure at the way SponsorshipPRO+ has met its needs: "We've been very happy with it...we were able to take the template and modify it to our specific needs. To have all the additional bells and whistles that could bring the major sponsors' spots to life was very helpful. Now going forward, it gives us an opportunity to show others what it would be like if they were a sponsor at this level."

About NACDA:

The largest association of collegiate athletics administrators, NACDA boasts a membership of more than 6,100 individuals and more than 1,600 institutions throughout the United States, Canada and Mexico. Members include athletics directors, associate and assistant athletics directors, conference commissioners and affiliate individuals or corporations.

NACDA serves as the professional association for those in the field of athletics administration, providing educational opportunities and serves as a vehicle for networking and the exchange of information to others in the profession.

NACDA administers the National Association of Collegiate Marketing Administrators (NACMA), an organization which serves to bring together people working in the marketing field. NACMA holds its annual Workshop at the NACDA Convention. This year, NACMA will be holding its eighth Workshop.

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:

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

SponsorshipPRO+ is a licensed trademark of eBrandedSolutions, Inc. All Rights Reserved.

###