

## **Valero Alamo Bowl Wins IFEA Gold Award for Sponsorship Excellence**

*Bowl game deploys customized sponsorship software to win sponsors' praise and global recognition*

San Antonio, TX ([PRWEB](#)) November 6, 2008 -- The Valero Alamo Bowl won a Gold Pinnacle Award for the "Best Sponsor Follow-Up Report" at the annual International Festivals and Event Association (IFEA) Marketing Awards. This year's competition drew over 1,500 entries from festival and event promotions throughout the world.

"The IFEA Pinnacle Awards honor some of the best special events and festivals in the world," said Derrick Fox, President and CEO of the Valero Alamo Bowl. "We are proud to be so generously recognized in this year's competition. We're also glad to share this honor with our long-term partner, eBrandedSolutions. Their SponsorshipPRO+ software gives us the tools to produce innovative and affordable presentations that wow our current sponsors and help us solicit new ones."

SponsorshipPRO+ President Tom Stipes said, "It's extremely gratifying for us to see the Valero Alamo Bowl recognized for their best-in-class efforts in preparing the critical sponsor fulfillment reports. The bowl was an early adopter of our software and they do a terrific job maximizing the program to the benefit of their sponsors."

The software has been employed by sports teams, venues, fairs, festivals and events such as the Super Bowl Champion New York Giants, Atlanta Braves, Super Bowl XLII, IMG College/SEC, American Diabetes Association, US Army, Special Olympics and others since its debut in 2004.

The 2008 Valero Alamo Bowl will kick off on Monday, December 29 at 7 p.m. CST and be broadcast on ESPN. The 2007 Valero Alamo Bowl, which featured Penn State's 24-17 victory over Texas A&M, was also played on December 29 and featured an Alamodome record 66,166 fans. The sellout was the bowl's third in the last four games.

Last year's game also delivered record visitor spending to San Antonio as the 55,174 out-of-city visitors resulted in a direct economic impact of \$42.6 million.

Since its inception in 1993, the Valero Alamo Bowl has hosted 15 bowl games and three Big 12 Football Championship games in the Alamodome in San Antonio. These 18 games have attracted 1,075,753 spectators (over 50% are out-of-town visitors), generated a direct economic impact in excess of \$292 million, contributed nearly \$48.3 million to higher education, distributed \$362,000 in local scholarship funds and been viewed by 115 million national television viewers on ESPN and ABC.

For more information on the 2008 Valero Alamo Bowl and its Community Festival of Events, please call (210) 226-BOWL (2695) or visit the bowl online at [www.alamobowl.com](http://www.alamobowl.com) courtesy of AT&T.

About eBrandedSolutions and SponsorshipPRO+ [www.SponsorshipPRO.com](http://www.SponsorshipPRO.com): eBS/SponsorshipPRO+ is a privately held company based in Atlanta, GA, created to deliver sales and organizational solutions to niche markets. SponsorshipPRO+ is a first-mover product, offering an affordable and interactive solution that helps users more easily identify, organize and then re-present their critical marketing assets to sponsors using an innovative new presentation format.

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