

## Atlanta-based Sponsorship Software Expands Down Under with Elite Aussie Pro Rugby Team

*RugbyWA is first organization in Australia to deploy innovative new sponsorship sales product in a bid to maximize client relationships.*

Atlanta, GA ([PRWeb](#)) October 15, 2008 -- eBrandedSolutions, announced that its sponsorship sales presentation software application, SponsorshipPRO+, has been selected for use for the first time by an Australian company.

RugbyWA is the principal group behind Emirates Western Force, which is the Western Australia member of the powerful pro rugby league known as the Super 14.

RugbyWA Sponsorship Coordinator Simon Chester said the product will enhance the organization's sponsorship servicing capabilities. "We are very excited to have SponsorshipPRO+ on board and we are looking forward to taking advantage of this brilliant new software to assist us in raising our sponsor relations to the next level," said Chester.

SponsorshipPRO+ President Tom Stipes said, "We are keen on sharing, globally, the organizational benefits brought on by using SP+ and we couldn't be happier with this news. We look forward to further sales development in Australia and New Zealand as a result of this partnership".

He added, "We believe that SP+ is a best-practices tool and since the club has a strong position in the pro sports world there, we are extremely proud to welcome them into our family of users. Most happy will be the franchise sponsors who will be able to more easily feel the benefits of aligning their brand with the club, which in turn will make it easier to size up ROI".

Stipes indicated that organizations and events of all sizes have discovered the value of adding SponsorshipPRO+ to its sales and marketing efforts. Generally used to create post-season fulfillment (or recap) reports, the tool also encourages additional usage as a sales proposal and generic presentation platform.

The software has been employed by professional sports teams and venues including the Super Bowl Champion-New York Giants, Atlanta Braves, Super Bowl XLII, Churchill Downs, Madison Square Garden Entertainment, Oakland Raiders, Chicago Fire and IMG College/SEC among others.

Besides sports organizations, SP+ is being used by festivals and fair organizers, cause marketing groups, the arts, marketing agencies, civic events departments and event venues including American Diabetes Association, Special Olympics, Fiesta San Antonio, US Army and others.

About Super 14, RugbyWA and Emirates Western Force: RugbyWA is a member of the elite Super 14 league of professional rugby teams, comprised of clubs from South Africa, New Zealand and Australia. RugbyWA is the name of the overall organization and the team name is Emirates Western Force, which is based near Perth in Western Australia. The organization was awarded highly valued league franchise rights in 2004 and the first game was played in 2006.

[RugbyWA](#)

About eBS/SponsorshipPRO+: 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.

[SponsorshipPRO+](#)

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