

SponsorshipPRO+ Delivers Accurate Information Where the Dollars Count

SponsorshipPRO+, the newly-released sponsor relationship software, is recognized in Street & Smith's SportsBusiness Journal for its ability to demonstrate real value in post-event sponsorship reporting.

Atlanta, GA. (PRWEB) May 21, 2005, --- When decisions are made involving sponsorship dollars, intelligence is needed on both sides of the table. This week's issue of *Street & Smith's SportsBusiness Journal* recognizes eBrandedSolutions, Inc. and their new software product, SponsorshipPRO+ for providing the sponsorship industry with a much needed marketing presentation asset.

SponsorshipPRO+, created by eBrandedSolutions, Inc., 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, or fulfillment, reports to help quantify the value of their sponsor dollars and base their renewals accordingly. SponsorshipPRO+ makes identifying, gathering and organizing the supporting media files simple, and guides the seller to create a more dynamic presentation. The resulting presentation can then easily be shared digitally via CD, DVD or over the Internet.

In the article published May 16 in *Street & Smith's SportsBusiness Journal*, Derrick Fox, president and CEO of the San Antonio Bowl Association's MasterCard Alamo Bowl, mentions his pleasure at the way SponsorshipPRO+ has met the needs of one of his naming rights partner: "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 MasterCard spots to life was very helpful. MasterCard was very impressed with it. Now going forward, it gives us an opportunity to show others what it would be like if you were a sponsor at this level."

The vision of eBS president Tom Stipes, SponsorshipPRO+ was introduced to the industry in late 2004 after several years of testing and engineering. In the development phase, the company commissioned an independent survey of sponsors and sponsorship marketing agencies. Stipes said, "The results were conclusive and confirmed what we knew to be a largely non-respected component of the sales cycle."

The survey, conducted independently and unaided, indicated that over 28% of responding marketing agencies said they received little or no follow-up reporting after an event. However, the same group claimed that they value these reports in their decision-making over 91% of the time. Additionally, over 83% of responding sponsorship sellers admitted their need to improve in this area of critical customer support.

Teams, organizations and events of all sizes are discovering the value of adding SponsorshipPRO+ to its sales and marketing team. The company recently announced an agreement providing the software to the teams and leagues under the Triple-A Baseball umbrella of organizations in the U.S. and Canada.

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.

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