



Corporate Background

eBrandedSolutions, Inc. creates innovative and interactive software products for targeted markets. SponsorshipPRO+ is the company's first product and launched November 10, 2004. Other products, offering related services for vertical markets, are in the strategic planning stage. The company's main offices are in Atlanta, and a sales office is located in San Diego.

Core Concept of SponsorshipPRO+

SponsorshipPRO+ is an innovative sales-enhancing software tool created for the tens of thousands of organizations that derive all or part of their revenue through the sale of sponsorships.

SponsorshipPRO+ is the first product of its kind, containing a proprietary code designed specifically for the sponsorship industry. The sponsorship industry is a \$12 billion subset of the general marketing/advertising sector (\$233 billion in 2003 spending), and about 70 percent of this spending is generated by sports events.

“Our primary goal with SponsorshipPRO+ is to provide an efficient, interactive and affordable asset to sponsorship-selling properties of any size. SponsorshipPRO+ was designed with one goal in mind: to help properties systematically identify, organize, archive and present critical marketing assets to their clients in a dynamic format.”

*Tom Stipes
Founder & President
eBrandedSolutions*

The core value of SponsorshipPRO+ centers on the concept of **the post-event reporting phase of the sales cycle**—an area often overlooked or under-fulfilled. American companies have clearly discovered the importance of brand development through sponsorship, but still lack an inventive way to measure some of these investments.

Post-event reporting has emerged as a critical key to success, but most marketing agencies and sellers are still looking for innovation in this area. Nearly 85 percent of those surveyed indicated a belief “that opportunities exist for improvement measurement and reporting of sponsorship benefits.” More than 95 percent were unaware of any software tool in this market space.*

[Source: eBrandedSolutions field research, 2003]



About SponsorshipPRO+

eBrandedSolutions has built SponsorshipPRO+ to appeal to the decision-maker in the Sales Department, not the IT professional. The result is a smart, easy-to-use and affordable asset which will help its users retain and grow renewal deals and to attract new sponsors.

Some of the advantages gained by integrating SP+ into the team or event sales force:

- **SponsorshipPRO+** will guide the seller to identify all marketing assets (radio spots, TV spots, print ads, sweepstakes, event signage, media ratings, demographics, online results, attendance figures, ROI metrics, client entertainment photography, etc.). This is **mission critical information**, which can be difficult to quantify or even fully identify for some sellers. The first benefit is identification. The next is organization through a unique file structure.
- The “**build-as-you-go**” design feature encourages the user to begin adding volume to presentations as benefits accrue—not in the chaotic period after the season or event is over, which is the norm for most sponsorship sales groups.
- Custom **audio/video movie files** can be added to deliver a more innovative opening sequence to the presentation.
- The **easy-to-use Wizard format** is designed to walk the user through the data entry process and will appeal to all levels of computing skills.
- Detailed **spreadsheet reports** can be created with just a couple of keystrokes, providing a paper form of follow-up for those that desire more than a paperless presentation.
- A design format that offers presentation options both **customizable and scalable for each sponsor**.
- The final output options for presentation to the sponsor include burning onto a CD/DVD or posting on a Web site (either the sponsor’s or the sellers). This creates an **enormous savings of both material and time** versus the normal use of multiple copies of binders plus boxes of tapes and photos.
- Preliminary trials with prospective SponsorshipPRO+ users have produced a new benefit—using it to organize the products or inventory available for sale. This offers **an additional advantage by using SponsorshipPRO+ even in advance of the sale**.



There are thousands of professional team games, thousands of amateur sporting events and tens of thousands of consumer/trade events taking place in the U.S. each year. The common factor for most of them is a demand for higher sales revenue—precisely the SponsorshipPRO+ value proposition.

eBrandedSolutions has created SponsorshipPRO+ to provide the industry standard for sponsor fulfillment reporting by combining the values of branding, efficiency and CRM into one affordable product. The emergence of “SRM” (Sponsor Relationship Management) will lead to other products to be introduced by eBrandedSolutions.

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For press inquiries, please contact Gretchen Steininger at 678-720-0700 or info@sponsorshippro.com.



The Sponsorship Market

The sponsorship industry is divided into six primary sectors:

- **Sports:** professional leagues & teams, amateur events, collegiate teams and conferences, high school, minor leagues, youth, road races, extreme sports events, independent events, golf tours
- **Festivals, Fairs and Conventions:** state and county fairs, national/regional/local festivals, agriculture exhibits, etc.
- **Causes and Charity:** charity balls, road races, golf tournaments, etc.
- **Venues, Tours and Attractions:** music tours, concert halls and amphitheaters, amusement parks, convention halls, etc.
- **Arts:** museums, exhibits, concert performances, theater tours, etc.
- **Marketing Agencies:** rightsholders, advertising and public relations agencies, sports marketing specialists, event marketing and media firms

Market Statistics and Notes:

- IEG's 20th annual industry forecast projects that **sponsorship spending by North American companies will rise 8.7 percent in '04 to \$11.14 billion**. The increase will come from moderate growth in the budgets of current sponsors combined with first-time spending by companies and brands that did not previously sponsor. Growth in sponsorship has been double that of general advertising budgets for each of the last 10 years.
- The **rights fees** spent on sports properties have grown from **\$2.8 billion in 1993 to \$7.6 billion in 2004**
- U.S. marketers spent an estimated **\$134.3 billion** on consumer event marketing in 2003, **up a healthy 15 percent**
- Over **\$100 billion** was spent in the **overall promotions** industry (sweepstakes, in-store, online, coupons, licensing)
- The **vertical markets** being targeted for **future eBS products** include the **promotions industry**
- Nearly **40,000 sports events** take place in the U.S. each year - just at the **professional and major college** level



- The **independent, youth and amateur sports event** totals are a substantial multiple of that number and operated by smaller properties perfectly suited to use **SponsorshipPRO+**
- Over **38,000 U.S. fairs and festivals** are registered with that sector's primary trade authority
- **Total attendance at U.S. fairs and festivals** in 2002 was more than **200 million—nearly six times greater than the NFL's total attendance in 2002 of just over 34 million**
- **IFEA member events (see below) alone** are estimated to have a combined economic impact of **\$25 billion dollars and combined attendance of 405 million** people.

[Sources: IEG, IAFE, SBJ, IFEA, eMarketer]

The market need examined

A recent nationwide survey of sponsorship sellers and marketing agencies revealed:

- 85% believe that opportunities exist for improved measurement and reporting of sponsorship results.
- 79% would be interested in an easy to use software designed specifically for the sponsorship industry.
- 97% are not aware of any existing software which meets these requirements

[Source: eBrandedSolutions Market Research, 2004]

Industry quotes

IEG revealed at its 2003 annual meeting "...that 70% of big sponsors say that properties do a poor job of being accountable for their sponsors' success" and that "this reveals a huge opportunity for sports properties willing to commit to staffing, expertise and other resources needed to ensure that their sponsors succeed."



"The bottom line was...that sponsorship deals are being made and sponsorship is a bigger marketing channel than ever. But the scrutiny companies apply to properties is tougher. The payback they expect is higher. They expect the properties to provide true turnkey activation and measurement."

Mel Poole, writing in Sports Business Journal, April 2003

"The survey found that almost half (44%) of brand managers did not measure their promotions' return on investment (ROI) in 2002, but that nearly three-quarters (70%) say measurement of ROI will be a higher priority in 2003."

The PMA Web site, March 2003

"Sponsors are lessening their reliance on properties to help measure return on investment. This may be the result of growing frustration with the information and services properties deliver: 68 percent of respondents said properties do not meet their expectations in this area, up from 61 percent last year."

IEG, Annual PRSD Survey, March 2003

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Customer/Partner comments:

"Because so much of our business involves the TV and online mediums, we especially like the way SponsorshipPRO+ allows us to import these large files into our sponsor's wrap-up presentation. It really has made life easier for us and the sponsors love it."

*Kelly White, Marketing Director
Winnercomm, Inc.
(the world's leading producer of sports programming)*

"The Kentucky Derby Festival had planned to move from paper follow-up materials to digital in 2005. SponsorshipPRO+ enables us to dive headlong into this process without the worry of designing templates for consistent design, content, and presentation....SponsorshipPRO+ is the next step in the evolution of our sponsor return documentation."

*Michael E. Berry, President & CEO
Kentucky Derby Festival*

"SponsorshipPRO+ is a great product—the thought of us having the fulfillment report process streamlined via this program is very exciting! It is evident the amount of time that can be saved with this efficient and still highly-detailed and functional program."

*Cari Spielhagen, Marketing Coordinator
San Antonio Stock Show & Rodeo*

"...While we do use it mainly with client presentations, we're also using SponsorshipPRO+ for our own internal project management too. It's intuitive and easy-to-use— wish we had it a long time ago."

*Marc Kidd, President
The Kidd Group*