



Company Round-up

Additional sponsorship of French National Rugby League Federation

Enterasys Networks, a leader in business communication solutions, has announced that it has entered into a sponsorship deal with the French National Rugby League team. The deal ensured Enterasys sole shirt sponsorship throughout the Rugby League World Cup, taking place within France and the United Kingdom. In addition the shirt sponsorship deal also covers all international matches this season. As part of the agreement, Enterasys has also become a key sponsor of the French National Rugby League for the current season.

Garry McGuire, executive vice president of world-wide marketing, Enterasys Networks, commented: "Enterasys Networks is proud to be associated with the French National Rugby League team and the French Rugby League Association. France has had world recognition for its team-sporting achievements in the past few years, and we believe it will undoubtedly become more prominent as a world-class Rugby League side. We hope that this will be a long-term relationship between Enterasys Networks, the French national team and the national league association."

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BT global challenge generates international business

The run-up to the start of the "world's toughest yacht race", the BT Global Challenge 2000/01, demonstrated that the race is not just about sailing through difficult waters but also helping big business keep on course globally. The week leading up to race start was the perfect opportunity for title sponsor BT to host seminars, technology demonstrations and hospitality sails. The aim was to use the race as a platform to convey key messages about the importance of good communication in business.

The BT Ignite Communications Programme provided a week of specialist discussions and technology presentations for BT customers and partners from its portfolio of joint ventures around the world. The highlight was a series of seminars on the current and future impact of the Internet on business which attracted around 300 people.

The discussions were complemented with a technology showcase where companies such as Lucent, Marconi, LG, Nortel, VERITAS and BTopenworld, BT's mass market Internet business, were able to demonstrate their cutting edge technologies.

John Luff, vice president of communications for BT Ignite, BT's new international broadband Internet Protocol business, said: "We are delighted by the scope of activities that took place during race start week. The wide variety of events taking place involved customers, partners and sponsors and reinforced our firm belief that the BT Global Challenge can be used as a truly global business platform."

The BT Global Challenge is seen as a ►



very significant marketing opportunity by yacht sponsors and BT alike and the activities in Southampton proved that sailing can leverage big business. It is envisaged that the success of race start week in Southampton will be replicated in all ports of call, using the BT Global Challenge as a platform to generate and extend global partnerships.

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Major boost for lacrosse as development programme receives sponsorship from Criterion and Government-backed Sportsmatch

Lacrosse has received a big boost with the confirmation that the sport's Governing Body, the English Lacrosse Association, has signed a sponsorship deal with Criterion – the specialist insurance and risk management Group based in Hampshire.

The deal is worth £120,000 over three years and has been enhanced by the news that the sponsorship has won an award from the Government-backed Sportsmatch scheme which will be worth an additional £30,000 in the first year and could be worth more in future years should the ELA's programmes be successful.

Criterion Chief Executive Nigel Cooke said: "We are delighted to be able to give this help to Lacrosse; it is a great game and we hope that our support will promote the sport and raise its profile. We are particularly keen that the work being done at grass-roots level is

expanded and that more and more youngsters will have the opportunity to play Lacrosse. We are thrilled that the significance and success of the Lacrosse Development Programme has been recognised by the Sportsmatch award."

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Team Hardwick & Radiator PR

A fresh new team has been created to develop and implement the PR & Promotional activities for Skandia Life Cowes Week – Britain's largest and most prestigious sailing event.

The team is a combination of specialist sports and marine leisure agency Hardwick Public Relations who have formed an alliance with sports and lifestyle agency Radiator PR. The account will be led by Sue Hardwick from Hardwick PR and Gaby Jesson from Radiator PR. Both have considerable experience of the yachting world and sports sponsorship in general.

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Eurosport and Spalding announce sponsorship deal

Spalding's basketball division is continuing to roll out its most aggressive marketing campaign to date with the announcement that they are to be a major sponsor of Eurosport and British Eurosport's coverage of the new Euroleague. Eurosport, which has an average daily reach of 18.6 million viewers, will broadcast a 30-minute highlight package of the Euroleague on Friday evenings. Spalding's coverage will include title and bumper spots in each show and trailers promoting the Eurosport coverage throughout the week; Spalding's TV ad for their Indoor/Outdoor ball, which features Los Angeles Lakers star Kobe Bryant, will also be shown alongside every programme.

The Euroleague, in which the London Towers compete, will also be broadcast on British Eurosport and will guarantee Spalding consistent TV visibility over the next seven months, making this Spalding's largest ever investment in pan-European television.

The Eurosport sponsorship deal comes hot on the heels of Spalding's first national TV advertising campaign and an intensive London poster campaign with First Sport. Spalding's presence in the domestic game has been further strengthened by the announcement that Spalding is to be the official ball of the England team for their forthcoming crucial European Championship qualifying games.

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Water Media invents the Branded Sport Bottle

Event or low volume promotional branding has always posed cost problems for marketing and PR folk. For instance, the sponsors of a sports event or the promoters of a tourist location have in the past faced prohibitive packaging and labelling costs to ensure mementoes and souvenirs are well branded.

However, St Albans-based Water Media seem to have come with a simple and inexpensive solution to this problem. Bearing in mind the current trend towards healthy living, Water Media are offering to produce a 1,500-unit pallet-load of branded sport water bottles for a fraction of previous cost.

Marketing Director Colin Whybrow says the idea matured once they had recruited their two principal suppliers Highland Spring and Simpson Label Company, both based in Scotland.

"In the first instance, we took considerable time to find a supplier who was sufficiently flexible to be able to produce batches of 1,500, which represent small volumes for a major water producer and also a label printer, who could adapt a multi-variant full colour production process to cater for batches of this number", Colin Whybrow explains.

According to Stuart Martin, Marketing Manager of Simpson Label company, the Water Media labelling job was a challenge, however the company's policy of continued investment meant that it had the latest printing equipment to handle the job.

The idea has already caught the attention of a range of customers – one of the first was F1 McLaren racing driver David Coulthard, for his yacht and museum. ➤

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Phones 4u helps NSPCC 'kick off' national campaign at Watford

Watford Football Club's leading sponsor, the high street mobile phone retailer, Phones 4u – a division of the Caudwell Group, Europe's biggest independent mobile phone company – ordered the club's players not to wear shirts featuring the company's logo for the top of the table clash with Bolton, which was broadcast live on Sky Sports.

Instead they were replaced with special NSPCC football shirts so that the club could rouse support for the launch of the charity's new fundraising initiative to help raise awareness of the Football Full Stop campaign, which is being backed by David Beckham among others.

John Caudwell, chairman and chief executive of the Caudwell Group, and President of the North Staffordshire division of the NSPCC, said: "Phones 4u was more than happy to let the NSPCC take the limelight on this occasion. For us the match was doubly memorable – not only was a lot of money raised for the NSPCC, Watford's win put the team at the top of the First Division.

"It's great to see that the campaign is receiving so much support from the football world, from players, to key organisations and sponsors. This will ensure that the Football Full Stop initiative is a success."

The NSPCC shirts were worn by the Watford

team and their opponents Bolton Wanderers during the warm-up period before the match. Team mascots also collected money and handed out merchandise to spectators to get the campaign off to a flying start.

Football Full Stop is the sport's biggest ever charity fundraising initiative, involving clubs, organisations – including the FA Premier League, the FA, the Professional Footballers Association and the Football League – and influential individuals at every level of the game.

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Big Ron backs Powerleague marketing campaign

Soccer pundit Ron Atkinson is lending his weight to a major new marketing campaign which will promote the roll out of Powerleague, the UK's leading operator of five-a-side football centres.

The voice of "Big Ron" features in a series of national and regional radio commercials which will run to promote Powerleague's nationwide network of centres as well as four new sites in Slough, Stockport, Birmingham and Norbury.

The Powerleague campaign also features regional and local press advertising, 48 sheet posters and bus rears, while below the line promotional deals with talkSPORT Radio, Radio Clyde and Radio Forth will kick in this month to coincide with the launch of the new football season.

Powerleague is in the process of launching



four new sites and plans to have 25 up and running nationally by 2001. Each centre features a minimum of 10 all-weather, floodlit five-a-side pitches, as well as high-quality changing facilities, a bar and function room.

Martyn Grealey, Powerleague's managing director, said: "The voice of Ron Atkinson is familiar to football followers throughout the UK and we are delighted to have secured his services for our first national radio campaign.

"The link with talkSPORT is ideal as the station reaches more than half the ABC1 male population. It opens up opportunities for joint promotions including road-shows and quiz nights and talkSPORT will become the official station at all Powerleague centres. Our pitch-side advertising hoardings will also be used to promote the station."

Powerleague's annual marketing spend is expected to top £400,000 with further advertising bursts planned for the New Year and summer.

"Currently, more than 100,000 players use our centres each week, but as we expand the number of outlets and step up the marketing activity we expect this figure to rise significantly over the next 12 months."

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Legato sponsors yachting legend Tony Bullimore

Legato Systems Inc., a leader in enterprise storage management, has agreed to sponsor the catamaran captained by renowned yachtsman Tony Bullimore, and his international team, who are participating in the

world's most challenging sailing event – "The Race".

The newly rebranded catamaran, now known as "Team Legato", will compete against a select fleet of world class Formula 1 racing yachts to win The Race, a non-stop 27,000-mile sprint around the world that will start from Barcelona, Spain, on 31 December.

Team Legato's involvement in this high profile yacht race is designed to raise the brand awareness of Legato and promote the company's leading position in the enterprise storage management market. Team Legato is also being supported by a number of partners and customers.

The Race will be one of the world's top 10 sporting events in 2001. Already significant coverage is guaranteed worldwide through print and broadcast media, including the Internet. The high-technology cameras and satellite equipment on board Team Legato will ensure that over 125 television stations worldwide will receive the footage they all need.

Charles M. Lucci, vice president and general manager at Legato Systems, EMEA, stated: "Legato is very excited in joining forces with such a well-known personality in the field of yachting as well as a premier multi-national crew. We are delighted to be supporting the most challenging team sailing contest in the world. The Race is the ideal sponsorship opportunity for Legato as it reflects so many of our own core values such as team spirit, professionalism, innovation, determination and relentless drive."

Tony Bullimore, captain of Team Legato, said: "We have been working hard to secure a sponsorship partner that reflects so many of our values and core beliefs and I firmly ►



believe that in Legato we have found that partner.”

CONTACTS

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Sangster nets £1/2m ticket

ts.com has entered into a three-year deal with Robert Sangster, one of the world's most successful racehorses owners, worth £0.5m. The sponsorship will see the ts.com brand carried on horse's rugs, lads' clothing and jockey silks on the team of racehorses carrying the famous blue and green Sangster silks. ts.com will also name three of the team's two-year-olds each year.

Robert Sangster commented: "I'm extremely pleased to have finalised a deal with ts.com who have a lot to offer the racing industry, through their knowledge of the Internet."

Since 1967, when Eric Cousins first trained for Sangster, the famous blue and green silks have been carried to victory in over 800 group

and listed races worldwide, including 26 European Classics.

Matthew Hare, Founder and Managing Director of ts.com, commented: "We're all extremely excited about getting involved with such a successful team. Horse racing is a perfect market for us and provides an excellent platform for us to raise awareness of our product to a broad range of event organisers."

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Chatfields sponsorship curries favour with football in the community

Soccer hero Tony Currie took time out of his busy coaching schedule to take delivery of a new LDV minibus on behalf of the Sheffield United Football in the Community project.

LDV dealer, Chatfields of Sheffield donated the new 17-seat Convoy Minibus to the soccer initiative as part of a sponsorship deal. The minibus, worth £25,000 will be used by Tony Currie and his team of football experts to deliver fun and exciting activities to youngsters in the Sheffield area.

Football in the Community's director of marketing, Richard Finney, said the sponsorship is just what the region needs. "We work hard to ensure that as many children as possible in the Sheffield area benefit from the initiative. Football in the Community does an excellent job of introducing football to children from an early age. The minibus will provide us with



transport to get to the schools we work with, which number over 50 in the Sheffield area.”

Mac Douglas, Chatfields of Sheffield's dealer principal, handed over the minibus. He said: “This is an excellent scheme and we're honoured to be a sponsor. Tony Currie works tirelessly to bring football to youngsters and we hope the new minibus will help him achieve even greater things.”

CONTACT

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Jordan announces new three-year deal with Hewlett-Packard

Jordan Grand Prix announced a three-year extension of its support from Hewlett-Packard (hp), one of the world's leading IT companies.

Hewlett-Packard is Jordan's longest-standing partner, having been associated with the team since it made its Formula One debut a decade ago. An official technical partner since the end of 1995, hp has been responsible for designing and developing the IT infrastructure at Jordan's Silverstone headquarters, the nearby wind tunnel in Brackley, and within the Race and Test teams.

Mark Gallagher, Head of Marketing for Jordan Grand Prix, said: “It is very rewarding for us to be able to announce that our partnership with hp is set to continue until at least the end of 2003. This means our association will have lasted 14 years, the last eight being with hp as an official partner, making it one of the most enduring relationships in Formula One.”

“hp has played a key role in helping the Benson and Hedges Jordan team develop its

technical capabilities over the past five years. It directly contributes to our on track success by making sure that we have the best IT products, services and consultancy available to us, particularly in the areas of computer aided design, office equipment, track-side data acquisition systems and mission critical support. Beyond the race team, hp has had a positive impact on all aspects of our business, notably in the area of our Internet presence through its provision of e-services.”

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Playgolf signs ground-breaking sponsorship deal

The Playgolf Experience, the new £3.5m golfing experience near Manchester's Trafford Centre, has signed a revolutionary sponsorship deal with Nike. The “logo within a logo” means that the Playgolf emblem will incorporate a golf ball bearing the world-famous Nike “swoosh”.

The five-figure sponsorship deal with The Playgolf Experience has been signed for the next two years. “Nike is the biggest sporting brand in the world, Tiger Woods is the biggest sporting superstar in the world and is Nike's flag carrier for the sport of golf. Our own facility is the most advanced of its kind anywhere so I couldn't think of a better fit,” said Playgolf founder and MD, David Piggins. “I think it also shows that as a company we take an innovative and imaginative approach to partnerships and sponsorship.” ➤



Over 200 million people are expected to see the new logo over the next two years. The Playgolf brand will become a familiar image throughout the golfing world and will also be seen by the many thousands of motorists who use the M60 motorway every day.

The company is currently negotiating a

number of other partnerships and sponsorship deals with several major brands.

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