



Company Round-up

Two Year Deal announced for Britain's Leading Urban Youth Games

The Sprite Urban Games are confirmed to rock the capital once again this summer. The UK's premiere festival encapsulating contemporary urban youth sports and lifestyle will hit London's Clapham Common over the last weekend of July 2001 (27 to 29).

The Sprite Urban Games are now in their third year, and look set to be a permanent fixture on the world's action sports calendar as Sprite, title sponsor since the games first started in 1999, has renewed its contract with Board-X, title sponsorship through to 2002.

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Commerce NTI in the e-Commerce driving seat with Panoz Motor Sports

The Panoz Motor Sports Web-site (www.panozmotorsports.com) designed and built by Commerce NTI has moved up a gear from last year's highly-successful version, and the 2001 European Le Mans series cars are to feature significant Commerce NTI branding for the second year running. Commerce NTI (www.commercenti.com) is in pole position enabling organisations to exploit and maximise e-Commerce opportunities. This site is a demonstrable example.

Through its innovative partnership with Panoz Motor Sports, Commerce NTI has extended on-line ordering on the Panoz Motor Sports Web-site so fans anywhere in the world can purchase the latest Panoz merchandise and, once merchandise is available (coming soon) pay in one transaction using a multi-currency credit and debit card facility.

The site now features a calendar and count down, plus driver and team results tables for each race; with race status updated to the site from the team garage during each race for up-to-the-minute information. Fans can even experience the thrill of hurtling around the world's top racetracks.

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Software For Sport plc: Acquisition of Integra Computer Systems

Software For Sport plc, announced the acquisition of Integra Computer Systems Limited ("Integra"), thereby strengthening its product portfolio and client list in its two key markets of sports and customer relationship management. ➤



Integra has long-term relationships supplying a range of applications to sports governing bodies including the FA Premier League, the Football League and the Rugby Football Union (RFU). The FA (the Football Association) has been a customer since 1988. The Directors believe that the acquisition will benefit Software For Sport by increasing the Group's projected revenues by 100 per cent and by allowing cost rationalisation through consolidation of offices and staff.

Software for Sport provides its TALENT software modules including ticketing, membership, accounts and loyalty schemes to sports clients including Bradford City, Chelsea, Newcastle United and Southampton.

With a user base extending across Rugby, Football, and Cricket, TALENT enables clubs and stadia to manage multiple revenue streams and make the most of opportunities to develop the business with their supporter base, both fan and corporate. TALENT-online, the new managed service from Software4Sport, delivers TALENT on a pay-as-you-go basis. As a result many more clubs and occasional users can benefit from TALENT's advanced sports management functionality regardless of their size or location.

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Mitsubishi Announces the First of its New Sponsorship Activities

Despite the cancellation of many promotional events due to the "foot and mouth" crisis, Mitsubishi Motors in the UK are continuing with a raft of new sponsorship activities to replace their original programme which includes the Mitsubishi Motors Badminton Horse Trials and The National Mixed Pairs Bowls Competition. These events underline Mitsubishi's commitment to maintain their high profile and UK sales momentum which has seen a 19 per cent increase for the first quarter of 2001.

April sees the launch of Mitsubishi Motors sponsorship of the National Mixed Pairs Bowls Competition, organised by the English Bowling Association, which is expected to attract 5,000 entrants. With over half a million affiliated bowls players in the UK Mitsubishi discovered that the demographics match the target market for some of their passenger car range. Rounds of Mitsubishi's National Mixed Pairs competition will take place over the Summer before the grand final which takes place in September. The winning duo will receive the Mitsubishi sponsored National Mixed Pairs Trophy and £1,200.

A Shogun Pinin was at the finishing post for this year's London to Brighton bike ride on Sunday 17 June. The event is part of the 40th Anniversary celebrations of the British Heart Foundation (BHF). In support of the charity, over 30 staff from Mitsubishi's Head Office in Cirencester were to cycle the 58-mile route.

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Leading World Rally Driver Named Patron of Formula Rally

One of Britain's top World Rally Championship drivers, Richard Burns, has thrown his weight behind the exciting new national rally series, Formula Rally, after being named the Championship's Patron.

The announcement was made at the head office of Formula Rally's organisers, Banbury based, First Motorsport. First Motorsport was playing host to the filming of a special episode of Channel 5's leading celebrity motoring show "Stars 'n' Cars", which features some of the UK's most famous men and women and the cars they love.

Formula Rally is the UK's newest national Championship for Super 1600 rally cars. The Championship has the full support of the world's leading manufacturers including Ford, Proton, Peugeot and Volkswagen. First Motorsport has created Formula Rally to offer the manufacturers a wider audience for their sport through a media and commercially led Championship and to provide drivers with a structured route through rallying to World Rally level and possibly become the next Richard Burns.

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Bristol Rugby Announces Major Sponsorship Deal with Mitsubishi and Changes Name to Bristol Shoguns

Bristol Rugby secured one of the largest sponsorship deals in the history of Rugby Union, highlighting the growing attraction of the game amongst major corporate

organisations. Mitsubishi Motors in the UK, who were approached by two other Premiership Clubs, has signed a five-year contract – the longest ever to be won in the Zurich Premiership – to be the Club's official and main sponsor. The total contract is worth around £2 million.

As part of the contract, the Club will change its name to Bristol Shoguns, to incorporate one of Mitsubishi's leading four wheel brands. The Club will be launching new home and away strips with the new sponsor's name, for the 2001/2002 season.

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First Motorsport Unveils 2001 Corporate Hospitality Packages

First Motorsport, the leading events management company, has unveiled its Corporate Hospitality packages for 2001. The packages include bespoke programmes in Kenya, Italy and the exciting new UK based Formula Rally Championship.

First, which has several years' experience in devising and developing bespoke hospitality packages for a range of blue-chip clients, is certain its radically different programmes will provide businesses with an interesting and exciting alternative to standard hospitality packages.

Each of the programmes can be adapted to suit the individual by business size and cost. They range from participation events, to spectating and tours. The programmes include World Rally Championship ➤



events, Formula One hospitality and drive days, where participants can drive a real F1 car, and the finale of the inaugural Formula Rally Championship at the Oxford Rally, which also includes the Formula Rally Awards Ceremony at Blenheim Palace.

Another of the most popular packages is the successful Rally Ride Day, which is suitable for up to 35 guests. The day comprises exciting rally car rides alongside British Rally Championship drivers Martin Rowe and David Higgins, and also participation in racing grass karts and clay pigeon shooting.

One of the most adventurous packages is the Safari Rally in Kenya. The rally, which is part of the World Rally Championship, has some of the best viewing points set against a beautiful African backdrop. The exclusive programme is designed to provide an equal mix of sport and pleasure by including private safaris, game drives and accommodation in some of the country's most prestigious lodges.

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Michelin Marketing through Motorsport

Michelin was on the front row of the recent Brazilian Grand Prix and hopes to be on the winners' podium shortly. No idle boast but the expectation of a marketing plan that is the driving force behind the race to become the world's number one tyre company. Formula One delivers a global shop window and the supreme technical challenge. Winning portrays both the competitive spirit

and the technical talents of the company.

The marketing-led decision to re-enter this sporting arena is the result of continuous research that has proved that the time is now right to use F1 to increase the brand marketing image worldwide. Michelin is already a major player in many national and regional motorsporting series but the global exposure, particularly in the emerging markets of Asia, South America and Eastern Europe, is an integral part of the business plan. The substantial F1 budget is underwritten by specific marketing campaign across the world. A key initiative is the expansion of brand loyalty schemes that encourage tyre sales through a sales promotion incentive using the glamour and excitement of the Grand Prix theme.

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Barnes Means Soccer as LDV Dealer Joins Forces with Reading Football Club

One of LDV's leading dealer groups, Barnes, has joined forces with Reading Football Club to sponsor the team's youth academy.

As part of the sponsorship agreement, Barnes will supply a Convoy Minibus to the academy. In return, Reading will provide the dealer with various marketing opportunities during the season, including corporate hospitality and advertising.

Nigel Woodhouse, group LDV franchise manager, Barnes Group, said that the



company sees the sponsorship as a major opportunity of linking two businesses together. "Our business will certainly benefit from being associated with such a high-profile team and we hope that, in return, we'll be able to help the youth academy achieve great things," he commented.

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Rangers FC Creates New Deal for Young Supporters

Rangers Football Club's marketing team has scored a big hit with young football fans thanks to their work on the new Official Young Supporters Club member's pack.

The Young Supporters Club, which is the second biggest of its kind in the UK after Arsenal, has been revamped and re-branded to deliver a more modern image and meet the expectations of today's young

supporters. Extensive research has helped Rangers Marketing to develop a new pack and associated benefits designed to bring kids closer to the Club. Moreover, Rangers has demonstrated its commitment to the supporters of the future by giving every member two complementary match tickets for next season as part of the deal.

Membership of the Club incorporates a range of other benefits such as free entry to Rangers under-21 games (subject to availability), access to special events including coaching sessions and signing sessions, exclusive competitions and prizes and special vouchers for use in all Rangers stores. Moreover, Rangers matchday mascots are picked exclusively from members of the Official Young Supporters Club.

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