

**CONTACT INFORMATION:**

Brad Barton  
Chief Operating Officer  
Sponsor Direct, LLC  
Phone: 914-729-7232  
Email: [bbarton@sponsordirect.com](mailto:bbarton@sponsordirect.com)  
Website: [www.sponsordirect.com](http://www.sponsordirect.com)



## FOR IMMEDIATE RELEASE

### **SPONSOR DIRECT INTRODUCES SPONSORPORT 4.0, THE INDUSTRY'S MOST COMPREHENSIVE AND COST-EFFECTIVE SPONSORSHIP REQUEST MANAGEMENT PLATFORM**

**March 18, 2009, Tarrytown, New York-** Sponsor Direct today released SponsorPort 4.0, its next generation of Sponsorship Request Management Solution that builds on its years of helping the world's leading national and global brands make better connections with its customers, consumers, and constituents.

SponsorPort 4.0 is designed to help increase the yield of sponsorship budgets by allowing companies to efficiently identify, analyze and manage sponsorship opportunities. This reduces administrative time and saves money. Companies using SponsorPort have historically seen a full return on their investment within three to eight months time.

Brad Barton, COO, said, "We are extremely excited about this release. The cornerstone of SponsorPort 4.0 is its focus on efficiency, utility and functionality. SponsorPort 4.0 is an easily integrated, turnkey solution." Barton added, "It can deliver immediate benefits for business and allows for cost-effective customization when required for enhanced functionality".

SponsorPort 4.0 offers companies large and small the industry's most advanced sponsorship request management solution in a cost-effective, easy to deploy platform that benefits from seven years of experience working with some of the world's leading brands.

#### **About Sponsor Direct**

Sponsor Direct® is a software solutions provider committed to helping companies make better connections with their customers, consumers, and constituents through process management solutions. Sponsor Direct's sponsorship request management platforms support nearly 45 clients across all sectors of the Fortune 200. Sponsor Direct has processed over \$575 million in sponsorship investments to date while helping leading companies make better, more informed connections with the people that matter to them the most.