



Two Successful Motorsports Marketing Agencies Join Forces in a Quest to Win the Sponsorship Search

The Sponsor Agency is pleased to announce a recent agreement between itself and New Century Marketing Concepts, a motorsports marketing agency based in Indianapolis, Indiana. The two companies have joined forces and are now combining their unique services in an effort to provide turnkey solutions for NASCAR race teams and sponsors alike.

Wilmington, NC ([PRWEB](#)) September 14, 2004 - The Sponsor Agency is pleased to announce a recent agreement between itself and New Century Marketing Concepts, a motorsports marketing agency based in Indianapolis, Indiana. The two companies have joined forces and are now combining their unique services in an effort to provide turnkey solutions for race teams and sponsors alike.

When asked to comment on the agreement, Barry Lange, CEO and president of The Sponsor Agency offered a smile and had this to say "I'm very pleased with the services we both offer as motorsports marketing companies and with the opportunity we have in front of us. We have successfully offered sponsorship services on a corporate level but have lacked in other areas such as documentation for race teams, presentations and the like. By teaming up with New Century Marketing Concepts, we're now able to offer racing teams many more unique products in addition to our marketing services."

The Sponsor Agency (TSA) works with many of NASCAR's finest teams, locating corporate sponsorship. In addition to new and potential clients, TSA assists current NASCAR sponsors with leveraging and activating their existing programs. "Now, we'll be able to help new racing teams assemble the presentations and business plans necessary to locate sponsorship dollars," adds Lange. "With the talent that NASCAR has to offer today, a team needs to be sure they have the very best platform to work from. A presentation and all of the documentation that goes along with it are a race team's resume. It has to be right from the very beginning."

New Century Marketing Concepts (NCMC) specializes in developing sponsorship proposals and presentation materials for sports organizations and teams. The company has been in business since 1997 and has been involved in developing sponsorship proposals and business plans for a number of athletes, teams and businesses. Robert Villegas, president of NCMC, states "Our partnership with The Sponsor Agency will enable us to provide a new range of services and opportunities for our clients. Not only will our clients obtain first rate proposal documents but we can now present them to a corporate client base that is open to new opportunities." For information about New Century Marketing Concepts contact Robert Villegas at sales@insmkt.com

For additional information concerning this article, contact: PR@sponsoragency.com

The Sponsor Agency, a Wilmington, North Carolina company, is a marketing firm specializing in NASCAR sponsorships. For more information about The Sponsor Agency and its services visit <http://www.sponsoragency.com>

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