



NASCAR Marketing Agency Targets all Non-motorsports Marketing Agencies by Offering a ½ Service for Half Price ½ Promotion

The Sponsor Agency, a Wilmington, North Carolina NASCAR marketing firm, announced today that it would begin offering reduced-rate services to traditional advertising and marketing agencies around the globe.

Wilmington, NC ([PRWEB](#)) October 25, 2004 -- "In the time that we've been in business, I've noticed that some of my most successful sponsorships evolve from other marketing agencies calling on behalf of one of their existing clients", stated Barry Lange, president and CEO of The Sponsor Agency (TSA). Lange continues, "I have been offering them reduced rates for our unique services, but have yet to make any official announcements".

Dubbed "½ Service for Half Price", the promotion opens a door to many opportunities for both TSA and for the many, more traditional, "non-motorsports" marketing firms in the world. "What I'm seeing is that an agency's client will point out "We want to be in NASCAR". The agencies, not knowing much about NASCAR marketing, call us looking for a solution to their client's request. Since it's assumed that they'll do part of the work that we typically would for their client, we only charge the agency half price", says Lange.

The Sponsor Agency invites any and all traditional marketing agencies to call when a current client wants to tap into the highly successful NASCAR arena. Companies can get their feet wet for less than the cost of many media spots or they can dive right in and market their product to more than 75 million fans, coast to coast. Lange adds, "The cost may be half, but don't be misled - the service and the client's end result will be worth millions. Our clients are very happy with the results we are able to provide and that will always be our goal, no matter what the price".

The Sponsor Agency, a Wilmington, North Carolina company, is a motorsports marketing firm specializing in NASCAR sponsorships. In addition to new and potential clients, TSA assists current NASCAR sponsors with leveraging and activating their existing programs. More information can be found by visiting <http://www.sponsoragency.com>

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