



Cup Scene Daily Offers Unique NASCAR Sponsorship Opportunity for 2005 Season

The Cup Scene Daily, the world's first daily e-newspaper dedicated to the NASCAR Nextel Cup Series has announced a first of its kind sponsorship opportunity for the 2005 Nextel Cup season.

([PRWEB](#)) January 25, 2005 -- It's no secret that NASCAR is the fastest growing sport in America with millions upon millions of loyal, dedicated fans who will go out of their way to support a NASCAR sponsor.

Increasingly, companies are finding that NASCAR has the reach, the powerful fan base and the ability to provide a stable marketing platform for any variety of products from laundry soap to home improvement to food.

This unique opportunity will allow a small to medium size firm a chance to get their name in front of these fans for a fraction of the cost of sponsoring a race team.

One of the unique aspects of this sponsorship is that the sponsor will actually be able to measure their ROI since this sponsorship includes 60% of all ad revenues generated by the site. The sponsorship of a NASCAR race team can cost millions of dollars with absolutely no guarantee that those dollars can be recovered, said Greg Engle, Editor in Chief.

The Cup Scene Daily is the world's first daily e-newspaper devoted to the NASCAR Nextel Cup series and is the fastest growing non-corporate run site today. Edited by an award winning writer and US Army veteran, the Cup Scene Daily provides daily updates to thousands of fans. With an increasingly growing readership, the site is quickly becoming a phenomenon in the world of NASCAR news.

Through the sponsorship the site will be able to attend and report on every NASCAR Nextel Cup Series race throughout the season up to and including the Awards banquet in New York.

The sponsorship includes:

- Mention of the company name or product whenever the Cup Scene Daily name is used (the Cup Scene Daily sponsored by press releases or elsewhere in the media.
- Banners prominently displayed with the company logo on the main page.
- A national kickoff announcement premiering the sponsorship, most likely during Speedweeks 2005 at Daytona International Speedway.
- A national ad campaign featuring the firm or product.

The interest and media attention that will be generated by this first of its kind partnership alone could be worth millions of dollars, said Engle.

The sponsorship is currently being offered on Ebay and the bidding will continue for the next week.

Interested parties can check out the bidding at:

<http://cgi.ebay.com/ebaymotors/ws/eBayISAPI.dll?ViewItem&rd=1&item=4521698665&category=6755&sspagena>



Or contact the editor at: editor@cupscene.com

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