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### **SponsorEdge.com: NEW Innovative Website For Racers and Companies to Connect - Members Reaping BIG Benefits**

June 12, 2010, VIRGINIA BEACH, VA – SponsorEdge.com launched to rave reviews recently, and members are reaping the benefits daily. The visionary online service provides a way for the motorsports industry to market and promote their programs through a time saving, easy and affordable means.

“We recognized a need in the motorsports industry for businesses and racing entities to network and promote their programs on a professional level,” said SponsorEdge.com web-developer and co-founder Annamarie Malfitana-Strawhand. “Motorsports related companies who want to reach drivers, teams, tracks and series all in one place find it easy with our system, and it’s also been a big success with non-motorsports related companies as well.”

Affiliation with SponsorEdge.com allows its members to find optimal promotional partners based on location, type of racing, and a number of other key areas. The website was created to streamline the process for both sides of a marketing and sponsor partnership to meet.

“We took suggestions from a variety of people in the racing industry when we created SponsorEdge.com,” said Malfitana-Strawhand. “A main complaint among racers, teams, tracks and series was how difficult it is to find the right person when approaching a company. Businesses struggle with an overload of proposals and solicitations.

“SponsorEdge.com ensures quality partnerships through data collected from our members. It’s easy for both sides of a marketing partnership process to see what they’re getting, and we structured the profiles so that members have to show how they have promoted sponsors in the past and how they will promote any new sponsors.”

SponsorEdge.com also creates opportunities for companies to promote products and services to the entire membership database or just key areas if they wish. The premier sponsor membership for companies has added promotional bonuses such as; automatic connections to all members in the database and a high profile way to feature specials, free offers and discounts through the “Hot Deals” program. The site’s popularity has exploded since its introduction earlier this spring.

“We’re overwhelmed by the positive feedback,” said Malfitana-Strawhand. “We continue to develop new and creative ways for our members to promote and market themselves; as well as provide education and assistance to all our members in an effort to make their experience worth while.”

For more information, please visit [www.SponsorEdge.com](http://www.SponsorEdge.com)

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