



Sponsor Direct® hosts the National Sports Forum Conference

New York based Sponsor Direct opens office in Atlanta, Georgia to focus on enterprise sponsorship yield management applications and yield realization consulting services

May 15, 2008, New York, New York – Sponsor Direct® hosts the first annual Executive Retreat for the National Sports Forum on May 15–17, 2008 in Pocantico Hills. The firm is proud of their high level relationship with the National Sports Forum. As part of Sponsor Direct's continued commitment and thought leadership involvement with the National Sports Forum is a key to our strategic direction. SponsorPort is the standard for sponsorship yield management applications and consulting services which are used by industry leading global corporations to identify opportunities to realize and accelerate the return on their sponsorship investments.

Mr. James Cooper, President and CEO said "that we are proud of our relationship with the National Sports Forum. Ron Seaver and his team have been instrumental in creating a unique forum for leaders in the sports marketing and sponsorship arena to share ideas and take the industry to the next level."

According to Seaver "We appreciate the continued support of the Sponsor Direct team. Their commitment to the industry is exceptional. When matched with their yield management software solutions and consulting services it is clear to see why they are enjoying fast growth."

About National Sports Forum

The National Sports Forum is the largest annual cross gathering of the top team sports marketing, sales, promotions and event entertainment executives - from throughout the broad spectrum of teams and leagues, (i.e. NFL, Major League Baseball, NBA, NHL, Minor Leagues, Racing, Colleges, etc.), in North America. (On average, 75-80% of our Attendees come from the US, with Canada comprising approximately another 20%.)

About Sponsor Direct

Sponsor Direct® has nearly 50 clients across all sectors in the Fortune 200. Of the firm's clients 37 are in the Fortune 100. The top five corporations with the largest industry spend are Sponsor Direct clients. All total the firm has processed over \$575 million in sponsorship investments to date.

Website: <http://www.sponsordirect.com/>

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