



CRICHTON
& PARTNERS

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Crichton & Partners “Scores” New Client

Cary, N.C. – Score This!!!, Inc., a triathlon and running production company based in Orchard Park, NY, has secured Crichton & Partners (C&P) as its consultative sponsorship sales and strategic online planning agency of record. Score This!!! produces and provides timing services for over 100 events annually.

“As we continue to grow we realize the need for a defined sponsorship sales plan to attract supportive corporate partners who will enhance the experience for our participants,” said Bob Giardini, Score This!!! President. “Crichton & Partners has an excellent track record of doing exactly that, not only for other sports and event properties, but for many within the multisport and running industries.”

C&P will assist Score This!!! with its sponsorship and sales platform by providing website redesign consultation, sponsorship valuation based on industry standards, creation of all available sponsorship packages and an overall sponsorship sales policy and strategy for 2011. The new program will roll out this spring.

“Score This!!! is an exciting client with enormous potential in the sponsorship sales arena,” said Tom Crichton, Crichton & Partners Managing Director. “They service thousands of multisport athletes and running participants throughout New York and the northeast, making them an outstanding property for corporate sponsors seeking to reach this attractive demographic.”

Score This!!! is entering its seventeenth season producing multisport and running events and has more than 66 years of experience within its staff. Score This!!! services include ChampionChip timing, online registration, event planning, management, consulting and production. For more information please visit www.score-this.com.

Crichton & Partners is a sponsorship sales agency, specializing in partnering properties, athletes and events with corporate sponsors across the nation. C&P offers full-service event marketing to maximize event and sponsorship revenue, including consulting, sponsorship sales and activation, contract negotiation, public relations, multimedia design and production, and EMMY Award winning television production for its clients. For more information, please visit www.crichtonpartners.com.
