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Tailwind Sports to develop partnerships for Team Taurus

(Mooreville, NC) Tailwind Sports, a national sports marketing agency, has signed an agreement with Ford Division, the marketing and advertising department of Ford Motor Company, to develop "powerbrand" partnerships for the "Race Team Taurus ...

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(Mooreville, NC) Tailwind Sports, a national sports marketing agency, has signed an agreement with Ford Division, the marketing and advertising department of Ford Motor Company, to develop "powerbrand" partnerships for the "Race Team Taurus Sweepstakes" during the 2001 Winston Cup racing season. Tailwind Sports will recruit Ford team sponsors and other major companies to participate in the Team Taurus on-line racing competition and sweepstakes.

The Team Taurus Sweepstakes allows entrants chances to win a new 2002 SES Sport Taurus vehicle and a trip to Atlanta's 2002 Cracker Barrel 400 NASCAR race provided by Ford Motor Company. Participants can also earn extra points toward additional entries by visiting Team Taurus' promotional partners web sites.

"The management team at Tailwind Sports has long been a fan of Ford's motorsports marketing activities," says Cindy Sisson, managing director of the motorsports division. "This new charge to help them with their innovative Team Taurus web site and sweepstakes is an exciting challenge and privilege for us."

Tailwind Sports has already helped secure partnerships with McDonald's and Tide for the Team Taurus program. Tailwind Sports' marketing efforts with the on line sweepstakes will assist Ford and their lead agency, J. Walter Thompson, in maximizing and strengthening relationships with their racing team partners. "The Team Taurus web site (www.raceteamtaurus.com) is exciting and fun for the public and it's an important way for us to deepen the professional relationships with sponsors of our Ford Taurus racing teams," says Sam Scott, Racing Manager, Marketing Communications Office, Ford Division.

The motorsports division of Tailwind Sports handles major marketing, hospitality and public relations programs in NASCAR, Formula One, CART and the IRL. Some of its clients include Nestle, ConAgra and International Trucks. The cycling division of the company owns and manages the U.S. Postal Service Pro Cycling Team, which features Lance Armstrong.

Tailwind Sports is a national sports marketing agency that creates and manages fully integrated marketing programs for corporations. With offices in the Washington DC, San Francisco, CA, Charlotte, NC, and Daytona Beach, FL, areas, Tailwind Sports is the leader in cycling and motorsports marketing.

-Tailwind Sports

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