



NATIONAL ASSOCIATION OF
SPORTS
COMMISSIONS

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National Association of Sports Commissions Announces Partnership with *SportsEvents* Magazine

SportsEvents Magazine is the NASC's First Platinum Level Partner

CINCINNATI, OHIO (June 3, 2005) The National Association of Sports Commissions (NASC) recently announced the signing of a partnership with *SportsEvents* magazine, published by Covey Communications Corp., as the association's first ever Platinum Level Partner.

SportsEvents magazine is published bi-monthly and distributed to 16,000 planners of all types of sporting events throughout the United States. The bi-monthly publication features articles relating to the fundamentals of event planning, such as the "How-To's" of organizing sports events, fundraising, selling sponsorships, negotiating for hotel guest room rates, guarantees and attrition clauses, financial issues, legal and liability concerns, handling a crisis, and so on. The magazine also features profiles of sports events and interviews with sports events planners, destination spotlights, news on facility developments, sports events happenings, and other matters relevant to planning sports events.

"The NASC is pleased to have *SportsEvents* magazine as its first ever Platinum Partner. The magazine provides articles targeted at our membership to guide them when planning and implementing sporting events," said Don Schumacher, NASC Executive Director. Through the partnership, all NASC members receive a 5 % discount on advertising for ads run in the magazine during 2005 and a free subscription to *SportsEvents* magazine. "NASC encourages its members to consider the benefits of reaching out to decision-making sports events planners around the country via advertising opportunities offered by *SportsEvents* magazine." For more information about *SportsEvents* advertising opportunities, contact Director of Sales Tiffany Burtnett at (813) 630-5410.

The NASC is a 300+-member organization with the mission of providing a communication network among and between sports commissions, convention and visitors bureaus and event rights holders and increasing access to sports event information, educating members in the areas of sports marketing and fund raising, enriching the quality of members' sports events and promoting the value of sports commissions in members' communities and within the sports industry.

MEDIA INFORMATION: If you need additional information about the National Association of Sports Commissions, please contact Beth Hecquet at (513) 281-3888 or visit the NASC web site at <http://www.sportscommissions.org>. For more information about *SportsEvents* magazine, please call Daphne Shannon, managing editor, at (256) 413-0243.