

## **Jive Communications Announces Multi-Tiered Motorsports Marketing Program**

### *Cloud Communications Provider Teams Up with ARCA Race Winner*

Lincoln, AL ([PRWEB](#)) April 29, 2016 -- Officials from Jive Communications, Inc. announced today that the international communications company has entered into a multi-faceted motorsports marketing program for the 2016 Racing Season. The announcement took place at the Talladega Superspeedway during the ARCA and NASCAR weekend activities.

“We are pleased to announce today a partnership with the Athenian Motorsports team and driver John Wes Townley for primary sponsorship of both the NASCAR Xfinity Series and the ARCA Racing Series presented by Menards,” said John Pope, CEO of Jive Communications. “We’re excited and grateful to begin our association with racing with these prominent brands and franchises.”

Jive will serve as primary sponsors of the Athenian Motorsports #05 Chevrolets for the NASCAR Xfinity Series events in Talladega on Saturday, April 30, and on July 1 in Daytona. The 12-race ARCA program will debut during today’s General Tire 200 at Talladega. Jive will also serve as an associate sponsor on the No. 05 Chevrolet in the NASCAR Camping World Truck Series.

“I turned my very first laps in ARCA and NASCAR in 2008, and I can tell you, this is the most excited I’ve been about racing,” said the 26-year-old Townley, a two-time Daytona ARCA race winner and the current ARCA points leader heading into today’s General Tire 200 at Talladega.

“Jive is a company based in Utah that is entirely new to the motorsports platform. I feel like Athenian Motorsports and I are well-positioned to bring Jive some spectacular results on a regular basis in both ARCA and NASCAR.

“The timing of this deal is perfect. We’re delighted that Jive will be along for the ride. I’m confident this is going to be a great relationship.”

Brian Moore, VP of Sales for Jive Communications, addressed Jive’s additional involvement for 2016.

“In addition to the team sponsorship, we’re delighted to announce that Jive is joining ARCA as the Official Communications Sponsor for the 2016 season,” said Brian. “We will serve as the presenting sponsor for a pair of ARCA events on this year’s schedule—at Lucas Oil Raceway on July 22, and the Illinois State Fair event on August 21.” Both the Lucas Oil Raceway and Illinois State Fair events will be promoted by Track Enterprises.

The ARCA Sponsorship will include per-race and year-end contingency awards for the race teams, in addition to the Series sponsorship.

“We are pleased to welcome Jive to the ARCA Family of corporate partners,” said Mark Gundrum, Vice President of Business Development and Corporate Partnerships for ARCA. “We look forward to promoting their products throughout the 2016 season and beyond.”

About Jive Communications

Jive Communications, Inc. provides enterprise-grade Hosted VoIP and Unified Communications to businesses and institutions across the globe. Jive's hosted services include Jive Voice (Hosted PBX), Jive Contact Center, and Jive Video, which all run on Jive Cloud, a distributed platform built on open industry standards. Jive has been purpose-built to deliver the most reliable, powerful and economical hosted communication services available to the enterprise and public sector markets. Learn more at [jive.com/tour](http://jive.com/tour).

#### About Athenian Motorsports

In July 2014, Athenian Motorsports began operating out of a new, state-of-the-art, 43,000-square-foot facility in Concord, N.C. The team scored its first NASCAR victory at the Las Vegas Motor Speedway in October 2015. In 2016, the team is fielding entries in the NASCAR Camping World Truck Series and ARCA Racing Series presented by Menards. AMS is also fielding a car in the three NASCAR Xfinity Series races at Daytona and Talladega.

#### About Track Enterprises

Track Enterprises is a racing promotion company based in Macon, Ill., that oversees Macon Speedway, Lincoln Speedway, Terre Haute Action Track, and hosts a number of ARCA, USAC, UMP, POWRi, WOOLM, and other top events throughout the Midwest. Track Enterprises info can be found online at [www.trackenterprises.com](http://www.trackenterprises.com) or on Facebook at [facebook.com/TrackEnterprises](https://facebook.com/TrackEnterprises).

#### About ARCA

The Automobile Racing Club of America (ARCA) is among the leading auto racing sanctioning bodies in the country. Founded in 1953 by John and Mildred Marcum, the organization administers more than 100 events each year in multiple racing series, including the ARCA Racing Series presented by Menards, the ARCA/CRA Super Series, the ARCA Truck Series and the ARCA Midwest Tour, plus weekly racing at Toledo and Flat Rock Speedways.



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