



Ready Hosting, Inc. Turns to Motorsports For New Business Development - Web Hosting Industry Leader Identifies Growth Opportunity With America's fastest growing spectator sport

ReadyHosting.com announces key sponsorship agreement with the ARCA RE/MAX Series and Venturini Motorsports

Kenosha, WI ([PRWEB](#)) December 11, 2004 -- Dave Fricke, President of Ready Hosting Inc. announced today that the Kenosha, Wisconsin based web-hosting firm looks to strengthen its marketing strategies by entering into the highly visible world of professional motorsports. Starting in 2005, Ready Hosting, Inc will launch a comprehensive motorsports marketing program with the ARCA RE/MAX Series.

"Motorsports has proven to be an effective way to promote any number of products and services," said Dave Fricke. "I'm confident that this newly-formed partnership with ARCA will provide an excellent venue to reach a great portion of our target audience, people and businesses that need affordable, efficient web hosting services."

Ready Hosting, Inc. along with its flagship company ReadyHosting.com is an all-inclusive "One Plan" Web Hosting provider offering instant setup and over 9 years of experience. ReadyHosting.com offers full-featured, cost-effective hosting plans for small businesses and personal sites alike. Considered to be one of the nation's premier hosting providers, Ready Hosting Inc. services over 100,000 web sites worldwide.

As part of a two-tiered marketing approach, Ready Hosting, Inc. has become an official series sponsor of ARCA, as the official Web Hosting Company of the ARCA RE/MAX Series. The sponsorship includes a point-fund contribution for the competitors and a per-event special award.

In addition to the ARCA Series sponsorship agreement, Ready Hosting, Inc. has also agreed on a major associate sponsorship partnership with Venturini Motorsports and driver Billy Venturini. Venturini Motorsports is a North Carolina based championship race team with over 35 years of ARCA and NASCAR racing experience.

"We are pleased to have ReadyHosting.com on board for the entire 2005 season," says team owner and former 2-time ARCA Series Champion Bill Venturini, Sr. "We are committed to helping them build their brand and increase their business in any way we can. Opportunities like this give our sponsors the ability to maximize their marketing efforts and target one of the most sought after demographics, our fans," added Bill Venturini, Sr.

Teaming up with ARCA and Venturini Motorsports on a sponsorship level will provide Ready Hosting, Inc. with much more than brand awareness. Most people associate racing sponsorship with company logos on a racecar and/or billboards on and around a particular racing venue. "But it's much more than that," says Tom Venturini, Marketing Director for Venturini Motorsports. "Racing has evolved over the years on virtually every level, but it's today's strong corporate involvement that has made the biggest impact on our sport."

"Series and team sponsorships not only provides a company with a dramatic vehicle to introduce a new product or service to the general public, but it has also proven to be a great opportunity for business-to-business



relationships. With thousands of corporate sponsors involved in racing, all with similar goals, we have seen a tremendous opportunity for cross-marketing promotions and business development.Â

Â Creating a long-lasting, meaningful relationship with our sponsors is our primary goal. Providing them with a championship caliber race team that they can be proud of is just one component of our program. The other objective is to assist our sponsors with strategy and activation of a solid marketing plan that benefits the company on and off the track,Â added Tom Venturini.

Professional Motorsports is nothing new to Dave Fricke and Ready Hosting, Inc. Ready Hosting.com was one of the first corporate sponsors to sign on with the Chicagoland Speedway in Joliet, Illinois when they first opened their gates in 2001. They also have sponsorship affiliation with NHRA Top Fuel Dragster, John Lawson.

For more than 50 years, ARCA has presented championship stock car racing to fans, competitors and sponsors at the highest levels of the sport. From the Superspeedways of Daytona, Pocono and Talladega, to the ultra modern, state-of-the-art facilities in Charlotte, Kansas, Kentucky, Nashville and St. Louis, to the half mile bullrings and the mile dirt tracks, ARCA represents the most diverse nationally touring stock car series, and the second longest running championship racing series in the country.

No other sanction in racing history has provided a springboard to NASCAR more often and with more regularity than the ARCA RE/MAX Series. Notable drivers who have won in the ARCA RE/MAX Series include: Benny Parsons, Bill Venturini, Mark Martin, Adam Petty, Kyle Petty, Michael Waltrip, Ryan Newman, Davey Allison, Ernie Irvan, Ken Schrader and Tony Stewart

The ARCA RE/MAX Series returns to the Milwaukee Mile on June 4th, 2005 and the Chicagoland Speedway on September 10th, 2005. Both races will be aired LIVE on SPEED CHANNEL.

For more information on the ARCA RE/MAX Series or Venturini Motorsports please visit;
www.ArcaRacing.com or www.BillyVenturini.com

###

**Contact Information**

Tom Venturini

Ready Hosting, Inc.

<http://www.readyhosting.com>

847-652-0067

Online Web 2.0 Version

You can read the online version of this press release [here](#).