



## **Chris Fowler Racing Hires Houston-Based The Brandsoup Agency To Develop Sponsorships for 2004 Fran-Am Race Series**

*Chris Fowler of Chris Fowler Racing in Orange Park, Fla., has secured the services of The Brandsoup Agency to help him develop sponsorships for the 2004 Fran-Am Race Series. Fowler, who was diagnosed with Cystic Fibrosis at six months old, is determined to become a major force in professional racing.*

Houston, Texas ([PRWEB](#)) August 25, 2003 - Chris Fowler of Chris Fowler Racing in Orange Park, Fla., has secured the services of The Brandsoup Agency to help him develop sponsorships for the 2004 Fran-Am Race Series. Fowler, who was diagnosed with Cystic Fibrosis at six months old, is determined to become a major force in professional racing.

"I am pleased to have The Brandsoup Agency on board to guide me in developing my own personal brand that will establish me in the Motorsport industry," Fowler said.

Fowler is targeting the Fran-Am North American Pro-Championship and the Fran-Am Winter and East Coast Series, which will run from January through October 2004. His previous racing record includes 2nd, 3rd, 4th and 5th place finishes in the 2002-03 Skip Barber Formula Dodge Southern Series.

Sponsorships provide countless opportunities for companies large and small to market their brands and increase awareness of their brands and services. Information about sponsorship levels is available at <http://sponsor.fowlerracing.com>

Brandsoup founder Tracy Rummel was quoted in the July 14, 2003, edition of RCR Wireless News on her thoughts about wireless carriers concentrating their marketing and sponsorship efforts behind sporting events and venues.

Said Rummel, "Sporting events are a marketer's dream. Even though there is usually a high cost associated with sporting events, at the end of the day, the ability to reach both a national and international audience makes it worth the investment."

Rummel and Fowler both emphasize that sponsorship opportunities are not limited to wireless carriers. Demographics of the motorsport industry indicate that 29 percent of spectators are ages 21 to 29, and 32 percent are ages 30 to 39. Average income of spectators ranges from \$35,000 - \$49,999 (22 percent) to \$50,000 to \$74,999 (22 percent). Sixteen percent have an annual income of \$75,000 and above.\* Live audience and spectator facts from the Fran-Am North American Pro Championship events in 2002 indicated population reaches from 20,000 to 16.5 million people. Estimated attendance figures from the events in 2002 ranged from 20,000 to 350,000 people. Every race in the 2003 Fran-Am 2000 North American Pro Championship Series was televised.\*\*

Interested sponsors may contact Rummel at 713-294-9888 or [tracy@brandsoup.com](mailto:tracy@brandsoup.com) for more information. Information will be released as it becomes available for the 2004 season. Please visit [www.fowlerracing.com](http://www.fowlerracing.com) or



[www.fran-am.com](http://www.fran-am.com) for updates.

Brand building services offered by The Brandsoup Agency include brand strategy development, vision strategy development, channel and consumer promotions, sponsorships, advertising, publicity, communications and marketing program development, competitive analysis and Web site design, development and hosting.

To learn more, visit [www.brandsoup.com](http://www.brandsoup.com) or call 713-294-9888.

\* Source: Nordhaus Research, Inc.

\*\* Source 2003 Fran-Am Series Information Kit



**Contact Information**

**Tracy Rummel**

Brandsoup

<http://www.fowlerracing.com>

713-294-9888

**Online Web 2.0 Version**

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