



Cheer Travel Rewards Booking Engine Fuels an Industry

Business Solution Gives Back Through Sponsorship.

Austin, TX, October 01, 2008 --(PR.com)-- Proformance Sports Marketing and Entertainment introduces Cheer Travel Rewards (CTR), a travel booking engine for the spirit industry to bring discounted, accessible housing, flights, car and family activities to cheer and dance participants and their families at a cost they are more likely to be able to afford. Unlike other travel solutions, CTR's user-friendly travel engine is designed to donate valuable commission dollars to the hands of member partners, providing them with valuable discounts and rebates on travel along with other incentive rewards and cash sponsorships. The CTR solution is an avenue for planners to block, book and hold best-value rooms without pre-payment. Unlike other travel programs, CTR's room blocks are not subject to costly attrition and the process for the end-user is facilitated directly from the planner's website so they retain the power of their brand. Cheer Travel Rewards is completely customizable and also offers a private label solution for partner companies desiring something extra special.

“Cheer Travel Rewards is a free and cost-effective, a custom-branded solution that brings immediate benefits to member partners who seek to reduce the high costs of travel to core customers and stretch their bottom line,” says Geoff Heller, sales director of Cheer Travel Rewards. “Our goals for this program are to alleviate the burdens of high cost travel and attrition for the spirit industry and give users easy-to-access solutions with valuable cash rewards and sponsorship they haven't been fully afforded previously,” remarks Heller. Proformance Sports Marketing and Entertainment is taking the lead to donate money to the industry by channeling group booking benefits directly to planners where it is needed most. Cheer Travel Rewards is one of four group travel programs to debut under the PSME umbrella.

About Cheer Travel Rewards:

Cheer Travel Rewards was designed with the Spirit Industry in mind providing member partner with access to negotiated hotels, resorts and other valuable offers. Cheer Travel Rewards provides a customized solution with commission payout, rewards and incentives.

About Proformance Sports Marketing and Entertainment:

PSME is a full service sports marketing agency specializing in sports marketing, development, event sponsorship, management and promotion.

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