

Traditional news release report sample

[Business](#), [Company](#)



Spartan PR has negotiated a three-year endorsement agreement.

The Spartan PR is a multi-client public relation agency which is based in East Lansing. The agency is fully owned by Army Hargerstrom.

The Spartan PR company has today negotiated and reached a three year endorsement agreement between this our solemn company and the celebrity which the celebrity shall promote the company's products. The celebrity advertising has been referred to as " youth attractive advertisement" and this is why the company would like to apply celebrity advertising because it is targeting the youths.

Today, the celebrity has been granted an opportunity to promote the products of the company by the name Spartan. This agreement was reached after a long period of consultation between the two companies. The agreement was found useful bearing in mind that celebrity advertisement or marketing is likely to increase the sales of the products by the companies. Some of the products to be promoted include, clothing among other things. The company choose to work with the newly employed personnel by the Spartan PR company whose duties include media relations, community relations and the other PR- related tactics because he is a public figure therefore famous. The company believes that believe that the application of celebrity advertisement will attract more clients into the business.

The companies involved in the negotiation, that is Spartan PR and the companies' involved in this agreement are very pleased to have entered into this type of agreement. The Spartan PR who negotiated for this agreement new that my celebrity was crucial and necessary for the

promotion of products and services.

The company is set to pay the celebrity a total of \$1.75 million per year for his/her endorsement services. The company also acknowledges that my celebrity had been well represented in the negotiation by his/her agents Jerry Maguire.

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