



Looking to Attract Corporate Partners in the Offseason?

15 NFL Training Camp Sponsors

- Texans - XFINITY
- Bills - Verizon
- Patriots - United Healthcare
- Ravens - Verizon
- Browns - Huntington, Cleveland Clinic
- Broncos - Ticketmaster
- Chiefs - Heartland Health
- Eagles - Sports Authority
- Cowboys - Ford
- Giants - Timex
- Bears - Chase
- Packers - Bellin Health
- Vikings - Verizon
- Falcons - Russell
- Rams - Russell
- 49ers - HP, The Mercury News
- Seahawks - Bing

"Build partnerships, not sponsorships."

Brian Corcoran,
Shamrock S&E

PARTNERSHIP ACTIVATION 2.0

Welcome to the August '11 issue of the Partnership Activation 2.0 newsletter! I hope you enjoy the creative activation tactics, signage concepts, and branding initiatives included in this issue.

The month of August is truly an exciting time of year with start of the 2011 Barclays Premier League season, NFL training camp underway, and college football and the MLB Playoffs right around the corner. As you begin to get into a routine for viewing sports during the Fall, I would encourage you to spend time tuning in to the Barclays Premier League, the Rugby World Cup, and other global sports events to get a taste of how brands are leveraging their partnerships across the world. There is so much that we can all learn from our counterparts living abroad. Please make an effort to expand your horizons, especially during the early morning hours before football Saturdays begin!

Thank you for your continued support of Partnership Activation. As you come across sponsorship/marketing "best practices" and unique ideas, please feel free to email them to me at: bgainor@partnershipactivation.com.

- Thanks and Best Wishes, Brian

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Looking for more?
Check out
PartnershipActivation.com

INDUSTRY WATCH | CAPTAIN MORGAN SKY BAR

Are you looking for new ways to create memorable experiences for fans?

Captain Morgan created a splash at the 2011 Heineken Balaton Sound, one of Europe's largest open air music festivals, by treating music enthusiasts to a breathtaking Happy Hour experience. Heineken created a Sky Bar ride that enabled consumers to travel hundreds of feet in the air to enjoy a Captain & Coke cocktail and take in a panoramic view of the entire concert festivities.

Captain Morgan outfitted the Sky Bar experience with a team of bartenders, a custom bar, branded seatbelts, and other amenities for passengers to enjoy. The brand transported approximately 20 passengers per trip and generated buzz throughout the Balaton festival, which attracted 100,000 concert-goers.

A Budapest brewery named Dreher actually unveiled the Sky Bar concept at the 2010 Balaton Sound festival but Captain Morgan rebranded and customized the joyride for consumers. Consider new ways that you can use the airspace and scenery at your venue to engage fans!



Check out the Captain Morgan Sky Bar: <http://bit.ly/ojpaqc> / <http://bit.ly/pOPmYp>



EYES ON THE INDUSTRY



Are you keeping an eye on creative tactics across the National Football League?

With corporate partners and fans seeking a greater return on their investment, NFL properties and brands are being challenged to create new, unique ideas that generate revenue and effectively engage fans. Here are five (5) "must-see" ideas:

I. New York Jets - Toyota Presents Mark & Me

As the Official Vehicle of the Jets, Toyota launched a "Mark & Me" website where fans can create custom photos where it appears that they are standing alongside quarterback Mark Sanchez in the locker room, in front of a press backdrop, next to a grill in the tailgate lots, or on the boardwalk by the beach. The execution is simple yet very engaging! <http://bit.ly/o1aB2O>

II. New York Giants - Historical Wiki

The New York Giants unveiled a Historical Wiki on their official team site that allows fans to easily access a full compilation of team statistics, photos, news/information, RSS feeds, football cards, and more. The team encourages fans to submit information to contribute to the site to feedback@fans.giants.com, delivering an engaging, user-friendly experience. <http://bit.ly/puXp2O>

III. San Francisco 49ers - Draft Pick Downloads

The San Francisco 49ers feature free desktop background/wallpaper downloads of their 2011 NFL Draft Picks as well as their current marketing campaign, cheerleaders, premier players, and past campaigns. The Draft Pick wallpaper downloads serve as a simple branding extension for teams looking to provide Draft Day sponsors with additional inventory. <http://bit.ly/qJbdq7>

IV. Indianapolis Colts - Frito Lay Sideline Assistant

The Indianapolis Colts have partnered with Frito Lay to offer a Sideline Assistant promotion where two (2) young fans can watch a live game from the sidelines and provide players with Gatorade. Winners also receive two (2) tickets for his/her family, a Colts jersey, and an appearance on the Jumbotron. Fans can register to win at the Frito Lay POS display in select Wal-Mart stores in the Indianapolis marketplace. <http://bit.ly/ou7cy1>

V. Buffalo Bills - Bills Backers Map

The Buffalo Bills feature a terrific interactive map on their team website that allows fans across the world to find their nearest Bills Backers bar. The map highlights bar/restaurant names, locations, and phone numbers. <http://bit.ly/qph4WP>

V. Tampa Bay Buccaneers - Ultimate Bucs Promotions and Offers Page

The Tampa Bay Buccaneers created a terrific landing page to host their current promotions, venue destinations, ticket offers, and more. The site features a collection of logos highlighting the different initiatives that fans can quickly scroll over to learn more information. Check it out here: <http://is.gd/nWTBuX>

Interested in signing up for the newsletter?

Send an email with "Subscribe" in the subject line to newsletter@partnershipactivation.com.

In the body of the email, please include your name, company affiliation, and contact information when subscribing.



INDUSTRY SPOTLIGHT

Logo Valuations and Analysis - EDDIE KENDRALLA



As a Valuation Analyst for Navigate Marketing this summer, Eddie has been assisting the Navigate team with research and analysis on several client projects, as well as performing ad hoc studies relevant to the sports industry. Kendralla graduated from the University of Dayton in 2009 with a Bachelor of Science in Marketing and will graduate in 2012 from Ohio University with Master of Business and Master of Sports Administration degrees.



It's about an inch wide, maybe a tiny bit longer. If we're being generous, it's half-an-inch tall. And yet, despite that size, even a casual fan of Major League Baseball has probably seen it numerous times.

It, of course, is Nike's logo on the collar of undershirts worn by many MLB players; a tiny logo that is so recognizable and so perfectly placed that we have valued its broadcast exposure last season at nearly \$25 million dollars.

Over the past few months, Navigate Marketing's Eddie Kendralla watched a random sample of MLB telecasts and timed how long the Nike logo could be clearly observed on the center of the players' undershirt collar. From the sample, an average exposure time was determined and used to assign a value to the exposure Nike receives during the regular season's 4,500-plus television broadcasts on national networks, regional sports networks and MLB Network. Using 2010 viewership numbers, it is estimated that Nike received over \$20 million dollars of exposure value during the regular season and an additional \$4.5 million from the 2010 postseason, which consisted of 32 games. The regular season numbers equate to approximately \$680,000 per team.

What makes the value even more amazing is that it does not include MLB.TV and the satellite Extra Innings packages or exposure from MLB highlights seen on *SportsCenter*, *Baseball Tonight* and local news broadcasts. Incremental value would also be received from images of players on the web and in other print publications and materials.

So how can such a small logo produce so much value? Look no further than the classic real estate cliché, "Location, location, location." The Nike logo is right below a player's face, which is the focus of numerous close-up shots throughout each game. If a starting pitcher happens to be wearing the Nike undershirt, the value for that game goes up even more. The logo also stands out because it is easily recognizable, and more to the point, because it is always white on a colored background. If someone commissioned a market research study asking fans to identify which company makes MLB jerseys, our hunch is that Nike would win in a rout.

Of course, Majestic is the exclusive license holder for MLB jerseys, but it has no contractual rights over undershirts. The Majestic logo, less recognizable than the Nike logo, can only be seen on the sleeve of jerseys, an infrequent occurrence on TV. This probably isn't much of an issue to Majestic because it isn't a direct competitor to Nike.

But it makes us wonder if a company that does compete with Nike in the baseball space – Under Armour or Rawlings, perhaps – could make a competing undershirt with a logo that has the same placement and visibility. Until then, we envision Nike receiving roughly \$20 million of broadcast exposure during each regular season, and even more from the playoffs and highlights.





THREE THINGS YOU NEED TO SEE

GREAT SPORTS MARKETING IDEAS IN THE NEWS



Shadow Projections
Teams/sponsors can let fans transform their shadows into legendary sports characters
<http://bit.ly/oVb02E>

Manchester City Turns to Music to Launch Their 2011/12 Kit

Manchester City FC teamed up with Liam Gallagher, the leading singer of the band Beady Eye (formerly of Oasis), to record a special version of the team's renowned Blue Moon anthem in support of the launch of MCFC's 2011/12 Umbro kit.

Gallagher recorded an exclusive version of the anthem and included it in the official music video of the group's new hit single, The Beat Goes On, which has attracted 260K views online. Manchester City FC supported its collaboration with Gallagher by projecting an image of the rock star proudly displaying its new kit on the side of Etihad Stadium and promoted the anthem/video through a blend of traditional and non-traditional media channels.



Check Out The Collaboration Here: <http://bit.ly/nCS3vW>



Could Athletes Turn to Animated Tattoos?
The emergence of QR code technology can allow athletes (and sponsors) to create animated tattoos - a new form of guerrilla marketing?
<http://bit.ly/qs1lv>

Virgin America Allows Giants Fans to #FlyTheBeard and Win Prizes!

Virgin America and the San Francisco Giants recently teamed up to host a #FlyTheBeard scavenger hunt at AT&T Park that gave fans an opportunity to receive free swag and a chance to win a free flight. Fans were encouraged to follow @VirginAmerica on Twitter as well as the hashtag #FlyTheBeard to view a series of photos providing clues of where Virgin America flight attendants were located throughout the ballpark. The first few fans that found the flight attendants at each location won exclusive prizes and a unique photo opportunity! Virgin also generated buzz by distributing 2-for-1 flight vouchers to all fans in attendance.



Check It Out Here: <http://is.gd/jvzc0j>



Use Twitter OOH to Engage
Teams can create an OOH billboard that features a player/coach/fan who smiles based on the number of new ticket sales, tweets, etc.
<http://bit.ly/qPH6Zh>

Newcastle Traps Fans in a Glass of Beer

Newcastle Brown Ale recently generated excitement at the entrance of San Diego's Del Mar Racetrack by installing an 8-foot high glass that allowed consumers to get trapped inside a pint of Newcastle. The 3D "Trapped in a Schooner" display created an optical illusion of consumers drowning in a glass of beer, making for a terrific photo opportunity on-site.



See It Here: <http://bit.ly/oK0YrI>

Newcastle generated buzz around the initiative online by encouraging consumers to submit photos of their experience to its official Facebook page for the chance to receive exclusive swag. Fans were also encouraged to "check-in" at the footprint on Foursquare.



Partnership Activation

The "Think Tank" for connecting brands with fans.

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HOT OFF THE PRESS

Are you looking for new ways to grow your sports brand at retail?

Sports marketers looking for retail news, product insights, and innovations should consider subscribing to SGI Weekly Intelligence, a free online trade publication. The weekly report, published by Sporting Goods Intelligence, is geared specifically towards sporting goods retailers but provides insightful information for all entities looking for new ways to grow their brand at retail.

Sign Up for the SGI Weekly Intelligence Here: <http://www.sgiweekly.com/>



CREATIVITY IN THE SPORTS MARKETPLACE



The Hiroshima Carp feature a giant baseball-themed bounce house for young fans to enjoy within their ballpark



Chelsea FC and Samsung created a special edition Galaxy 70 product pack that came with a team jersey, branded case, and content



adidas created a marketing splash at Anfield, home of Liverpool FC, with a giant billboard outside the team store



Unicef distributed giant thumbs up hands (resembling Facebook Likes) at Copa America



Hong Kong celebrated the arrival of the Brand Jordan Flight Tour with a creative branded stairway



A goaltender on the Toronto Junior Canadiens called on a local artist (David Arrigo) to create an Angry Birds themed goalie mask



Allstate gave soccer fans a recognizable target to shoot on at the 2011 MLS All-Star Game



RISING STARS

Which individuals will emerge as the next generation of leaders in the sports marketplace?

Partnership Activation, Inc. is excited to recognize the August 2011 recipients of the "Rising Stars Program", an initiative that honors four (4) young professionals each month ages 30 and under who are making an impact in the sports industry early in their career. The individuals nominated each month will become part of an exclusive group designed to help young industry leaders network and build lifelong relationships with one another. It is with pleasure to announce the four (4) August recipients of the Partnership Activation Rising Stars Program:



Kasey Coler, INDYCAR (<http://www.IndyCar.com>)

Kasey Coler currently serves as the Director of Marketing for INDYCAR and has spent over five years with the organization. He joined INDYCAR in 2007 in a Consumer Research capacity and transitioned over to the INDYCAR Marketing group to work with promoters on consumer ticket sales and promotional marketing efforts in 2008. Prior to joining INDYCAR, Kasey worked for the Indianapolis Motor Speedway and was responsible for all Direct Marketing efforts, with a focus on the Indy 500, Brickyard 400, and the United States Grand Prix.



Chris Farrell, Leverage Agency (<http://www.LeverageAgency.com>)

As a Group Account Director with the Leverage Agency, Chris works with national clients on program development, revenue generation, program activation and post-end program analysis. He has also developed a "New York City" grassroots platform with clients including Bike New York, Rooftop Films and the Kings Polo Classic to engage brands reaching the New York / tri-state market. Chris graduated with a Bachelor of Science in Exercise Science from Rutgers University and previously worked as a Corporate Sales Executive with the St. Louis Rams.



Brandi Bloodworth Connolly, hawkeye sports & experiential (<http://www.hawkeyeww.com>)

As Director of HSE, Brandi leads business development efforts for the division and also manages The North Face® and Gatorade accounts. "After 10 years in the industry, I returned to HSE so I could wake-up each morning loving (and living) my job. HSE is dedicated to living the sports lifestyle through participation and to me that authenticity makes my job of delivering for clients easy." Brandi got her start as an account coordinator at HSE before leaving to pursue her Sports Biz MBA at ASU. Since graduating, she has served as director of marketing and sponsorships for both the Super Bowl XLII host committee and the United States Bowling Congress. Brandi enjoys skiing, running and watching football on her couch with her husband, fellow ASU Sports Biz MBA and past rising star Brian Connolly.



Andres Lares, Shapiro Negotiations Institute (<http://www.ShapiroNegotiations.com>)

Andres is part of the Sports Practice at the Shapiro Negotiations Institute (SNI), which trains and consults the front office and business departments of professional sports teams. Andres is also responsible for the design, execution, and tracking of all SNI's marketing efforts. To date, Andres has conducted contract research and negotiations and performed player, draft, and contract studies in all four major sports leagues. Prior to joining SNI, Andres worked for organizations including the Philadelphia Eagles, Kingston Frontenacs, and France Allpro Athlete Management, and completed a MBA and MSA at Ohio University, where he had the honor of being recognized as the Student of the Year.

Would You Like to Nominate a Rising Star in the Industry for their Exceptional Work?

Send a two (2) paragraph nomination to bgainor@partnershipactivation.com



VIRAL SPOTLIGHT

In the past year, the University of Miami Athletics Department has created one of the finest YouTube channels in all of college athletics. The University of Miami Athletics Department has filled the platform, entitled CanesAllAccess, with a multitude of content, including in-depth player features, interviews, and Q&A's, insider looks at the Athletics Department behind-the-scenes, press conference clips, alumni features, and more.

Sports marketers from all organizations should particularly take a close look at two (2) videos that the University of Miami recently posted on CanesAllAccess - Summer Vacation with Andre Johnson and Raising Canes: Day 1 with Marcus Forston. Both features provide the type of unique perspective that fans want and organizations need to deliver through social media!

Watch The (2) CanesAllAccess Exclusives Here: <http://bit.ly/p2BpiB> / <http://bit.ly/oMklcb>



SOCIAL MEDIA SPOTLIGHT

Sports organizations looking for new ways to engage fans through social media channels, particularly Facebook, should focus on posing open-ended (yet bracketed) questions that allow fans to have a voice and express their thoughts/emotions. Here are a few examples of ways that teams can creatively drive discussion in their social media channels.

1. Would you like to see the newly-renovated locker room? If so, please tell us in 25 words or less why you should be selected.
2. Fill in the Blank. The (Insert Team Name)'s 2nd half MVP will be _____.
3. Describe the (Insert Team Name)'s first half of the season in ONE word
4. What did you do to contribute to the team's 10-game win streak? (put control in the fans' hands)
5. Tell Us: What is your favorite (Insert Team Name) memory of all-time?
6. Describe what being an (Insert Team Name) means to you in THREE words.
7. What is your favorite song played at the ballpark? Favorite food?
8. Which batting gloves should (Insert player name) wear against the (Insert opponent name)?
9. Let's Hear Your Thoughts: What should the (Insert Team Name)'s new slogan be for 2012?
10. Fan Polls: "Who would you like us to interview tomorrow?"



A CLOSE LOOK AT COPA AMERICA 2011





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#SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



@RickOlivieri



@SteveSeiferheld



@SeanCallanan



@LesaUkman_IEG

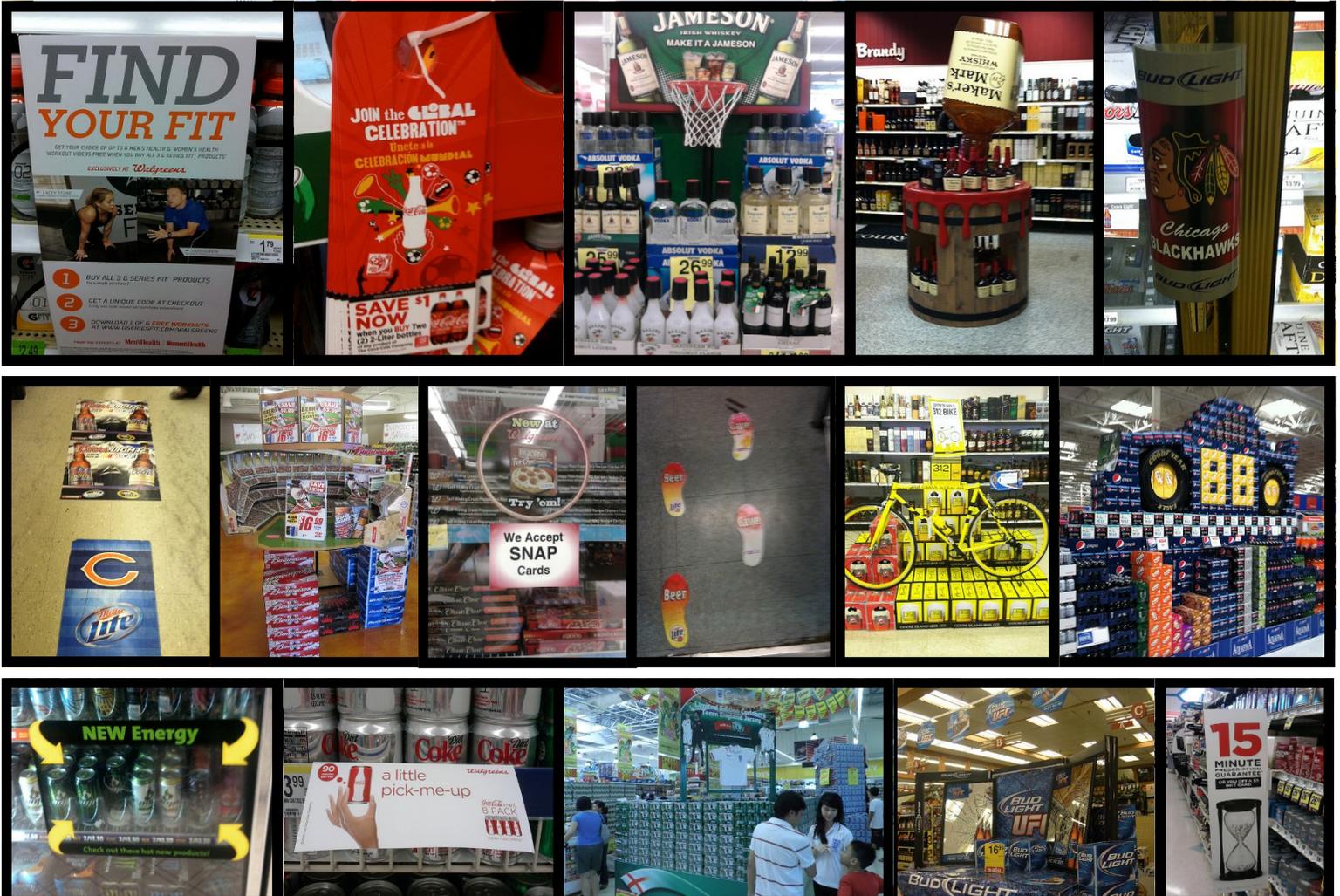


@BlainSkinner

THOUGHT STARTERS

Looking for ways to generate awareness for your brand at retail? Check out some creative ideas in the marketplace:

ACTIVATION AND BRANDING



Check out how Nike leverages its soccer affiliations at retail to drive business: <http://is.gd/vdLPV4>



LIVERPOOL BUILDS THEIR FANBASE GLOBALLY WITH "HOME AWAY FROM HOME" EVENTS

Liverpool FC and adidas recently celebrated the launch of the team's new 2011/02 away kit by creating a special "Home Away From Home" event in Dublin, Ireland to thank fans for their support. The unique event featured several of the team's high-profile players making an appearance in the streets of Dublin to engage with fans, sign autographs, and answer questions.

Liverpool FC's "Home away From Home" event serves as a terrific benchmark for teams in the United States looking to grow their brand and fanbase in international markets and drive additional merchandise sales. The event also sparks a thought that successful pro franchises (e.g. Los Angeles Lakers, NY Yankees, Boston Red Sox, NE Patriots) should consider searching for ways to feature photo opp/autograph displays at road games to engage transplant fans and provide memorable experiences. While it may be difficult to activate within opposing team venues, there could be opportunities to engage fans at nearby locales!



Check Out Liverpool's Home Away from Home Launch Here:
<http://bit.ly/r14ZD2> / <http://bit.ly/ovVcXp>

MANCHESTER UNITED OFFERS TOUR TREASURES TO FANS ACROSS THE WORLD

Manchester United celebrated their 2011 U.S. Tour by giving away a unique collection of tour souvenirs (from their players) to fans across the world. Several of Manchester United's players donated autographed items from their journey on the U.S. Tour to the team's "Treasure Chest" to give away to fans watching their matches everywhere. The team featured the items on their website and allowed fans to fill out a simple entry form for the chance to win.

Items distributed through the initiative included a tennis racket that Rio Ferdinand used to play with tennis star James Blake, a flask that Michael Owen received at the Empire State Building, a special edition DHL tour diary and pen set from Ryan Giggs, and a pair of tour pajamas worn by Rio Ferdinand. ManU's treasure chest serves as a great way for teams to generate awareness and build fan databases while traveling on the road!

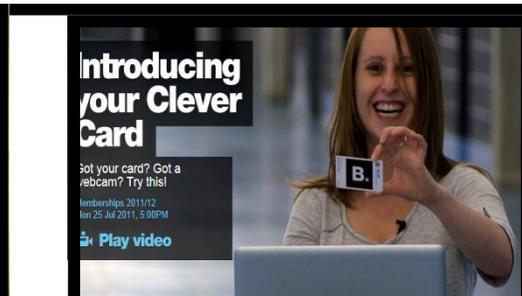


For More Info: <http://bit.ly/nz5eVx>

SPORTS ... LIKE YOU'VE NEVER SEEN IT BEFORE



Sprite Zero Lets Users Control Their YouTube Experience
<http://bit.ly/n3WWUt>



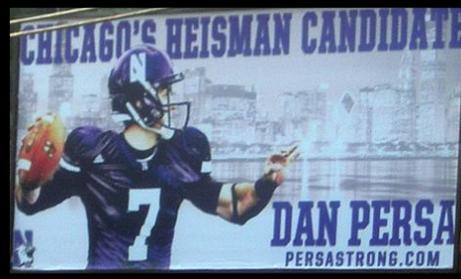
Manchester City Launches a Unique Augmented Reality Initiative for Fans
<http://bit.ly/qKnG3a>



The Sydney Swans Let Fans Do Club Song Karaoke in a Volkswagen
<http://is.gd/p8HRIC>



WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Help Your Stadium Messaging Pop with Backlit 3D Signage

Sponsors looking for ways to escape stadium clutter should consider approaching their team partners to see if they can feature backlit 3D signage. This eye-popping branding illusion will help capture the eyes and interests of fans as they pass through the stadium concourse and/or scan the stadium setting in-bowl for unique messages/elements.

Convey "Ice Cold" Messaging In an Impactful Way

Beverage companies (beers, vodka, non-alcoholic beverages) looking to emphasize "ice cold" messaging at sporting events should consider featuring ice sculptures of their product on display. Brands could complement this activation with brand ambassadors couponing on-site to engage fans firsthand.

<http://bit.ly/rgbS85>

Bring Parking Garage Entitlements to Life

Sponsors investing large sums of money on parking garage entitlements should use a little creativity to bring them to life. Ideas can include staged accidents/coverage (insurance), DUI awareness (local police force), car displays (automobile providers), post-game food (fast-food chains), car repair supplies, etc.



For More Information, Please Contact:

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Partnership Activation, Inc. provides sports business professionals with creative ideation insights, unique activation tactics, and innovative ways to drive incremental revenue for their business.

Founded in February 2008, PartnershipActivation.com has rapidly become one of the industry's most valuable resources for sports business professionals to obtain unique partnership ideas and industry updates.