



Is Your Scoreboard State-of-the-Art?

Ten (10) of the Best Scoreboards in the Biz

- **Nashville Sounds,**
Greer Stadium
- **KC Royals,**
Kauffman Stadium
- **SJ Sharks,**
HP Pavilion
- **Minnesota Wild,**
Xcel Energy Center
- **Miami Heat,**
American Airlines Arena
- **Texas Longhorns,**
Darrell K. Royal-Texas
Memorial Stadium
- **Miami Dolphins,**
Dolphins Stadium
- **Washington Nationals,**
Nationals Park
- **Arizona Diamondbacks,**
Chase Field
- **San Francisco Giants,**
AT&T Park

**"Build partnerships, not
sponsorships."**

**Brian Corcoran, Fenway
Sports Group**

Partnership Activation 2.0

Welcome to the November edition of Partnership 2.0, a newsletter that provides sports business professionals with industry insights, creative activation tactics, and new ways to generate incremental revenue for their organizations.

Thank you for your continued support and interest in the Partnership Activation brand. I was recently fortunate to have the opportunity to showcase my work on Darren Rovell's CNBC.com Sports Biz column. It is my hope that the extended coverage through Darren's site will drive additional readership and attention to PartnershipActivation.com and we can use the site/newsletter as a platform to drive knowledge and creativity in the global sports marketplace.

If you can, please take a moment to pass along the newsletter (and word about the site) to colleagues and friends in the industry. If you need assistance with creative ideation and/or identifying new ways to generate incremental revenue for your business, please reach out to me at bgainor@partnershipactivation.com. Thank you for your continued interest and support! Best Wishes, Brian

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INDUSTRY WATCH | BRANDED VENUE RAMPS

Outside of charging for parking, have you looked at your parking ramps as a new revenue source? If you haven't, look again.

Recently, a number of properties worldwide have begun looking at their venue's ramps (parking ramps, walking ramps) as new messaging mediums. While "ramp inventory" has traditionally been used to promote a team/event's brand, some properties in global markets have begun selling "ramp inventory" to corporate partners (i.e. Coca-Cola paid to brand a baseball venue's parking ramp in Monterrey, Mexico).

Companies potentially interested in "parking ramp inventory" may represent the following categories: auto manufacturers, insurance companies (auto), beverage companies (an area where fans tailgate), fuel companies, c-stores, etc.

Where have we seen stadium ramp/parking ramp branding?

Dolphin Stadium, the 2008 UEFA tournament, the 2008 Beijing Olympics, etc.



Who could use this branding tactic the most?

A.C. Milan and F.C. Internazionale, two (2) of Italy's most successful clubs who play their matches at San Siro (right), which has the most extensive collection of ramps in the sports industry! San Siro is located in Milan, Italy.





SPONSORSHIP WATCH | EXTRA BENEFITS

Are you providing sponsors with extra benefits during this tough economic period?

Jim Andrews did a fantastic job in the 11.18.08 IEG Sponsorship Report touching on how properties are responding to partners re-analyzing their partnership agreements in the state of the current economy. Andrews noted, "Many have asked whether we are hearing about properties discounting fees due to the difficult sales climate. The answer is no. Instead, many properties are telling us they are sweetening their deals with extra benefits they typically wouldn't provide at a given level. If used judiciously, add-ons are a much better tactic than reducing price."

With this being said, how can properties offer additional benefits/inventory to wireless partners? They simply need to follow the lead of Chelsea F.C., an industry leader in offering unique mobile content. Through it's team website, Chelsea F.C. offers a variety of interactive mobile content, including wallpapers, games, ringtones, customized shirts, animations, terrace chants, videos, SMS alerts, and text alerts (team sheets, goals, full-time alerts).

Chelsea even enables its mobile content to be purchased in bundled packages, enticing the offer for fans. The team's mobile content is a must-see for any property looking to enhance its mobile offerings and demonstrate "added value" for wireless partners!



This Month's Activation Tip - Use Sponsorships To Enhance Entertainment

How does your property leverage corporate partnerships to enhance in-game fan entertainment?

Recently, a hockey team in Dresden, Germany found a unique way to integrate Skoda's new DKT automobile into the action prior to faceoff. The team realized that Skoda was looking for a unique way to leverage its new DKT model and enabled it to feature the automobile on-ice during the pre-game introductions.

The unique aspect of the integration opportunity was that instead of using the automobile as a precursor to the pre-game entertainment, the team used the car as the pre-game entertainment. The team outfitted the DKT automobile with a branded box of fireworks that was perched on top of the car's roof. As the car circled the ice, the box fired off fireworks and a light display, providing a spark for the pre-game introductions!

Integrating Skoda's new model in the pre-game festivities enabled the auto manufacturer to place its brand in front of fans in a very impressionable manner. Are there ways that your organization can implement similar initiatives?



CREATIVE ACTIVATION IDEAS



Adidas created unique "You Need a Hug" photo displays (with an extended arm) to leverage its partnership with Tracy McGrady



The Bolton Wanderers (EPL) enhanced their team store shopping experience by featuring a life-sized team bench that serves as a great photo display for fans



The Panasonic-Toyota Formula 1 Team features a large-headed mascot... When will a NASCAR team become the first to offer a similar mascot at-track?



How Are You Entertaining Fans?

Twelve (12) Interactive Video Board Features

1. Kiss Cam
2. Dance Cam / Flex Cam
3. Virtual Burger (LA Lakers)
4. Air Guitar Cam / Guitar Hero Feature
5. Fan of the Game
6. Fan Fued (a feature that mirrors Family Fued)
7. Guess The Attendance
8. Ticket Holder of the Game
9. Fan-O-Meter
10. Hold Up Your XXX Cards (Credit Card, Grocery Discount Card, AAA Card, etc.)
11. Text Messaging Polls displayed throughout the game - i.e. "Who is the team's MVP of the night?"
12. Caller/Texter of the Game (the first person who calls/texts a number featured on the video board wins a prize)

Looking to Add Unique Content to Your Website?

With the NHL season underway, many organizations have implemented new, unique features and content on their team websites. Enclosed is a breakdown of online "best practices" from across the league:

<i>NHL Organization</i>	<i>Unique Website Feature</i>	<i>NHL Organization</i>	<i>Unique Website Feature</i>
Anaheim Ducks	Fan Loyalty Card	Ottawa Senators	Sens Student Union
Atlanta Thrashers	Thrashers Toolbar	Philadelphia Flyers	McDonald's Power Play Payoff
Boston Bruins	Bruins License Plates	Phoenix Coyotes	Fan Stories/Sightings Submission
Buffalo Sabres	Fan Scrapbook	Pittsburgh Penguins	Mike Lange T-Shirts
Calgary Flames	Train Like a Flame	San Jose Sharks	Amici's Private Practice
Carolina Hurricanes	Cool Bars (Watch Parties)	St. Louis Blues	BlueTube
Chicago Blackhawks	Blackhawks iMixes	Tampa Bay Lightning	Preferred Partners Program
Colorado Avalanche	Conoco Player Appearances	Toronto Maple Leafs	Gift cards For Purchase Online
Columbus Blue Jackets	Jackets Ticket Post	Vancouver Canucks	Canucks Fantasy Hockey
Dallas Stars	Stars Fanatics	Washington Capitals	Wash. Capitals Twitter Page
Detroit Red Wings	Today In Wings History		
Edmonton Oilers	McDonald's In The Lineup / Copper Jackets		
Florida Panthers	Player Charity Tracker		
Los Angeles Kings	Kings 5K Run / Kings Annual Golf Tournament		
Minnesota Wild	2009 Wild Fantasy Camp		
Montreal Canadiens	Text&Score with Subway / Pick'n'Win with Ford		
Nashville Predators	Wendy's "Frosty Drive for 5" Promotion		
New Jersey Devils	"So, How Well Do You Know Jamie Langenbrunner?" Feature		
NY Islanders	Watch and Win!		
NY Rangers	Season Subscriber of the Game		

Have You Seen This?

To promote its title sponsorship of the Guinness Premiership, a professional English rugby league, Guinness features a branded mobile bar outside of Millennium Stadium that serves as a pre-game destination for fans. The Guinness Bar has become an extremely popular place for rugby fans to congregate. Boasting 18+ taps on board, the Guinness mobile bar serves as a vehicle that can effectively accommodate large crowds of fans.

The Guinness Bar serves pints to fans and offers the first 300 customers a free Bite Eat voucher, entitling them to a free meal at one of the concessions areas in-venue.

Guinness also runs a "Guinness Premiership Try Time" promotion where fans can test their rugby knowledge by texting in the team name and shirt number of a player who they think will score in the second half (e.g. WASPS 15). Those who correctly guess the player receive a text detailing where they can get a complimentary pint of Guinness!



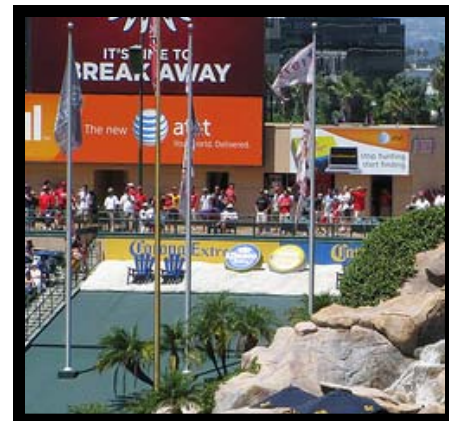


Looking for ways to have a lasting impression on consumers?

The Los Angeles Angels of Anaheim collaborated with Corona to create an in-venue branding piece that is indeed "miles away from ordinary".

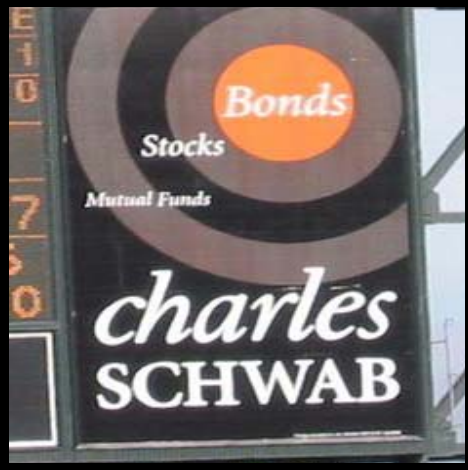
The two parties created a beach-themed area in left centerfield that serves as an effective means to:

- Drive awareness of Corona's affiliation with the team
- Create an emotional connection with fans in attendance
- Separate Corona from traditional brands in-venue



CREATIVITY IN THE SPORTS MARKETPLACE

Charles Schwab featured unique signage during Barry Bonds' tenure as a SF Giant



The Tampa Bay Lightning created a unique campaign to promote the premiere of Saw V



Adidas featured some unique branding tactics around the Beijing Olympics



The Flyers have gotten creative with their bragging rights



Adidas' product displays were "larger than life" at the 2006 World Cup in Germany





Looking for new ways to incorporate politics and topics of national interest into your events?

As a precursor to the 2008 U.S. Presidential Election, the Lake Erie Monsters (AHL) held an informal election of their own to determine which candidate was the most popular. The team distributed 2,500 Barack Obama and 2,500 John McCain bobblehead dolls to fans 17 and under attending their October 11th matchup against the Norfolk Admirals. The final tally revealed that 59% of fans chose the Obama bobblehead (versus 41% for McCain)...

The promotion proved to be largely successful. Why?

- **Timing** - The promotion was executed less than 3 weeks before the election
- **Location** - With the Monster's calling the state of Ohio home (a major political battleground state), the promotion was extremely relevant with fans. A variety of media outlets covered the promotion, including ESPN Magazine, The Sporting News, the Cleveland Plain Dealer, and The Drudge Report.

The team was able to create the political bobbleheads because the candidates were considered 'public domain'. But while the promotion was largely successful, it is important to note that the team had a difficult time tying in a corporate partner due to the political connections involved.

Who else capitalized on the election? The Washington Wizards also ran a political-themed promotion during one of their home games. The team collaborated with Verizon Wireless to run an in-game text message "Election Poll" during their October 29th home contest against the New Jersey Nets (five (5) days before the election was held). The final tally? Obama received 59% of the votes, while McCain received 36% and G-Wiz (the team's mascot) received 4% of the votes.



A special thanks to **Greg Prymicz** of the Lake Erie Monsters for his contributions to this column.



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For More Information Please Contact Brian Gainor at
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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.

