

## Looking to Tap into Twitter?

Twenty (20) Sports Biz Professionals to Follow on Twitter (by @briangainor)

- @LewisHowes
- @SoloffReporff
- @darrenrovell1
- @ryanstephens
- @chaneysports
- @JackieAdkins3
- @JasonPeck
- @MMahoney13
- @rscibetti
- @sponsorpitch
- @JonesOnTheNBA
- @JoshFeinberg
- @joshuadoboff
- @sportsmktguy
- @TheRyanTolley
- @Darren\_Heitner
- @NFLprguy
- @KandyMan90
- @TaiWeiYu
- @jdelorenzo

"Build partnerships, not sponsorships."

Brian Corcoran,  
Fenway Sports Group

## Partnership Activation 2.0

Welcome to the May '09 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.

I recently had the privilege of attending the Ohio University Center for Sports Administration's annual Symposium weekend. Each year, hundreds of industry alums return to Athens for a weekend full of events that includes a speaker series, golf scramble, banquet dinner and plenty of "social" networking sessions. Hats off to Jim Kahler, Dr. Andrew Kreutzer, and the rest of the faculty, students, and alumni for putting on such a tremendous weekend.

This month, please take a moment to pass this newsletter along to **one NEW industry friend or colleague** who may also enjoy some of the content featured in this issue. If I can ever be of assistance, please send me an email at [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com). I would love to hear from you. Best Wishes! Brian

## this issue

- LEED Certification Signage **P.1**
- Activating at Jewel Events **P.2**
- HTM Partnership Spotlight **P.3**
- ROI Misconceptions **P.4**
- Airline Thought Starters **P.5**
- Chelsea FC's Blue Pitches **P.6**

Looking for more?  
Check out  
[PartnershipActivation.com](http://PartnershipActivation.com)

## INDUSTRY WATCH | LEED CERTIFICATION SIGNAGE

Is your organization on the outside looking in when it comes to LEED certification?

As sports organizations and their venue operators continue to battle for LEED certification, the industry's trailblazers are finding creative ways to celebrate their prestigious designation and honor corporate partners involved in the efforts along the way. Over the past few months, just three (3) venues have been issued official LEED certification:

- American Airlines Arena - Miami Heat
- Philips Arena - Atlanta Hawks/Atlanta Thrashers
- Nationals Park - Washington Nationals

The Miami Heat celebrated the honor by hanging an official banner in the rafters of the American Airlines Arena, thanking Waste Management for their support and contributions to the initiative. To drive awareness for the rare certification, the Heat also held a press conference and featured a special presentation ceremony during one of its home games.



The LEED certification designates the organization's commitment to energy conservation and environmentally responsible operations. To receive the honor (issued by the U.S. Green Building Council), teams must install a checklist of electricity and water-saving features.

Check out the Heat's LEED certification ceremony here:

<http://www.youtube.com/watch?v=KXb-2mPh7ig>



## This Month's Activation Tip - Capitalize on Jewel Events

Corporate partners looking to maximize their investments should consider finding ways to leverage jewel events throughout the season to engage with fans. These moments, when fans are at their highest passion points, serve as an opportune time for corporate partners to drive affiliation awareness and tap into the emotion of the game.

Over the past decade, Major League Baseball has done a tremendous job teaming up with its stakeholders (players, coaches, media, etc.) and corporate partners to magnify the sport's jewel events. MLB teams have followed in suit by finding unique ways to integrate corporate partners into the mix.

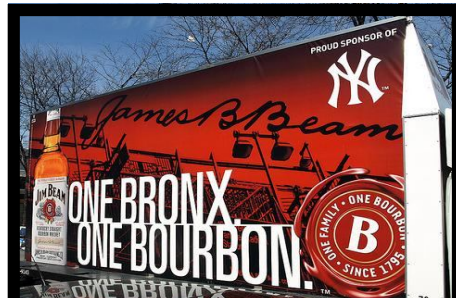
- **Example?** Jet Blue, the official domestic airline of the Los Angeles Dodgers, leveraged its team partnership on Opening Day by having the team enter the field by walking down an airline hangar



## CREATIVITY IN THE SPORTS MARKETPLACE

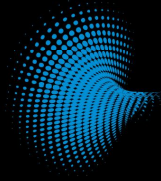


The NFL helped drive awareness for the '07 Dolphins-Giants game at Wembley with a mobile 26' Jason Taylor statue



Jim Beam touted a creative branding campaign in NYC in support of their partnership with the NY Yankees

W PROMOTIONS				SEASON LONG PROMOTIONS nationals.com			
T-SHIRT TUESDAYS - FRIDAY NIGHT FIREWORKS				SUNDAYS: SIGNATURE SUNDAYS & KIDS RUN THE BASES			
Date	Promotion	Provided by	Display	Date	Promotion	Provided by	Display
4-29	Opening Day Hat	MLB	20,000	7-19	Christmas in July Top Drive	Schlitz	10,000
4-30	Magnum Schedule	Magnum	20,000	7-20	White House Live! Live!	White House Live!	10,000
5-1	2009 Baseball Schedule	MLB	10,000	7-21	Go Home! Top Drive	Go Home! Top Drive	10,000
5-1	2009 Baseball Schedule	MLB	10,000	7-22	2009 Baseball Schedule	MLB	10,000
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5-1	20						



## CREATIVE ACTIVATION IDEAS



**Ace Hardware converted the Chicago White Sox tarp into a giant branding piece, with the messaging, "Come rain or shine, we have your bases covered."**



**AT&T featured a "Raising the Bar" shooting exhibit at the 2009 Final Four, where fans had to make consecutive shots of increasing difficulty**



**The St. Louis Cardinals introduced their starting lineup and Hall-of-Famers via a Ford motorcade around the warning track on Opening Day**

## PARTNERSHIP SPOTLIGHT HOME TEAM MARKETING



### PARTNERSHIP ACTIVATION HIGHLIGHTS

Home Team Marketing currently works with 3,700+ high schools across all 50 states. With internal teams dedicated to school acquisition, production, execution, activation, and compliance, HTM is truly a full-service marketing company within the high school sector. The following programs detail how the nation's largest companies and Universities are leveraging partnerships with HTM to target hard-to-reach consumers:

**Best Buy** - Best Buy leveraged its affiliation with Home Team Marketing by offering a coupon promotion using ticket backs in 30 communities across Texas. The coupon initiative generated a 6.7% return rate and 3,000+ new Best Buy Reward Zone members. With just a \$60,000 program investment, Best Buy was able to use its HTM relationship to demonstrate a direct sales lift of \$750,000+.

**The University of Cincinnati** - The University of Cincinnati teamed up with Home Team Marketing to utilize high school football games as a vehicle to stimulate interest and drive an incremental amount of student applications. During select stoppages in play, the University featured a PA announcement stating that that it is a great place for "learning, living, playing and staying."

**Meijer** - Meijer grocery stores teamed up with HTM to sponsor high school athletics as a means to promote its Meijer Community Rewards program. Over the course of one week of events, Meijer representatives were able to successfully sign up 3,800 rewards members — the busiest week to date for the program.

ALL BEST BUY LOCATIONS  
ANY  
STARTING  
1  
NOW  
1  
THRU  
1  
11/19/09

**GET \$5 OFF  
A PURCHASE OF  
\$25 OR MORE,**  
PLUS A  
**FREE REWARD ZONE®  
PROGRAM  
MEMBERSHIP**

**BEST BUY**

Prroud supporter of  
North Texas High School Football

Coupon valid 10/20/09-11/19/09  
Get \$5 off a purchase of \$25 or more. Excludes 50¢ card purchases, beer and 80°+ alcohol products, DIRECTV service, digital ink cameras, Apple products, mobile phone services, Cruise Services, video game licenses, Xbox 360 pay-as-you-go wireless phones, cellular phone accessories, Wal-Mart Fuel®, Catalyst® and LUBRILUB® products, GE Profile HomeCare® washer and dryer, HP ink and paper, Magnolia Home Theatre products, Fujifilm® Wireless Mobile Phones, HD, DVD, Home Audio, Sanyo® Cell-Phone Audio®, and Nintendo® game purchases and special order, clearance, demo and open box items. Selection varies by store. Limit 1 offer per coupon per household. Not valid in combination with any other coupon or offer. Valid only at Best Buy stores in the U.S.A. Void in a stock market. No purchase necessary. Offer ends 11/19/09 at 11:59 PM.

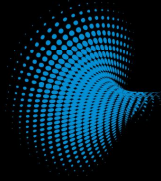
Customer Instructions: See coupon UPC. Scan qualifying product UPC. Some of other products being sold. Free "Thank-While" \$1000\* on the coupon and plus in the register coupon media file.

Free Reward Zone® program membership  
Customer Instructions: See coupon UPC. Scan qualifying product UPC. Some of other products being sold. Free "Thank-While" \$1000\* on the coupon and plus in the register coupon media file.

Reward Zone program membership has a \$9.99 fee for a 1-year membership and is available to U.S. residents at least 13 years of age. The program lets you earn points toward reward certificates, which are redeemable for discounts at Home by store purchases. Full program rules are available at [MyRewardZone.com](http://MyRewardZone.com).

Valid for 1 year membership. \*\$9.99 value. ©2009 Best Buy





## HOT OFF THE PRESS

IEG is currently offering a tremendous online training seminar entitled **"Selling More Sponsorship: Revenue-building Solutions for Down Times"**. The online tutorial is comprised of six (6) information packed, hour-long webinars that guide properties step-by-step through the selling sponsorship process during current economic times.



From now until June 30th, sports business professionals can purchase either the full training series or individual webinars. Each session includes a workbook, presentation slides, and an audio presentation. Webinars include:

- (#1) Identifying Marketable Assets and Packaging Them to Maximize Revenue
- (#2) Creating Effective Proposals and Getting Them in the Right Hands
- (#3) Determining the Fair Market Value of Your Sponsorships
- (#4) Adding Value to Your Offer beyond Basic Benefits
- (#5) Selling Strategically and Negotiating Effectively to Close Deals
- (#6) Servicing Strategies that Lead to Renewal

**Check out the Online Training Seminar  
By Clicking Here:**

<http://www.sponsorship.com/smsonline>

## This Month's Measurement Tip - Understand ROI Misconceptions

### ROI Misconceptions

The following three measurement alternatives fall short of the complexity and benefits of an ROI calculation, but are often used as substitutes:

- Return on Objectives (ROO)
- Media Exposure
- Market Value Analysis

ROO is based on business metrics used to gauge sponsorship success. Elements that are traditionally monitored include the level of product or brand awareness, customer satisfaction or customer intent. Being aware of any changes in these business metrics is very important, but these measures are only valuable if you understand how these changes can affect your bottom line.

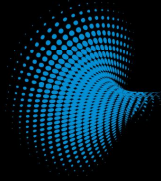
Media exposure is defined as the amount of advertising exposure (based on an advertising rate) received from a sponsorship via various media outlets (i.e. TV, print and radio). If the total value of the exposure is greater than the sponsorship investment, then the sponsorship, in effect, yielded a discount on the effective media buy.

Additionally, market value analysis attempts to place a value on all other inventory included in a sponsorship agreement, such as hospitality, marketing rights and tickets to determine the fair market price for the partnership. It is important to recognize, however, that ROO, media exposure and market value analysis will not provide thorough insight as to whether or not the investment has driven actual business profitability.

True ROI is determined by taking the bottom-line profit that can be attributed to a sponsorship and dividing it by the total sponsorship investment. In other words, it is a calculation of how much additional profit the company has earned based solely on the profit it received from the sponsorship. Understanding the ROI of each sponsorship investment in a portfolio allows for a proper comparison of performance among all assets and an easier renewal decision making process.



For more information, check out Navigate on the web at:  
<http://www.navigatemarketing.com/>



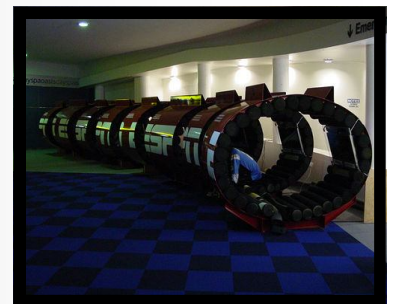
# THOUGHT STARTERS

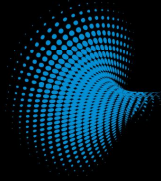
Looking for ways to pitch a prospective airline partner? Here are some activation ideas to consider:

## IN-VENUE ACTIVATION AND BRANDING



## NON-VENUE ACTIVATION AND BRANDING





## Which Messaging Campaigns Are You Following In Q2?



## Looking to Make an Impact in the Local Community?

The playgrounds of West London are getting a complete "athletic" makeover thanks to the collaborative efforts of the Chelsea Football Club and adidas. The two (2) megabrands teamed up to transform four (4) community playground areas into 'Blue Pitches', outfitted with a high specification astro turf inspired by Chelsea's "Reflex" blue.

Free for general public use, the four all-weather pitches were designed to have a direct impact on the local community by helping to get more young people active. Chelsea FC commemorated the official opening of the first Blue Pitch in Battersea by featuring players, coaches, and executives on-site.

Chelsea FC will use the 'Blue Pitches' to support its 'Football in the Community' program, which provides local young people with a sporting opportunity to escape crime and anti-social behavior. Chelsea FC will also use the grounds as a means to scout local talent. Check back for new ways that teams are making an impact in the local community!



Check out Videos of Chelsea FC's Blue Pitches Here:  
[http://www.youtube.com/watch?v=2E\\_dJkOiuk0](http://www.youtube.com/watch?v=2E_dJkOiuk0)  
<http://www.youtube.com/watch?v=Go3iqygoC-4>



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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.