



**Looking to Attract  
New Corporate  
Partners?**

**20 Corporate Partner  
Categories to Watch in 2011**

- Utilities
- Technology
- Liquor
- Foreign Brands
- Luxury Brands
- CPG Brands
- Airlines
- Craft Beers
- Online Banking
- Gas / Oil
- Insurance
- Tourism / Travel Agencies
- Eyewear
- Electronics (3D)
- Tires
- Gaming
- Tools
- Big Box Retail
- Auto
- Non-Traditional QSR's

**"Build partnerships, not  
sponsorships."  
Brian Corcoran,  
Shamrock Sports Group**

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the February '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.

As we head into the 2011 Major League Baseball season, be sure to keep a close eye on how teams are using dynamic ticket pricing to drive revenues and capitalize on demand. Several teams, including the Oakland Athletics and St. Louis Cardinals, are teaming up with Qcue to implement dynamic ticket pricing models after the San Francisco Giants were able to generate a 7% increase in ticket revenues with a system in place in 2010. It will be interesting to see whether all 30 MLB clubs will implement dynamic pricing models by the end of the 2011 season, even if it comes at the risk of a potential short-term public backlash.

Thank you for your continued support of Partnership Activation. Please let me know if you ever find yourself in Milwaukee, as I would love to connect! As you come across sponsorship/marketing "best practices" and unique ideas, please feel free to email them to me at: [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com).

Thanks and Best Wishes, Brian

**this issue**

- Recycling Kiosks **P.1**
- Eyes on the Industry **P.2**
- Industry Spotlight **P.3**
- A Sign of the Times **P.4**
- Hot Off the Press **P.5**
- February Rising Stars **P.6**
- Social Media Watch **P.7**
- Thought Starters **P.8**
- Idea Box **P.9**

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

**INDUSTRY WATCH | RECYCLING KIOSKS**

**Are you looking for new ways to engage fans and sponsors while going green?**

Fans attending the recent Waste Management Phoenix Open were rewarded with exclusive rewards for their recycling habits on the golf course. Waste Management officials teamed up with Greenopolis to feature (12) recycling kiosks on display that provided incentives for 500,000 fans in attendance to recycle. For every item recycled, fans received a coupon in exchange that could be used outside the Phoenix Open for golf apparel, Dunkin' Donuts, and more.

In addition, Waste Management powered the entire tournament with renewable energy, using a combination of solar, wind, and bio gas technologies to help the tournament leave a smaller carbon footprint. Tournament officials accomplished this via a number of green initiatives, including using sun pods to fuel hospitality tents, featuring solar-powered trash compactors along the course, re-routing drain water, hiring recycling ambassadors, and displaying new recycling educational signage to educate fans.

The result of their efforts? In 2010, Waste Management used (60) solar powered trash compactors and fan friendly recycling kiosks to effectively divert 62% of the tournament's waste into recycling and reuse programs.





## EYES ON THE INDUSTRY

### ***Are you keeping an eye on creative tactics across the NBA?***



With corporate partners and fans seeking a greater return on their investment, NBA organizations are being challenged to create new, unique ideas that generate revenue and effectively engage fans. Here are five (5) of the latest and greatest ideas from around the nation:

#### **I. Miami Heat - Saturday Night Jersey Night Presented by adidas**

The Miami Heat are teaming up with adidas to host Saturday Night Jersey Nights for the fourth consecutive season. As part of the initiative, the Heat encourage fans to wear their favorite team jersey to every game played on Saturday night throughout the season. Fans who wear a jersey or choose to purchase a new one at the Miami Hoops Gear Store are rewarded with a different collectible Heat player card outside Sections 102/304 during each Saturday Night game of the season. Check out the details here: <http://is.gd/g1lCgw>

#### **II. Golden State Warriors - Season Ticket Holder Blog**

The Golden State Warriors launched a season ticket holder blog (entitled "Golden Season") that features a season ticket holder named Nam chronicling his experiences bringing 43 different guests to games during the 2011 season. Nam's posts are absolutely fantastic, providing details about his guests, commute, game experience, and concessions/merchandise encounters. Each of the blog posts are filled with photos and detailed insights. See it here: <http://goldenseason.ws/> <http://is.gd/UBytyY>

#### **III. Phoenix Suns - Dancing with the Cars**

The Suns leveraged a partnership with a local Toyota dealership by creating a "Dancing with the Cars" initiative that featured the team's dance squad hosting video tours of select Toyota vehicles, doing appearances at select dealerships, and executing a promotion where fans can win a variety of prizes, including courtside seats, autographed merchandise, and a 2011 Toyota Prius or Toyota Tacoma. The team's "Dancing with the Cars" initiative has served as a great way to drive incremental awareness and interest amongst fans. Check out the details here: <http://is.gd/fXPFUE>

#### **IV. Utah Jazz - Chili's Smile and Say Queso!**

The Utah Jazz teamed up with Chili's to create a "Smile and Say Queso!" promotion where fans can sign up to win the chance to have their picture taken in the Utah Jazz team photo and win a variety of team prizes. Fans can sign up for the promotion online or at select Chili's store locations in the greater Salt Lake marketplace. Check out the details here: <http://is.gd/jBpNxX>

#### **V. Cleveland Cavaliers - Akron Athletics**

The Cleveland Cavaliers have partnered with the University of Akron Athletics Department to feature a cross-promotional initiative on their team website. The team encouraged fans to "like" the Akron Zips Facebook page for the chance to win seats to upcoming Cavs games and season tickets for the Akron basketball team. Click here for more details: <http://is.gd/TLda4k>

### **Interested in signing up for the newsletter?**

Send an email with "Subscribe" in the subject line to [newsletter@partnershipactivation.com](mailto:newsletter@partnershipactivation.com).

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



**THREE THINGS YOU NEED TO SEE**



**Fans Will Soon Call the Plays (In the Concourse)**  
Reality touchscreens are on the horizon and once they become mainstream, teams will be able to offer interactive playbooks and games  
<http://is.gd/h5rLrs>



**Consider Making Your Venue Facade Interactive On Game Day**  
The Lyon Festival of Lights used interactive architectural mapping to engage. See how:  
<http://vimeo.com/18888136>



**The Future of Winter Olympics Broadcasts**  
A Norwegian ski jumper recently became the 1st to wear a helmet cam. Check it out!  
<http://is.gd/aHFYEX>



**INDUSTRY SPOTLIGHT**  
**CAMERA VISIBLE SIGNAGE**

With football season in the rearview mirror and baseball season yet to arrive, these next six weeks really belong to college basketball. From ESPN to RSNs, broadcast schedules across the country are packed with games, which is an opportune time for those of us in the sponsorship world to witness what different schools are doing with broadcast visible signage.

This is always an interesting topic because the philosophy of schools can range widely from conservative (nothing on the court, nothing behind the benches, minimal usage of the scorer's table) to liberal (logos everywhere). More and more, as Navigate has worked with schools from the Big Ten, Big East, Pac-10 and SEC on multimedia rights deals, we have seen some of the more conservative schools loosen the reins on what they will allow. They simply don't have a choice with the rising costs of major college athletics. However, no school wants its court area to look like the cluttered sponsorship environment of NASCAR, so there's a need to find the right balance. One school that seems to be doing a great job is Duke.



The Blue Devils do not have on-court signage because the court has already been named "Coach K Court," and it's reasonable to assume that they don't want a corporate logo to have the same prominence as that honorary logo. What Duke has done better than most, however, is utilize the camera-visible sideline. Instead of having team benches on the side that is constantly camera-visible, the home and visiting team benches are located on the near side of the court. As a viewer, you only see the players' and coaches' backs during game action. The side where they would normally be seated is instead occupied by a pair of LED boards, which allow for two separate sponsorship logos to be viewed at a time. Meanwhile, the scorers' table doesn't contain sponsor-related messages; only Duke content.

From a revenue-generating perspective, this is smart because this set up results in a greater duration of sponsorship exposure that is camera-visible. Traditionally, a sponsor will only receive space on the scorer's table, but the vast majority of that inventory is only visible on television as the players transition from one end of the court to the other. The chance of registering impressions is lessened by the fact that the viewer is likely following the action as the players move, and once those players set up in the half-court (and the eye might start to wander), the ad is no longer visible.

At Duke, it's just the opposite. There is no visible signage as the players move from one end of the court to the other, but once they're in a half-court offense, two LED boards are visible. The length of exposure for this signage is greater than the scorer's table, and the chance of registering impressions is greater.

The only downside to this setup is that television viewers might want to see the team benches during a game, which is understandable. Ultimately, schools need to decide if the sacrifice of losing bench visibility is worth the added benefit of generating more revenue.

It should be noted that the traditional method of having signage on the scorer's table is still valuable. Over the course of an entire game, it receives enough exposure to generate a significant number of impressions. However, Duke's setup is more valuable to sponsors, and it should be evaluated by every school, regardless of its sponsorship philosophy.

**Check Out More Information About Navigate Marketing Here:**  
<http://www.navigatemarketing.com>





## A SIGN OF THE TIMES

*Are you looking for new ways to leverage social media to engage fans?*

### Let Fans Decide the Game Experience Via Social Media Voting

The Bowling Green Hot Rods, Class A minor league affiliate of the Tampa Bay Rays, recently announced a Facebook Fans Night promotion that allows fans to customize the entire May 18th game experience via Facebook voting. The team kicked off the promotion by offering a social media ticket initiative designed to recruit new Facebook followers. From now until April 18th, the team will lower the ticket prices for the game by \$0.50 for every 200 additional Facebook followers they receive.

Over the next few weeks, fans will also have an opportunity to vote on Facebook for which uniforms they would like to see the team wear, what food/merchandise items will be specially priced at the game, what time the game starts, and what in-game promotions will be featured between innings. During the game, the team's Facebook fans will be incorporated into a variety of game elements as well, including the first pitch, meet-and-greets, and on-field promotions.



### Provide Fans with New, Exclusive Content in New Ways

The University of Miami recently hosted a Social Media Day initiative that involved the University Athletic Department shutting down its official website for a full business day to communicate with fans solely through Facebook, Twitter, U-Stream, and YouTube. The UM Athletic Department supported the initiative with 14+ hours of live chats, tweets, and Facebook interactions with Hurricane coaches and student-athletes. In an effort to drive interest, fans were allowed to vote for which players, coaches, and personnel they wanted to engage with throughout the day. The event served as a great way for the program to drive awareness and excitement during a lull in the calendar between Signing Day and the Spring football game in March. The Athletic Department also used the event to showcase how it's embraced new social media technologies to further engage fans, add followers, and drive incremental interest in the program on a national level.



### ACTIVATION TACTIC OF THE MONTH

#### Kia Leverages Media Buys With Augmented Reality

Kia Motors teamed up with Explore Engage to create an augmented reality feature around its sponsorship of the Australian Open that allowed fans who held their smart phone up to a Kia logo displayed on a television screen to see a 3D animation of the all new Kia Optima.

The demo showcases how marketers will soon be able to use augmented reality to bridge the gap between the television viewing experience and the interactive experience by simply using on-screen logos and characters!

Watch the Incredible Demo Here

<http://is.gd/pCOBil>



### BEST PRACTICE SUBMISSION OF THE MONTH

I wanted to send a special thanks to Romain Achard for his submission of an initiative that his agency, Nouveau Jour, did on behalf of the brand Orange (a leading telecom operator) around the RBS 6 Nations Rugby Tournament in Europe. To capitalize on fan affinity, Orange executed a contest that allowed its customers to register for a chance to host an exclusive rugby party with their friends.

Every time the French team played at home, Orange selected one (1) lucky winner who received the ultimate house party, equipped with a cinema, champagne, and an appearance by Christophe Dominici, a famous former French national player.



<http://is.gd/dmSyf1>

Check out a Video of the Party Here: <http://is.gd/n5YgGp>



## HOT OFF THE PRESS

**Are you looking for European Football insights and profitability reports?**

Deloitte publishes a comprehensive annual Football Money League report that ranks European football clubs based on revenue generated from football operations. The terrific report profiles the 20 highest earning clubs in the world's most popular sport, providing comprehensive insights via in-depth recaps, graphs, charts, and statistical analysis.

The Deloitte Football Money League report, released in February of every year, provides a detailed breakdown of clubs' matchday, broadcasting, and commercial activities. The report is a must-read for all persons in sports business, whether or not you have an interest in European soccer. It would be nice to see more publications compile detailed reports like the Football Money League in the United States, although it's much harder due to the majority of financials being disclosed.

Deloitte.



The untouchables  
Football Money League



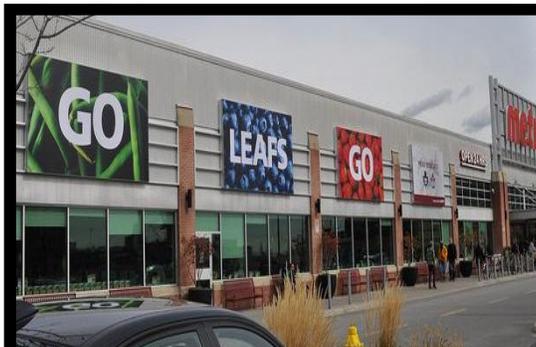
© 2011 Deloitte & Touche LLP  
February 2011

**Check out the 2011 Deloitte Football Money League Report Here: <http://is.gd/GatxKG>**

## CREATIVITY IN THE SPORTS MARKETPLACE



Nike featured a prominent retail display at the 2010 US Open of Surfing in Huntington Beach, CA



The Canadian grocery chain Metro found a creative way to speak directly to its customers during hockey season



Heineken supported its title sponsorship of the Heineken Cup in a BIG way in 2011.



Northwestern Mutual Bank demonstrated its full support for the Packers around the Super Bowl



Doritos found a creative way to challenge fans attending Super Bowl XLV in Dallas



Nike featured a massive cutout of its new French football kit outside its Niketown Paris retail location



BMW signage at the 2010 Barclays Singapore Open blended in with the action of the tournament



## RISING STARS

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

Partnership Activation, Inc. is excited to recognize the February 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) February recipients of the Partnership Activation Rising Stars Program:



**Marcus Fischer, Rich Harvest Farms (<http://www.richharvestfarms.com>)**

Marcus Fischer is the Sales and Marketing Director for Rich Harvest Farms, ranked #46 in *Golf Digest's* '100 Greatest Golf Courses', and responsible for generating revenue and increasing the awareness of the club. With a strong background in sports marketing and management, Marcus previously worked for the LPGA, overseeing sales efforts at the 2005 and 2009 Solheim Cup tournaments, as well as at Indiana Sports Corporation in Indianapolis, focusing his time upon the Big Ten Basketball Tournaments, NCAA Men's and Women's Final Fours and other national events the city hosted. A Bloomington, Indiana native, Marcus earned his bachelor's degree in Kinesiology and was a letterman upon the Track & Field team at the University of Kentucky, earning his MS in Sports Management also from UK.



**Jessica Price, Cintas (<http://www.cintas.com>)**

As a member of Cintas Corporation's marketing team, Jessica is responsible for managing the organization's sponsor relationships nationwide. This includes the strategic planning, negotiation, activation and measurement of key partnerships including the NFL, MLB, NASCAR, and NCAA. As a diversified outsourcing company, Cintas leverages sponsorships in direct support of the B2B company's marketing and sales initiatives. Since she began managing the organizations sponsorships, Jessica has successfully worked with Cintas' sponsor-partners to execute marketing campaigns with response rates over 30% and achieved ROI as high as of 4:1. Jessica has held a variety of marketing positions with Cintas since her graduation from Miami University with a BSBA degree in Marketing in 2003.



**Drew DeHart, Learfield Sports (<http://www.learfieldsports.com>)**

Drew DeHart represents Oklahoma State University Athletics' corporate partnership program and business development through Learfield Sports. Before joining Learfield Sports in the autumn of 2010, he previously worked for LSU Sports Properties for CBS Collegiate Sports in a similar role. While at LSU, Drew devised a number of unique "ownable" elements and initiatives for clientele, including the Acme Oyster Student Lounge, the Dixie RV Touchdown Village, PJ's Coffee Challenge, and Rotolo's Maravach Maniacs. Drew earned his M.S. in Sport Management & Marketing from California University (PA) and his B.A. in Media Studies from the University of Mount Union where he was a two-time NCAA Division III football national champion at linebacker.



**Nathan Steinmetz, Toledo Mud Hens (<http://toledo.mudhens.milb.com>)**

Nathan Steinmetz is the Manager of Online Marketing & Ticket Sales for the Toledo Mud Hens (Triple-A affiliate of the Detroit Tigers) and the Toledo Walleye (an ECHL hockey team affiliated with the Chicago Blackhawks and Detroit Red Wings). Nathan's position as the head of Online Marketing for two teams in different sports is a unique one. His responsibilities include overseeing the websites, e-mail marketing, customer databases and social media for both the Mud Hens and the Walleye. Under Nathan's direction, the Mud Hens and Walleye have established themselves as industry forerunners in new media. The teams are tops in their respective leagues in social media followers and are also some of the first organizations in minor league sports to develop mobile phone apps.

**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](mailto:bgainor@partnershipactivation.com)**



## PARTNERSHIP WATCH

### *Looking to capitalize on partnerships, despite losing seasons?*

Visa Canada recently launched a terrific "Hockey Love Hurts" campaign that rewards hockey fans for sticking by their teams through the good and the bad times. The promotion allows fans to receive special offers via email whenever their favorite team loses (creating a "win-win situation") - a perfect campaign for Toronto Maple Leafs fans.

From now until April 11, 2011, Visa cardholders can pledge their support for their favorite team on HockeyLoveHurts.ca to receive offers as well as enter for a chance to win (2) tickets to a Stanley Cup Final game, (1) of (40) pre-paid Visa cards loaded with \$500, or a trip to rivalry games and the Heritage Classic.

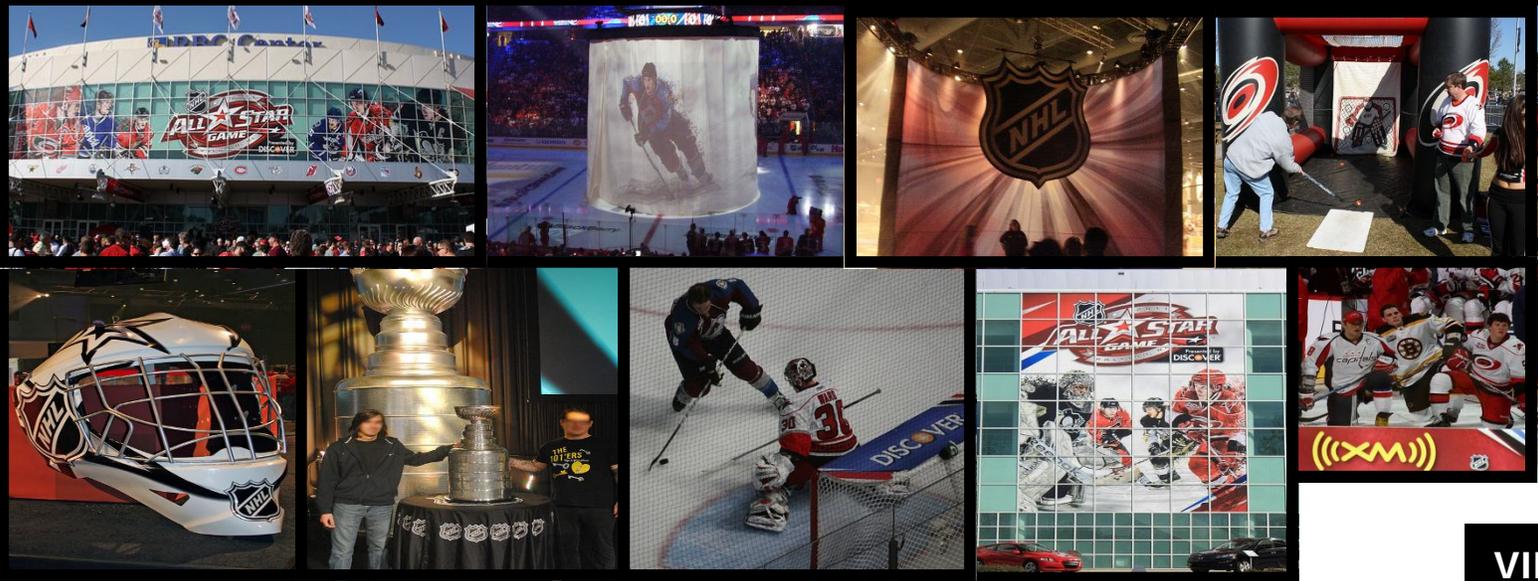
Offers include special deals from 40+ Visa vendors, including adidas, Bose, Lenovo, The Hockey News, Urban Planet, and more. The campaign was developed and executed by TBWA/Toronto, OMD, and Fleishman-Hillard.

## SOCIAL MEDIA WATCH

The Charlotte Bobcats recently announced a social media crowd sourcing strategy that tasks friends with helping them sell tickets on Facebook. The Bobcats are empowering fans by allowing them to offer tickets to friends at a reduced rate for a chance to win a variety of rewards and prizes, including a chance to meet Michael Jordan.

The promotion, called the Bobcats Social Media Challenge, is offering dream experiences and prizes for the Top 10 sellers on Facebook. Fans can win courtside seats, autographed Jordan Retro 11's, dinner for (2) at Ruth's Chris, a \$500 Lowe's Gift Card and more. The first (50) fans who sell 15+ tickets also receive tickets to the Bobcats-Lakers game on 2/14.

## A CLOSE LOOK AT THE 2011 NHL ALL-STAR WEEKEND





# Partnership Activation

The "Think Tank" for connecting brands with fans.

FEBRUARY 2011 | ISSUE 31

## #SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



@Tariq\_Ahmad



@jonathan\_norman



@Ourand\_SBJ



@ericnichols



@EmHuddell

## THOUGHT STARTERS

Looking for unique ways to showcase large events? Here are some tactics to consider from the Super Bowl:

### ACTIVATION AND BRANDING



Check Out the 2011 NFL Experience Here: <http://is.gd/17DzXF> / <http://is.gd/GGRjIs> / <http://is.gd/4OJgGJ>



**WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?**



**IDEA BOX**



**Re-Consider Your Approach**

While most brands are positioned within traditional sports and music channels, Puma has done a tremendous job positioning itself as a lifestyle brand for the After Hours Athlete. The campaign demonstrates how brands can take an unconventional approach to effectively message to particular demos (in this case, 18-30 year old males). Check out the campaign here:

<http://bit.ly/fOMduf>

**Give Fans a New Perspective of Your Product's Integration in Sports**

It would be refreshing to see apparel and designer eyewear brands approach their sports marketing partnerships in a new light by focusing their campaigns around the fans attending sports events. Billboards that capture the emotion of fans in the heat of the moment at sporting events would be a great way to drive attention to detail, specifically to what gear fans are wearing in the stands.

**Leverage Pet Partners in New, Creative Ways**

Consider hosting a "Pup Rally" where your fan base can bring their pets out to have an official picture taken with team props and backdrops. Team "Pup Rallies" could take place either during the off-season or as a special event prior to a weekend game or Fan Fest event. Pet retailers could feature pet grooming stations on-site and distribute special vouchers to fans.



**For More Information, Please Contact:**

**Brian Gainor**

Partnership Activation, Inc.

P: 704.526.5148

E: Bgainor@PartnershipActivation.com

Twitter: @BrianGainor

Youtube: SportsViral, SportsViral2

LinkedIn: <http://www.Linkedin.com/in/partnershipactivation>

**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.