

# Partnership Activation

The "Think Tank" for connecting brands with fans.

MARCH 2011 | ISSUE 32

## Considering Bringing on a Jersey Sponsor?

### List of EPL Jersey Sponsors

- Arsenal, **Emirates Airways**
- Aston Villa, **FxPro**
- Birmingham, **F&C Invest.**
- Blackburn, **Crown Paints**
- Blackpool, **Wonga.com**
- Bolton, **188 Bet**
- Chelsea, **Samsung**
- Everton, **Chang Beer**
- Fulham, **FxPro**
- Liverpool, **Standard Chartered**
- MCFC, **Etihad Airways**
- Manchester United, **Aon**
- Newcastle, **Northern Rock**
- Stoke City, **Britannia**
- Sunderland, **Tombola Bingo**
- Tottenham, **Autonomy**
- W Bromwich, **Homeserve**
- West Ham, **Sbobet.com**
- Wigan, **188 Bet**
- Wolverhampton, **Sporting Bet**

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

## PARTNERSHIP ACTIVATION 2.0

Welcome to the March '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.

I encourage you this month to take a quick look at the blog of Ted Leonsis (<http://www.tedstake.com>), one of the most successful yet humble leaders in sports business. Ted's site is always so refreshing - he provides a number of valuable insights, life lessons, and perspectives, yet manages to do so in a very simplistic and open manner. His dedication to the Washington Wizards, Capitals, and Mystics organizations as well as the fans, players, and members of the Washington D.C. community is extremely admirable. Be sure to bookmark his site and learn how to become a more effective leader and communicator in this industry!

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

## INDUSTRY WATCH | RIVALRY SERIES

### Team Rivalries Can Deliver True Value for Corporate Partners. It's Time to Capitalize...

Over the past few years, the State Farm Territorial Cup Series has emerged as one of the premier rivalry initiatives in all of college sports that is supported by a corporate partner. State Farm has worked hand-in-hand with the University of Arizona and Arizona State University Athletic Departments to create an annual competition that features eighteen (18) common varsity intercollegiate sports battling head to head to claim the Territorial Cup Trophy.

The State Farm Territorial Cup Series is a "must-see" platform for all marketers looking to capitalize on rivalry matchups and deliver new, ownable inventory for corporate partners. State Farm leverages the rivalry campaign to drive affinity, promote local agents (who are featured on the site representing the two (2) rival schools), and engage fans via social, mobile, community, and digital initiatives.

To drive interest, State Farm recently released two terrific virals that allow fans to see the game from the UA/ASU mascot's point of view via an embedded camera in their costume. Check out the rivalry series now!



Learn More Here: <http://www.territorialcupseries.com> / <http://bit.ly/ghEffZ>

## this issue

Rivalry Series **P.1**

Eyes on the Industry **P.2**

Panoramic Fan Cams **P.3**

A Sign of the Times **P.4**

Hot Off the Press **P.5**

March Rising Stars **P.6**

Social Media Watch **P.7**

Thought Starters **P.8**

Idea Box **P.9**

## Looking for more?

Check out

**PartnershipActivation.com**



## EYES ON THE INDUSTRY

### ***Are you keeping an eye on creative tactics across Minor League Baseball?***



With corporate partners and fans seeking a greater return on their investment, MiLB 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. Lowell Spinners - Human Home Run Night**

The Lowell Spinners, Class-A affiliate of the Boston Red Sox, recently announced that they will be hosting the first-ever Human Home Run Night on July 5, 2011. The promotional night will feature a human cannonball, David Smith, Jr., being shot out of a cannon at home plate over the outfield wall following the team's game against the Connecticut Tigers. The idea, five years in the making, will surely make headlines and benefit all stakeholders involved. <http://is.gd/tuATz8>

#### **II. East Texas Pump Jacks - "Two and a Half Men" Season Ticket Pack**

The East Texas Pump Jacks recently capitalized on all of the craze surrounding Charlie Sheen by announcing two (2) summer promotions designed to generate excitement amongst fans. The team unveiled a "Two and a Half Men" season ticket package offering Grandstand seats for two adults and one child for just \$250. The team also announced an "Everyone is Winning" night on June 11th that grants free tickets to all fans in attendance if the team fails to defeat the Texas Tomcats. <http://is.gd/HnhvcN>

#### **III. Fresno Grizzlies - Celebrity Guests**

The Fresno Grizzlies are looking to drive buzz and attendance figures in 2011 with four (4) celebrity guest appearances. The team has recruited Ben Savage of Boy Meets World, Internet sensation Ashkon, and Toodee and Muno from the popular children's show "Yo Gabba Gabba!"™ to come to Chukchansi Park and sign autographs, take pictures, and greet fans. Check out the details here: <http://is.gd/n4X9eX>

#### **IV. Lehigh Valley IronPigs - Battlefield Challenge**

During all home games, the Lehigh Valley IronPigs host an in-game Battlefield Challenge that divides the playing field into six battle zones, which the IronPigs and their opponent try to gain control of in an effort to conquer the entire playing surface. Control is gained and lost through plays that occur on the field, such as hits, RBI's, and home runs, and is monitored by fans on the scoreboard. If Lehigh Valley controls all six zones at any point, all fans in attendance are given a 40-50% discount on all concessions items. Check out the details here: <http://is.gd/1QtMdl>

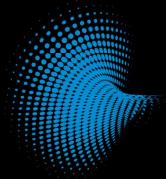
#### **V. Sacramento RiverCats - Raley Field Network**

The Sacramento RiverCats are supporting their B2B efforts and driving interest amongst local business professionals with an Official LinkedIn Group entitled the "Raley Field Network". The LinkedIn Group serves as a great way to connect stakeholders in a setting away from the ballpark (using social media) and work to build relationships amongst business professionals with similar interests. Check out the details here: <http://is.gd/l5Jxm8>

**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



### EMBRACE FLASH MOBS DURING GAMES

During their final home game of the season, the BYU Student Section displayed an unbelievable flash mob performance in the stands

<http://is.gd/u6rxth>



### CREATE A YEAR OF THE BEARD CAMPAIGN

Players and teams can generate excitement for rituals and celebrations by capturing them on a daily basis and showcasing them in new ways

<http://is.gd/V4YFNO>



### PERSONALIZE YOUR FIELD BOARDS

Nike allowed fans to tweet messages to see them shown live on a digital field board during an AFF Suzuki Cup soccer match

<http://is.gd/Ch6vqh>

## INDUSTRY WATCH PANORAMIC FAN CAMS



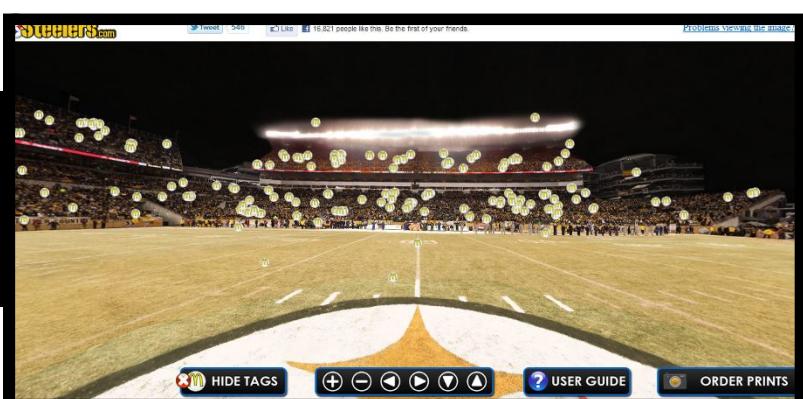
As sports properties and corporate partners look for new ways to recreate the excitement of the fan experience online, many are turning to GigaPixel panoramic fan cams to engage fans. Interactive panoramic cams have become an increasingly popular inventory piece that allow fans to step inside a game experience they recently attended, zoom in and tag themselves, and then share it with family, friends, and colleagues on Facebook, Twitter, and official team sites.

A company called FanCam ([gigapixelfancam.com](http://gigapixelfancam.com)) has emerged as an industry leader in the space in both the United States and abroad, delivering solutions for the Pittsburgh Steelers, New York Jets, Indianapolis Colts, Duke Blue Devils, Daytona 500, Tri-Nations, Kingspark Cricket Grounds, Super 14 Final, and U2. FanCam works with team partners to take a five (5) billion pixel panoramic image of the entire stadium/arena atmosphere from the center of the playing field just prior to the start of a marquee game. The new product technology has attracted interest from McDonald's, Vodafone, and a number of other marquee brands.

Once an image is posted online, fans can zoom in to see themselves and their friends and counterparts in surrounding areas, and even have the option of purchasing the panoramic shot as a keepsake. From a business standpoint, FanCam supports its marketing efforts with compelling user engagement statistics that detail the amount of page views, viewing time, database tags, and verified email addresses each GigaPixel panoramic photo generates.

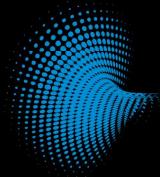
However, some organizations are seeking alternative panoramic photo solutions - notably Manchester City FC. The notable soccer club recently became the first to capture their game experience on Google's Street View and share it with their fanbase. MCFC teamed up with Google to have the Street View vehicle take a lap around the sidelines of the City of Manchester Stadium and take pictures of the unique atmosphere at a Manchester Derby match. The images that were taken prior to the match were processed, stitched together, and made available in Google Maps for all fans to access and share with friends.

Look for more properties to invest in GigaPixel fan cam initiatives in the near future to engage their fanbase online!



Check Out More Information About Panoramic Fan Cams Here:

<http://gigapixelfancam.com> / <http://is.gd/fo0Ytr>



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MARCH 2011 | ISSUE 32

## A SIGN OF THE TIMES

**Can You Say Clutter?** Enclosed is a brief overview of brands that looked to capitalize on March Madness in 2011:



### Official NCAA Corporate Champions

**Coca-Cola:** Coke Zero Social Arena, Title Sponsor of Bracket Town, Cross-Promotion with Chili's, Cross-Promotion with T.G.I. Friday's, Powerade Courtside Branding, Game Science Campaign, University Marketing Initiatives on 20+ Campuses, 3v3 Tournaments, Retail Marketing, Presenting Sponsor of MMOD

**AT&T:** Presenting Sponsor of AT&T at the Half, AT&T FanZone (Offering Exclusive Highlights and Content), FanZone App, NCAA Bracket Manager Presenting Sponsor of MMOD, Ad Units Leveraging NCAA Imagery and CTA's

**Capital One:** Facebook Promo Offering Chance to Win Tickets for Liking Capital One Facebook Page, The Big Assist Sweepstakes Offering Tickets/Charitable Donation, Presenting Sponsor of MMOD

### Official NCAA Corporate Partners

**Domino's:** March Madness Pizza Tracker, Pizza Bracket  
**Infiniti:** Sponsors CBS Sports' Bracket Challenge, Pre-Game/In-Game Segments  
**LG:** "Never Miss a March Moment" Cross-Promotion w/ Best Buy  
**Lowe's:** Sponsors CBS Sports Brackets, Lowe's SCA Announcement, Werner  
**Planters:** Road to the Final Four Promo, 68 Courts in 68 Days Initiative, Mr. Peanut's Bracket Challenge  
**Reese's:** Reese's Perfect Play Promo, NABC Title Sponsorship and Activation  
**Unilever:** Final Four Trivia, Journey to Comfort Campaign with Thompson III, Hurley, and Magic Johnson complemented by meet-n-greet sweeps  
**UPS:** Print Madness,  
**Other (Not Active Outside Media):** The Hartford, Enterprise

### Ambush Marketers

**Miller Lite:** Can You Taste It Campaign  
**Bud Light:** March to the Championship  
**State Farm:** Sponsors ESPN's Tournament Challenge and College GameDay  
**Hooters:** National Hookey Day at Hooters  
**T.G.I. Friday's:** Friday's Fandemonium  
**Ruby Tuesday's:** Million Dollar Bracket Challenge  
**K-Swiss:** Tournagedon Yahoo! Pick-Em  
**Allstate:** BFF Bracket on Facebook  
**Captain Morgan:** Bracketmaster Challenge (Spike)  
**Kroger:** March to Savings  
**Supercuts:** Hunt for Houston  
**Foot Locker:** Locker Madness Sweepstakes  
**Betty Crocker:** Betty Crocker Bracket  
**NewEgg.com:** ManCave Madness Sweepstakes  
**Quaker Steak:** Munch Madness  
**Buffalo Wild Wings:** BWW Bracket Challenge  
**Pizza Inn:** Pizza Inn Pick' Em Challenge  
**Harris Teeter:** The E-Vic Madness March Giveaway

### ACTIVATION TACTIC OF THE MONTH

#### Range Rover Goes Out-of-the-Box to Drive Eyeballs

Range Rover teamed up with artists around the world to create wireframe installations of its award-winning Evoque vehicle that were featured in high traffic areas. The illuminated displays attracted thousands of eyeballs and created a truly memorable, artistic campaign.



Check out Range Rover's terrific wireframe campaign here:

<http://is.gd/lba4a5> / <http://is.gd/PsOk5e>

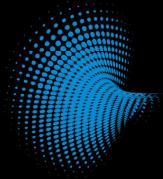
### BEST PRACTICE SUBMISSION OF THE MONTH

I wanted to send a special thanks to Quincy Morris of Dimensional Innovations for sharing the unbelievable work his firm has done in recent years for the Pittsburgh Penguins, Indianapolis Colts, Sprint Center, University of Kansas, and more.

Dimensional Innovations delivers custom interactive solutions for sports properties, including touch screen displays, augmented reality stations, photo-op kiosks, life-sized helmet displays, etc. Be sure to check out Dimensional Innovations' website below - they are truly an industry leader!



Check out Dimensional Innovations Here: <http://www.dimin.com>



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MARCH 2011 | ISSUE 32

## HOT OFF THE PRESS

### Are you looking for unique insights and industry best practices?

Dan Migala recently partnered with the Baylor University Sports & Sponsorship program to re-launch The Migala Report, a widely recognized industry resource dedicated to sharing revenue-generating concepts and effective business practices in the sports space.

Since it's inception in 2003, The Migala Report has served as a "must-read" for sports business professionals of all ages, providing unique insights about engaging team promotions, community initiatives, ticketing best practices, and more.

Check out the new redesign of The Migala Report (developed by Old Hat Creative), follow Dan's blog and other guest features on the site, and sign up to receive the insightful publication on a regular basis!

The screenshot shows the homepage of The Migala Report. At the top, there's a navigation bar with links for 'Articles By Category', 'About The Migala Report', 'Meet The Founder', 'Blogs', and 'Job Postings'. Below the header, a large image of a baseball and bat on grass is displayed. To the right, there's a sidebar with sections for 'DAN'S DESK' and 'GUEST BLOG', and a 'FREE TRIAL' button. The main content area features a headline about the 2011 Launch Awards.

**Check Out the Migala Report Here:**  
<http://migalareport.com>

## CREATIVITY IN THE SPORTS MARKETPLACE



Coca-Cola celebrated the 2010 World Cup with billboard campaigns featuring fans doing the wave



Reebok customized the fan photo display at the NFL International Series by inserting its ZigTech designs into the camera shot



San Paulo's 2011 Circuito Venus promoted all of the primary Official Sponsors at the start line (driving media impressions for sponsors involved)



Hyundai hired vendors to sell commemorative items in the stands at the 2011 Cricket World Cup



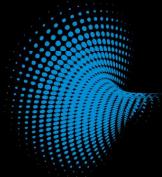
VitaminWater found a relevant way to message its product to sports fans attending live sporting events



Miller Lite is generating buzz for the upcoming baseball season outside Wrigley Field with this creative billboard



Nike emblazoned a soccer pitch in Bogota, Columbia with a massive soccer billboard for players to enjoy



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MARCH 2011 | ISSUE 32

## RISING STARS

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

Partnership Activation, Inc. is excited to recognize the March 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. In honor of March being National Women's History Month, we are proud to recognize a collection of the industry's brightest female sports business professionals. It is with pleasure to announce the four (4) March recipients of the Partnership Activation Rising Stars Program:



### **Heidi Wegmueller, The Professional Golfers' Association of America (<http://www.PGA.com>)**

As an Account Specialist, Heidi Wegmueller, manages the day-to-day relationships, activation strategy and execution for the world's largest working sports organization's most prestigious and valued partners. Her portfolio includes Mercedes-Benz USA, Royal Bank of Canada, Rolex, Hertz, United Rentals, and Diageo Chateau & Estate Wines among others. Heidi works with partners to activate promotional programs which elevate the fans' experience at Major Championships including the PGA Championship and Ryder Cup. Previously, she worked for The PGA's Public Relations & Media Relations Department and also served as the Tournament Director for the Special Olympics Golf National Invitational Tournament. Heidi earned her B.A. in Sports Management and Communications from The University of Michigan -Ann Arbor and her M.S. in International Mass Communications from Lynn University.



### **Caitlin Moyer, Milwaukee Brewers (<http://www.brewers.com>)**

As Senior Manager of Advertising and Marketing for the Milwaukee Brewers, Caitlin Moyer is responsible for leading and initiating all general market advertising and marketing projects as well as evaluating and researching new Club opportunities, promotions and marketing initiatives. She also serves as the Club's lead for social media strategy sessions and is the co-founder of the Club's John and Cait...Plus 9 Blog. Caitlin is entering her ninth season with the Milwaukee Brewers Baseball Club, having started with the Club as an intern in 2003. Caitlin graduated summa cum laude from the College of Communications at Marquette University in 2004 and is currently pursuing her Master of Arts in Communication at Marquette as well.



### **Stephanie Cheng, Premier Partnerships (<http://www.PremierPartnerships.com>)**

Stephanie Cheng leads the Valuation and Consulting team for Premier Partnerships. With an international background in sports operations, analytics, and market research, Stephanie oversees Premier's Revenue Maximizer™ accounts. She also plays an instrumental role in the consulting practice, advising clients on next generation solutions to complex challenges facing the industry. Clients have included premier sports and entertainment properties, including the NBA, NFL International, NHL Nashville Predators, Super Bowl XLV Host Committee, Mammoth Mountain, Tournament of Roses (Rose Bowl Game and Rose Parade), and the Breeders' Cup. Stephanie is a graduate of University of Southern California.

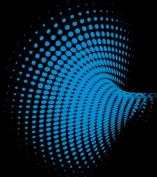


### **Kacie McDaniel, Sacramento River Cats (<http://www.Rivercats.com>)**

Kacie is entering her seventh season with the River Cats, after joining the club as an intern during the 2005 All-Star season while attending the University of California, Davis. She manages the service team and all aspects of partnership service, including collaboration with the sales team, fulfillment and activation of partners' marketing programs, and comprehensive reviews. She has also been responsible for overseeing sales and coordination on a handful of national accounts, teaming up with the Minor League Baseball office. Her clients include MillerCoors, Esurance, Coca-Cola, and Comcast. The Ventura, California native enjoys traveling, photography and cheering on the Los Angeles Dodgers.

**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)**



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MARCH 2011 | ISSUE 32

## AMBUSH MARKETING WATCH

### **Looking to market effectively to avid sports fans on a shoe-string budget?**

The Colorado Rapids of Major League Soccer have created an annual tradition where hundreds of the team's avid fans - the Bulldog Supporters Group - attend a Colorado Avalanche game together to drive awareness for the soccer club and demonstrate the excitement of attending a live soccer game with a group of rabid fans.

The Bulldog Supporters Group recently attracted waves of attention at an Avalanche-Oilers game by standing up and leading chants, waving flags and banners, and cheering just like they would at a home MLS match. To help win over fans in surrounding areas, the group of supporters switched up their soccer cheers for jingles supporting Avs players and brought a renewed sense of energy and excitement to the game. The ambush fan support group served as a great way for the team to market directly to avid sports fans in Denver, and generate support for both the Rapids organization and Major League Soccer in the local community!



**For More Information, Click Here:**

<http://is.gd/iiEsqd>

## SOCIAL MEDIA WATCH

The Trenton Thunder recently teamed up with the Nassau Inn to create a "Tweet Your Seat" initiative that offered fans a chance to win a gift card to the Yankee Doodle Tap Room at the Nassau Inn in Princeton, NJ. Throughout the season, the Thunder encouraged fans to post messages on Twitter and Facebook that included their seat location, the hashtag #TweetYourSeat, and a tagged mention of the Trenton Thunder and the Nassau Inn.

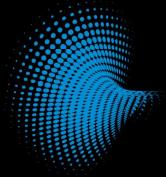
Each game, the Thunder and Nassau Inn randomly picked one winner and delivered a gift card to their seat during the game. The team helped drive awareness for the initiative by posting the winner's name and/or Twitter handle on their official team website as well. The campaign served as an effective way to drive partnership affiliation awareness and generate excitement amongst fans.



**For More Info:**  
<http://is.gd/qF6ZhW>

## A CLOSE LOOK AT THE 2011 NBA ALL-STAR GAME FESTIVITIES





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MARCH 2011 | ISSUE 32

## #SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



@EricStangel



@gregaiello



@sohara12



@JonKander\_IEG

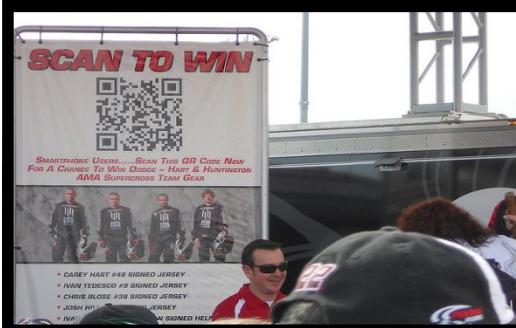


@KarlLusbec

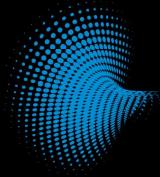
## THOUGHT STARTERS

Looking for unique ways to showcase large events? Here are some tactics to consider from the Daytona 500:

### ACTIVATION AND BRANDING



Check Out Fox Sports' Incredible "Heat Seeker Cam" From the Daytona 500 Here: <http://bit.ly/fCksdM>



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MARCH 2011 | ISSUE 32

## WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



## IDEA BOX



### Leverage Premium Giveaways to Drive Facebook Fans

Corporate partners should consider leveraging premium giveaways to drive Facebook/Twitter fans by placing a QR code on the back of the item accompanied by a call-to-action (e.g. Facebook "like" logo). Premiums branded with QR codes can also serve as an effective means to drive traffic to microsites, sweepstakes, and YouTube channels.

### Create Excitement in the Marketplace with OOH Curtains

Sports properties can drive excitement for ticket packages, promo giveaways, free agent signings, and special messages by outfitting OOH billboards with curtains. In the days leading up to a major announcement, team officials can slowly pull away the curtains to reveal the final message for consumers passing by. Curtains serve as a simple accessory that can stimulate interest and suspense!

### Give Your Airline Partners Wings to Connect with Fans

Airline partners can leverage their team partnerships by distributing thumb drives that resemble airplane wings. The themed thumb drives serve as a great tie-back to the brand and can drive affiliation awareness by featuring an airline logo on one side of the wing and a team logo on the other side. Sponsors can maximize value by loading content onto the drives!



### For More Information, Please Contact:

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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.