



Looking to Activate Within The College Space?

Brands with a Presence at Bracket Town in 2011

- Coca-Cola (Coke Zero)
- AT&T
- Capital One
- Unilever (Dove for Men)
- McDonald's
- Cartoon Network
- EA Sports
- Buick
- Pepto-Bismol
- Reese's
- Upper Deck
- The College Board
- LG
- POWERADE
- SAT
- Wilson
- The Houston Zoo



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

PARTNERSHIP ACTIVATION 2.0

Welcome to the April '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 am looking forward to having an opportunity to connect with many of you at the upcoming 2011 NACMA Convention in Orlando June 16-18. It truly is an honor to have the chance to address the group of attendees as the Keynote Speaker and I wanted to send a special thanks to Greg Herring, Kurt Esser, and all of the officers and Board of Directors involved with NACMA for thinking so highly of the work I have done with Partnership Activation. Please feel free to send me a note prior to the Convention so that we can make a point to connect in person in Florida!

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.

Thanks and Best Wishes, Brian

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Check out
PartnershipActivation.com

INDUSTRY WATCH | VIRTUAL ADVERTISING

Are you looking to sell new, digital inventory?

In recent years, NHL organizations have turned to virtual advertising to generate incremental revenues from their television broadcasts. Eight (8) NHL clubs are currently selling digital inventory on the glass behind the net, a prime asset with terrific on-camera visibility.

On average, teams can reportedly generate \$500,000+ from virtual ads on the glass, an inventory piece that costs just \$2,700 per game (\$113,400/year) in production costs from Sportsvision. While virtual advertising has been widely adopted in the sports marketplace for the past ten years, notably with behind-the-plate signage in baseball, it is gradually becoming utilized in hockey.

To date, a variety of traditional and non-traditional hockey clubs have experimented with the virtual signage, including the Rangers, Red Wings, Flyers, Canucks, Blue Jackets, Capitals, and the Senators. Corporate partners have been very pleased with the level of exposure that they have received and are oftentimes able to purchase the rotational ad units for an entire season or in ten (10) game bundles.



Virtual advertising is causing mixed reactions amongst fans: <http://bit.ly/f7BFNU>



EYES ON THE INDUSTRY



Are you keeping an eye on creative tactics across the Barclays Premier League?

EPL teams are being challenged to create new, unique ideas to effectively engage and market to their diverse, savvy global fan bases. In the past year alone, several EPL clubs have begun to diversify their offerings in a number of areas, including music, fan clubs, grassroots marketing, kids club initiatives, digital/mobile initiatives, and more. Here are five (5) of the latest and greatest ideas from across the pond:

I. Manchester United - Manchester United Finance

Manchester United has teamed up with several corporate partners to create a "Manchester United Finance" page on its official team website that serves as a destination for avid fans to get credit cards, insurance, mortgages, and savings accounts associated with the famed soccer club. Manchester United's dedicated financial site demonstrates how sports organizations can market and bundle financial offerings in a way that's of interest to fans. Learn more details here: <http://bit.ly/FOASKf>

II. Manchester City FC - City Sound

Manchester City FC is running a "City Sound" initiative that allows bands to upload demo tracks to a local radio station's website (Key 103) for the chance to be selected to perform live prior to an MCFC home match. The club announced that it will allow a number of bands seeking their big break a chance to play in front of thousands of fans, but they must be selected by a panel of judges. The promotion serves as a great way to incorporate a local radio station. Check it out: <http://bit.ly/hzHi5H>

III. Arsenal - Supporters Clubs

Arsenal FC demonstrates the depth and breadth of its global fanbase on its official website with an interactive "Arsenal Supporters Clubs" map that allows users to toggle within continents, countries, and states/regions to receive detailed information on the team's different fan clubs located across the world. Check it out here: <http://bit.ly/h743Mk>

IV. Chelsea FC - Asian Soccer Star

Chelsea FC is mining for the best young International talent across England by hosting an Asian Soccer Star initiative that allows players of Asian descent who are between the ages of 9-12 a chance to compete to win a trial at Chelsea's world famous Academy at Cobham training ground. It's interesting to note that the club denotes in the official rules on the registration page that the trials are open to players of all Asian backgrounds but a priority will be given to players from Indian, Pakistani, Sri Lankan, and Bangladeshi backgrounds. Check out the initiative here: <http://bit.ly/e3iJnP>

V. Liverpool FC - Kids Zone

Liverpool FC offers one of the finest online destinations for young fans in all of sports. The Liverpool Kids Zone features interactive sections where young fans can write match reports, download posters, choose their preferred starting lineups, highlight their family members' strengths, create family crests, play games, compete head-to-head against other kids and more! Check out the Liverpool Kids Zone here: <http://www.liverpoolfc.tv/kids>

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.



ACTIVATION TACTIC OF THE MONTH

Hooters Girls Suit Up For Phillies Spring Training

Hooters supports the Philadelphia Phillies during Spring Training by providing two (2) ballgirls for each game. The girls, outfitted in Hooters uniforms, are oftentimes mentioned during broadcasts, delivering incremental media impressions for the brand. Hooters complements its partnership at Bright

House Field in Clearwater, FL with a VIP Diamond Dugout area adjacent to the Phillies Dugout where fans can enjoy All-You-Can-Eat service from Hooters girls. The original Hooters is located just 1.53 miles from the ballpark.



Check out the Hooters Ball Girls Here: <http://bit.ly/eZd1oV>

BEST PRACTICE SUBMISSION OF THE MONTH

Ownership of the new Major League Lacrosse (MLL) team awarded to the city of Charlotte, NC are teaming up with Sports Media Challenge to create a unique social media campaign that allows fans to vote on the team's name and identity. SMC devised a four stage Facebook campaign, sponsored by OrthoCarolina, that is delivering engagement and results:

- Stage 1** - Vote on Geographical Designation
- Stage 2** - Share Ideas for Team Name/Colors
- Stage 3** - Vote on Logo/Name/Colors
- Stage 4** - Final Vote

Since the campaign launched, the team's Facebook fans increased 286% and 20-25% of consumers who voted in Stage 1 said they wanted to be notified about season tickets.



Check out the Voting Campaign Here: <http://on.fb.me/ht84nj>



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and get
**1 additional
month FREE!**

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THREE THINGS YOU NEED TO SEE

GREAT SPORTS MARKETING IDEAS IN THE NEWS



Give Promotional Nights an Extra Boost
Yoda Announced the Padres Starting Lineup on Star Wars Night at Petco Park in 2010
<http://bit.ly/fxVQ4n>



The Future of Outdoor Stadium Gaming
188BET enabled London Wasps rugby players a chance to play video games on the side of Twickenham Stadium via projection mapping
<http://bit.ly/hrWzQu>



The Future of Scoreboard Animation
The Red Sox unveiled their (3) new state-of-the-art HD video screens by teaming up with Zero VFX to create a ceremonial "breaking of the screens"
<http://bit.ly/hiBFtt>

Hockey is a Religion in Canada. Here's Proof:

Boston Pizza, a Canadian-based restaurant chain, officially changed the name of its 26 restaurant locations across Montreal to "Montreal Pizza" in support of the Montreal Canadiens first round series against the Boston Bruins.

The identity switch will remain intact throughout the entire first round playoff series - sending a clear message to Canadian consumers of where the company's passion lies. The chain ran newspaper ads and billboards throughout Montreal that included the revision and a supporting tagline that read Fier Partisan, meaning "Proud Supporter". The marketing stunt has proven to be a huge success. Now that's an example of sports marketing at its finest!



Hot Wheels Is Set to Bring a New Level of Excitement to the Indy 500:

Hot Wheels is currently working with Indy 500 officials to plan one of the greatest stunts in recent sports history at the upcoming Indianapolis 500 on May 29, 2011. Mattel Inc., the maker of Hot Wheels, is set to install a giant replica of its V-Drop ramp, complemented by a 100-foot door, in the fourth turn of the Indianapolis Motor Speedway.

On the day of the race, a stuntman will use the massive platform to attempt to break a world record by driving a four-wheel vehicle over 301 feet in front of thousands of fans.



Turn Team History Into Compelling Storylines For Fans

The Pittsburgh Pirates, Arizona State University Athletics, and Manchester City FC recently unveiled three (3) terrific vignettes that bring their rich history to life for fans. See them here:



Arizona State Athletics
"It's Time" Campaign
<http://bit.ly/hsphLv>



The Pittsburgh Pirates
125th Anniversary Video
<http://bit.ly/flnjJE>



Manchester City
History of the FA Cup
<http://bit.ly/i3ibaj>



Partnership Activation

The "Think Tank" for connecting brands with fans.

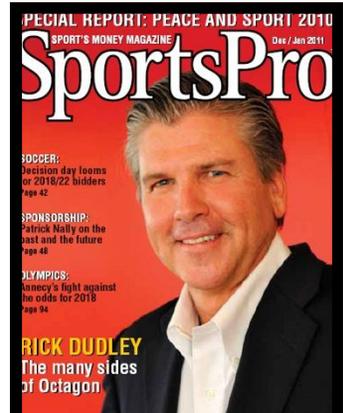
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HOT OFF THE PRESS

Interested in learning the latest news in sports business from across the globe?

Since launching in early 2008, SportsPro Magazine has emerged as one of the leading publications in sports business with an estimated readership base of 65,000 professionals across the globe. SportsPro delivers sports business news, insights, in-depth features, professional profiles, facts and figures from across the globe on a monthly basis.

The breadth and depth of coverage provided by SportsPro Magazine has caught the attention of industry execs from across the globe, notably in Europe and the United States. Per Scott O'Neill, President of MSG Sports, "SportsPro has become required reading at The World's Most Famous Arena. The magazine is insightful, intelligently written, and provides the only world view on the business of sports." Take a moment to read up on SportsPro Magazine and consider adding it to the portfolio of resources your team/agency uses to stay up-to-date on the world of sports business!



Check Out SportsPro Magazine Here:

<http://www.sportspromedia.com/>

CREATIVITY IN THE SPORTS MARKETPLACE



adidas featured lifelike banners showcasing its licensed apparel at the 2011 NBA All-Star Game



The Tilted Kilt took an alternative approach to its outfield advertising at MLB Spring Training Games in 2011



The Portland Timbers of MLS found a creative way to honor their organization's Founding Partners



A giant cricket paddle was featured at the Delhi Airport in support of the 2011 Cricket World Cup



Nike found a creative way to convey speed via guerrilla marketing efforts



KFC features a giant display that resembles a bucket of chicken at the new Yum! Center in Louisville



The Melbourne Ice Hockey Club transformed their zamboni into a giant Ice Cat - A great way to cross-promote a zoo partner!



RISING STARS

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

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



Patrick Smyth, Denver Broncos (<http://www.DenverBroncos.com>)

Named one of the youngest public relations directors in recent NFL history at age 27 in 2010, Patrick Smyth is in his second season working in that capacity for the Denver Broncos and his eighth overall year with the club. He leads all strategic communications initiatives for the Broncos, serving as spokesman for the club and providing public relations counsel to top front office executives and key players. He also is involved with the Broncos' internal and social media, helping the team receive national recognition for its progressive use of those outlets. A University of Florida graduate, Smyth spent three years in the Gators' athletic department and also has worked with the Tampa Bay Buccaneers and Philadelphia Flyers.



Joe Purzycki, SB Nation (<http://www.SBNation.com>)

Joe Purzycki is the Director of Sales for SB Nation, the largest and fastest growing independent online sports publisher. In this role, Joe manages strategic client and media agency relationships including partnerships with Comcast, Procter & Gamble, and Mars. Prior to joining SB Nation, Joe worked at Myspace, Inc. for four years as a Senior Account Director, working with marketers on online and offline sponsorships across Myspace.com and Myspace Music. Joe received his B.A. in Organization and Management Studies from Gettysburg College.



Whitney Modlinski, The Marketing Arm (<http://www.TheMarketingArm.com>)

Whitney began her career at The Marketing Arm activating HP's new NBA partnership in 2008. Since, she has found her passion in the Olympic movement, beginning on the AT&T Olympic account team. Whitney was responsible for day-to-day property management and event activation for AT&T's USOC and national governing body partnerships. She recently accepted the role of managing Hilton's Olympic platform as they prepare for the 2012 London Olympic Games. Whitney is an alumnus of TCU and Ohio University's Center for Sports Administration, where she received her MBA and Master of Sport Administration.

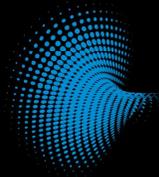


Courtney Carter, ESPN (<http://www.ESPN.com>)

Currently serving as the Associate Director of Co-Marketing for ESPN, Courtney ideates and creates marketing solutions for ESPN advertisers, most recently Diet Mountain Dew's "Diet Dew Challenge" and Infiniti's Coaches' Charity Challenge campaigns. Starting out, she sold corporate partnerships with the NY Knicks, Rangers and Liberty - then took her talents to her passion, the sport of soccer. At Soccer United Marketing/Major League Soccer Courtney helped lead the business development efforts for soccer in America - which included MLS, US Soccer, the Mexican National Team, CONCACAF Gold Cup & Champions League and Women's Professional Soccer. A graduate and stand-out soccer player at Oregon State University, Courtney also was the first female PAC-10 Student Athlete Advisory Committee Chair. She serves her community by sitting on various boards including being the Chair for Women In Sports and Events (WISE) Business Development Committee.

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



TICKETING WATCH

Looking to capitalize on new ticket offers?

The St. Louis Cardinals are enticing fans with two (2) terrific ticketing initiatives:



- **First Pitch Tickets** - The Cardinals are teaming up with KMOX (1120 AM) to offer a First Pitch Ticket initiative that allows fans to purchase a voucher for (2) tickets for just \$11.20 at Busch Stadium, starting at 9am on each game day. Fifteen minutes prior to games, fans can redeem their voucher for the "best seating available", which can range from the Infield Field Box to Standing Room only based on availability.
- **Dynamic Deals of the Week** - The Cardinals organization is smoothing over the implementation of its new dynamic pricing system by offering a "Dynamic Deals of the Week" initiative that allows fans to purchase tickets for as low as \$5. Offers included as part of the promotion will be dictated by the team's dynamic pricing system, which identifies more accurate pricing measures for individual games based on a variety of factors (weather, pitching matchups, demand, etc.).

SOCIAL MEDIA WATCH

The Cleveland Indians became a recognized force in the sports social media space in 2010 when they launched the Tribe Social Media Deck, a build-out at Progressive Field that hosted several of the team's avid Twitter/Facebook followers and provided them with access to Wi-Fi, power outlets, cable television, and PR materials. The team received a notable amount of positive press and effectively built an avid following in the social media realm.



Realizing the success of their SM efforts, the Indians launched two (2) new initiatives in 2011 that are designed to take fan engagement to the next level. The Indians partnered with Time Warner Cable to create a Social Suite that provides fans with a stunning view, private Wi-Fi access, and a perfect setting to network with other social media influencers. Fans interested in access to the Suite can apply on the Indians Official Website, which includes a detailed registration form.

Congratulations- You've unlocked the
SOCIAL MEDIA DISCOUNT
Take \$4 off of Select Tuesday and Friday Games
In the Lower Reserved or Mezzanine
For More Info, Click Here:
<http://atmlb.com/g42lfY>

The Indians are also offering "Social Media Discounts" to fans who opt to follow the Tribe on Twitter and Facebook and are willing to share team updates and comments with friends and family.

Check out two (2) videos detailing the Cleveland Indians' social media efforts: <http://bit.ly/dEMjaT> / <http://bit.ly/i85yen>

A CLOSE LOOK AT THE 2011 POWERADE JAM FEST





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#SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



@Mahoney



@dersportmanager



@amandarykoff



@david_schwab

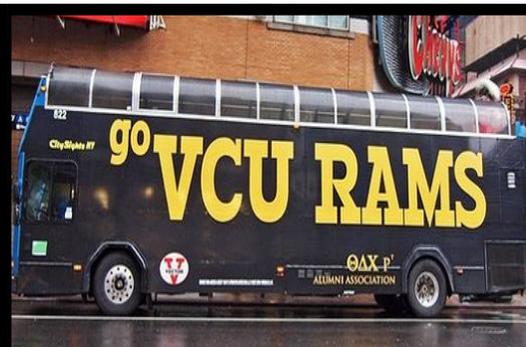


@Darren_Heitner

THOUGHT STARTERS

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

ACTIVATION AND BRANDING



Check Out LG's Coaches' Cook-Off Competition at Bracket Town Here: <http://bit.ly/gNDReh>



THE 2011 CRICKET WORLD CUP ... AT A GLANCE

Host Countries: India, Sri Lanka, Bangladesh

Commercial Partners: Hyundai, Pepsi, LG, Emirates Airlines, Yahoo, Reebok, Castrol, Hero Honda, ESPN / Star Sports, MoneyGram, Reliance Bangladesh Tourism Board

Official Sponsorship Rights: Sold for over \$500 million dollars

Viewership: The 2011 Cricket World Cup was televised to 2.2 billion viewers across 220+ countries worldwide. The ICC sold the broadcast rights for the 2011 Cricket World Cup to ESPN Star Sports for approximately \$2 billion. It is the world's third largest sporting event, trailing only the World Cup and the Summer Olympics.



ICC Cricket World Cup
2011

Did You Know?
India has 100 million cricket players and 500 million fans

Check out the official Castrol Index for the Cricket World Cup:

<http://www.castrolcricket.com/ipl-2011/>

TECHNOLOGY MAY SOON SAVE YOU MONEY ON STAFFING EXPENSES...

The Luton and Manchester Airports in the United Kingdom recently unveiled holographic staff members that help guide travelers through the security process. The life-sized virtual assistants were created to provide consumers with simple reminders and time saving tips while they are waiting in line at airport security checkpoints.

While the holographic staff members are just part of a 4-8 trial period, they provide a glimpse at huge potential cost-saving measures in sports business. Once technology used to create holographic staff becomes available at affordable price points, teams may be able to bolster their game day staffing resources and/or trim secondary labor expenses during select business periods.



Check out the Holographic Staff Here:

<http://bit.ly/dVzR8W>

MAJOR LEAGUE SOCCER ... LIKE YOU'VE NEVER SEEN IT BEFORE



The Portland Timbers' Here Comes Joey

<http://bit.ly/h4ODNv>



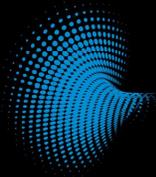
Sounders FC - Xbox Kinect

<http://vimeo.com/21668087>



Vancouver Whitecaps - Steve Nash

<http://bit.ly/gCv6Fc>



WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Create Mascot Photo

Destinations for Fans on Gameday

College athletics departments should look to leverage mascot affinity by creating official photo destinations where young fans can have their photo taken live. By integrating a corporate partner (premium giveaway, on-site activity/engagement) and driving Kids Fan Club signups, athletic departments can generate more than just revenue from mascot photo displays.

Take Guests Services Where the Fans Are

Sports organizations interested in providing complete fan support should consider investing in segways to take their guests services operations directly to the fans. The Seattle Mariners have experimented with the concept, creating "Ask Me" vehicles that roam Safeco Field and address fan issues on-site.

Shoot N' Score with Human Pong

While beer & spirits companies may not be allowed to promote Beer Pong on game days, they can always consider hosting a friendly game of Human Pong. Beer companies may be able to use Human Pong as a means to get their message across to consumers without involving a single ounce of alcohol. Win over fans by offering free merchandise, tickets and incentives for playing and Human Pong could prove to be a huge success!



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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.