



**Looking to Capitalize on College Rivalries?**

**A List of 10+ College Football Rivalry Sponsors**

- **Hy-Vee - Iowa vs. Nebraska**
- **State Farm - Arizona State/Arizona**
- **AT&T - Texas vs. Oklahoma**
- **USAA - Army vs. Navy**
- **State Farm - Missouri vs. Illinois**
- **Deseret - BYU vs. Utah**
- **Sonic - UTEP vs. NMSU**
- **Cinch Jeans - Colorado vs. Colorado St.**
- **Boeing - Washington vs. WSU**
- **PNC Bank - Akron vs. Kent State**
- **Blue Cross & Blue Shield - Bethune Cookman vs. Florida A&M**

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

**Brian Corcoran,  
Shamrock S&E**

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the September '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 wanted to take a moment this month to stress the importance of thinking *and* acting outside of your comfort zone as a marketer. It's oftentimes easy to develop stereotypes and make assumptions about various events and cultural behaviors/interests. I recently had an opportunity to attend a Pro Bull Riders event in Milwaukee, WI with Josh Miller of Chip Ganassi Racing and came away extremely impressed with the PBR's overall event presentation, quality of fan entertainment, corporate partner integration, and avid fan base. In the coming weeks, consider attending an atypical sports/music event or festival to develop fresh, new perspectives about consumer engagement, marketing, and partner integration!

Thank you for your continued support of Partnership Activation. 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

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**Looking for more?**  
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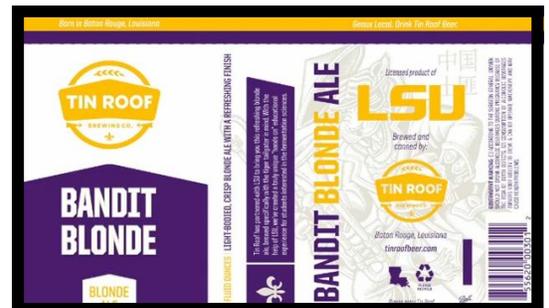
**INDUSTRY WATCH | LICENSED PRODUCTS**

**Are you looking for ways to generate new licensing revenue streams?**

Louisiana State University (LSU) recently announced a new partnership with a Baton Rouge-based brewery that will enable the school to package and sell its own beer during the 2011 football season. As part of the partnership, LSU's food science training program will work hand-in-hand with the Tin Roof Brewing Co. to manage the fermenting and marketing processes, creating educational opportunities for students.

LSU will receive royalty revenues as a result and will work with Tin Roof Brewing Co. and Mockler Beverage to distribute and sell the beer in cans and on draught. The beer, set to be called Bandit Blonde, will feature packaging with a logo denoting that it is an officially-licensed University product.

This partnership is particularly interesting because it demonstrates how sports properties can form partnerships to generate greater control/revenues from key licensing categories - particularly microbrews. It also highlights how corporate partners, Athletic departments, and University programs/schools can collaborate to create new, educational opportunities for students!



**Check out a video detailing LSU's new Bandit Blonde Beer here: <http://bit.ly/nIAQft>**



## EYES ON THE INDUSTRY



### ***Are you keeping an eye on creative tactics across Formula 1?***

With corporate partners and fans seeking a greater return on their investment, Formula 1 teams, tracks, and partners are being challenged to create new, unique ideas that generate revenue and provide engagement. Here are five (5) great examples:

#### **I. Singapore Grand Prix - World's Biggest F1 Fan Contest**

The Singapore GP is offered a "World's Biggest F1 Fan" contest that allows fans to compete in a 23-question online trivia competition to win \$10,000 worth of prizes, including an all-expenses paid trip to the race, suite and hospitality passes, merchandise, and a meet-n-greet opportunity with several F1 drivers. Participants must answer 23 questions correctly within a six (6) minute window for a chance to advance to a final elimination. <http://bit.ly/qKyfuP>

#### **II. Code Computerlove / Sightsavers - Eyes on F1**

Code Computerlove is currently running an initiative on Facebook that gives F1 fans a chance to win one (1) of seven (7) signed exclusive prints of notable Formula 1 drivers. As part of the initiative, Code commissioned a photographer to take pictures that capture the eyes of several drivers that will be sold online to generate funds for Sightsavers, a charitable partner. The initiative is part of a campaign designed to promote the importance of sight and the fact that there are 39 million people worldwide who are blind, yet 80% of blindness is curable. <http://on.fb.me/nvTTIh>

#### **III. Pirelli - F1 Artwork**

Pirelli turned to F1 drivers Mark Webber and Kamui Kobayashi to create a unique piece of artwork at the 2011 Italian Grand Prix. The drivers painted a 10-meter canvas using Pirelli tires as giant rollers to create the masterpiece. Pirelli leveraged the event to generate excitement and will auction off the artwork for charity at the end of the year. <http://on.fb.me/nncDgm>

#### **IV. Santander - Red Brick Formula 1 Car**

Santander teamed up with Carat to build a massive Formula 1 car out of 8,000 red bricks outside the company's headquarters in London. The display, spanning 14 meters long and weighing 7 tons, took 12 weeks to build. Santander's activation also includes a simulator that allows fans a chance to test drive an F1 car on-site. <http://bit.ly/qknqxp>

#### **V. Firefly Airlines - Spot the F1 Driver Contest**

Firefly Airlines is running a Facebook contest where fans can take photos of their favorite drivers competing in the F1 race in Kuala Lumpur, Malaysia and post them with a caption on the brand's official Facebook page to win exclusive prizes. Fans can win by either posting pictures of F1 drivers throughout race weekend or by posing for a photo with a driver and posting it online. Fans who take a photo while wearing a Firefly t-shirt or hat can even have an opportunity to win an all-expenses paid trip on behalf of Fly Airlines. <http://on.fb.me/pynHnK>

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

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



## RIVALRY SPOTLIGHT

### STATE FARM TERRITORIAL CUP SERIES



In two short years, the State Farm Territorial Cup Series has emerged as one of the premier sponsored rivalry platforms in the country. As it enters its third year the SFTSC is a prime example of how a sponsor can work closely with schools and their communities to add value that did not exist previously. In a sponsorship world where many look to see how big of a piece of a pie they can garner for themselves, State Farm has found a way to help grow the pie for all parties involved. With agency support from AdSport, the State Farm Great Western Zone has worked closely with Arizona State University (IMG) and the University of Arizona (IMG) to build a comprehensive, three-pronged, rivalry platform that focuses on the in-state rivalry.

Each year, the schools' athletic departments compete head-to-head in eighteen (18) common, equally weighted, sports to determine which community can claim the bragging rights for that year. The winning school is awarded the Territorial Cup Series Trophy, which was inspired by the oldest rivalry trophy in collegiate athletics. By placing equal emphasis on all sports, the Series helps to build community awareness for less publicized Olympic sports. The fact that a point from Women's Gymnastics counts as much as a point from Football helps to keep the rivalry fresh and active for the entire school year, especially in the spring when most of the points are decided and traditional high interest sports like Football and Men's Basketball have hung up their uniforms for the year. The Series focuses on the message that "Every Game Counts" and that the rivalry between the schools is a yearlong affair.

What is truly unique about the Series, however, is that it goes beyond the field of competition and into local communities through the State Farm Territorial Cup Series Food Fight and the State Farm Good Neighbor Team. "The aim of our partnership is to not only spotlight athletic programs offered by each university, but also to help alleviate hunger in the community and address the educational funding challenges each university is currently experiencing," said State Farm Vice President – Agency, Laura Kunewa. The Territorial Cup Series Food Fight is essentially a year-long food drive where the Phoenix and Tucson communities compete head-to-head to see who can collect more food for local food banks on behalf of their respective universities. To date, the Food Fight has raised over 32,000 meals for Arizona's Hungry. The purpose of the Territorial Cup Series Good Neighbor Team is to recognize the efforts of student athletes at the University of Arizona and Arizona State University who exemplify all that is right about collegiate athletics. Eighteen student athletes from each school (one from each team competing in the rivalry series) who have excelled in Athletics, Community Service, and Academics are honored each year through an award and a donation in their name to their school's general athletic scholarship fund.

The Series has its own website, TerritorialCupSeries.com, replete with Series standings, schedules, exclusive video content, Series specific mobile downloads, relevant news stories, and links to each of the eighteen sports from each school. Fans can also interact with the Series via their Facebook page where they can enter to win exclusive prizes, contests, and experiences. As a whole, the Series drives to build brand affinity for State Farm and each university, generate leads for local State Farm Agents, and authentically engage fans via social, mobile, community, and digital initiatives.

The State Farm Territorial Cup Series has become the new benchmark for what a sponsored rivalry platform should be. Going forward, sponsors should look beyond solely activating at athletic events, but also how they can become a relevant partner to the University and community as a whole.

**Check out the State Farm Territorial Cup Series Here:**

**SFTCS Website:**  
<http://bit.ly/qosvrr>

**SFTCS Portfolio:**  
<http://bit.ly/n5Tm9q>

**SFTCS Overview Video:**  
<http://bit.ly/pjrNY4>

**SFTCS Facebook Page**  
<http://on.fb.me/qfCOW>

**SFTCS Good Neighbor Team:**  
<http://bit.ly/nTVWIm>

**AdSport's Website**  
<http://www.adsport.com/>



The Official Facebook Page of the State Farm Territorial Cup Series



**THREE THINGS YOU NEED TO SEE**

**GREAT SPORTS MARKETING IDEAS IN THE NEWS**



**Let Fans Have a Little Extra Fun on Game Day**  
A Dutch railway station recently installed a giant slide that would serve as a perfect attraction at MiLB ballparks!  
<http://bit.ly/qlbJOY>

**ESPN UK Promotes Twitter Engagement with Digital OOH Billboards**

ESPN recently launched an integrated social/OOH campaign in the United Kingdom that allows fans an opportunity to truly have an influential voice. ESPN UK is leveraging its Twitter handle, @ESPNTVUK, to post tweets on a frequent basis that encourage fans to respond (using the hashtag #espnuke) for the chance to have their tweet displayed on billboards throughout the UK.

ESPN is also leveraging the digital OOH billboard inventory to promote comments from ESPN football commentators Ray Stubbs and Kevin Keegan while they are on-air... a clever idea!



ESPNTVUK ESPNTVUK

Answer this and see your tweets on billboards across the UK:  
What has the best moment of the football season so far? #espnuke  
27 Aug



**Chelsea FC Delivers Best-In-Class Coverage**  
Chelsea TV delivers terrific daily news reports, evening headlines, interviews, replays, commentary, and more!  
<http://bit.ly/mRbGol>

**Major League Soccer Celebrates Father-Son/Daughter Experiences on Twitter**

Major League Soccer celebrated Fathers Day on Saturday, June 19th by running a special contest on Twitter that rewarded fans for submitting photos of their father-son/daughter experiences.

The first 20 fans who tweeted a photo to @MLS with the #MLS and #HappyFathersDay hashtags were entered into a drawing to win a free scarf.

**Takeaway:** This unique initiative demonstrates how teams can leverage holidays and special events to offer unique social media contests for fans throughout the calendar year. Consider new ways to capitalize on Fathers Day, Mothers Day, Valentines Day, Labor Day, Memorial Day, Halloween, and more!



**Check It Out Here:** <http://bit.ly/pKo0SG>



**Ambush Marketers: Combat Sports Avidity with Music**  
Buy billboard space across from a premier venue and put on a concert to remember  
<http://bit.ly/qUGKSK>

**Vitaminwater Asks Fans - Are You Nash Enough?**

Vitaminwater Canada recently launched a great initiative that allows fans to submit videos detailing "why they are Nash enough" to be featured in an upcoming video with the NBA superstar and have an opportunity to meet him in person in New York City.

The initiative demonstrates how brands can leverage their athlete endorsements in unique ways by allowing fans an opportunity to dictate their campaigns and relationships with athlete endorsers. It's terrific to see a brand like Vitaminwater put fans in control and turn to non-traditional means to generate brand value and buzz.



**See It Here:** <http://bit.ly/nlvQJw> / <http://is.gd/ZpTUX1>



## HOT OFF THE PRESS

Are you looking for new ways to leverage sports to impact the local community?

A group of MBA students from The Wharton School recently completed a terrific 20+ page white paper on how professional sports properties from across the globe are leveraging their brands and fanbases to make an impact in the local community. The white paper details recent developments and best practices from across the globe and is a "must-read" for sports business professionals looking for new ways to drive and support their social and community efforts. I want to send a special thanks to Lauren Pressing of LivingWell Health Solutions for sharing this terrific document!

Check out the **Sport Teams and Social Impact Report Here:** <http://bit.ly/ohqFHx>

Sports Teams and Social Impact: An Analysis of Recent Developments and Best Practices

An MBA Project for Eagles Youth Partnership

Completed by students at The Wharton School  
Lisa Alexander, Liz Eavey, Kat O'Brien and Malissa Torres-Buendia  
with the assistance of faculty members: Jeff Klein and Katie Kimmel

July 2011



## CREATIVITY IN THE SPORTS MARKETPLACE



Gatorade features a terrific photo opp display at the Pro Football HOF (a themed wall with hanging cooler)



MillerCoors found a creative way to drive attention to its outfield signage at Kauffman Stadium, home of the Kansas City Royals



Moët created a Mini US Open display to engage fans around the 2011 tennis tournament



Duck, a duct tape company, is creatively leveraging University marks to drive sales



Giapo, an Australian ice cream parlor, created an All Blacks themed sorbet around the 2011 Rugby World Cup



Nike profiled an epic matchup between Kobe Bryant and Kevin Durant on a massive billboard outside a retail location in Hong Kong



Nike used a 3D illusion to drive awareness for its new Team England rugby kit at retail  
<http://bit.ly/phgBL1>



## RISING STARS

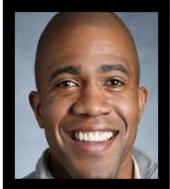
### Which individuals will emerge as the next generation of leaders in the sports marketplace?

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



#### **C.J. Wiatr, The Aspire Group (<http://www.TheAspireGroupInc.com>)**

C.J. Wiatr is the Manager of The Aspire Group's (TAG) Fan Relationship Management Center in New Brunswick, NJ servicing Rutgers University Athletics. Prior to joining TAG, C.J. spent over 3 years in the NFL as the Manager of Season Ticket Sales for the Cleveland Browns and was part of the highest revenue generating sales team in American sports history as a Consultant for the Dallas Cowboys Stadium. In addition, the University of Memphis Graduate (BA/MS) was leading revenue generator for the Memphis Grizzlies in group sales before his time in the NFL.



#### **Jay Mayes, Black Sheep Consulting (<http://www.TheBetterSheep.com>)**

Mayes founded Black Sheep Consulting in late 2010 after, what he likes to explain as his "Jerry Maguire Moment". After over 7 years working on the business side of professional sports and working his way from a part-time intern with a NFL team to a Corporate Executive with a NBA franchise he woke up one day and decided to invest his time in the betterment of people. Instead of creating programs to just generate revenue he wanted to create programs that would help to generate change. Black Sheep Consulting is a mix of Sports Marketing + Cause Marketing. Mayes' vision for BSC was "...a firm that created innovative programs and connections that works to bring corporations, causes, non-profits, and Sports & Entertainment together into integrated cause marketing platforms that achieve real results, and that create real change in the lives of the people they touch".



#### **Tim McCulloch, IMG College - Villanova (<http://www.IMGCollege.com>)**

Tim McCulloch has risen to the Associate General Manager of the IMG Sports Network through his continued success developing and managing long-term corporate partnerships for Villanova University Athletics. Innovation and a trusting client relationship helped Tim to develop a brand new revenue stream for Villanova and a key client which receives unparalleled TV coverage. His greatest accomplishment was cultivating and implementing Villanova's largest non-pouring rights partnership in the history of the property. McCulloch is a 2006 graduate of Clemson University with a degree in Political Science and a minor in History.



#### **Matt Furrie, Momentum Worldwide (<http://www.Momentumww.com>)**

As an Account Manager at Momentum Worldwide, Matt Furrie is responsible for managing Office Depot's NASCAR sponsorships and creating activation platforms that leverage Tony Stewart to grow retail sales and foster relationships with other sponsors. Prior to joining Momentum, Matt was an Account Executive at Relay Worldwide where he worked on Sharp Electronics' partnership with Major League Baseball as well as the Jim Beam Global Spirits & Wine and Nike accounts. Matt received his B.A. in Journalism & Mass Communication from the University of North Carolina at Chapel Hill and his M.B.A at San Diego State University where he also served as a Graduate Assistant specializing in recruiting initiatives across all university sports.

**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)**



## SOCIAL MEDIA SPOTLIGHT

### Teams Should Consider Using Foursquare "Check-Ins" to Support the Local Community

A prime opportunity exists for teams to use their social media channels to promote community efforts that benefit fans/persons in need. For example, organizations can establish initiatives where every fan who "checks-in" on game day can automatically donate a free ticket, merchandise/apparel, concessions, or medical needs (shots, blankets, etc.) to persons in need. These efforts will not only help support the local community, but will help generate positive buzz/awareness for the team's social media channels.

Walgreens recently rolled out a similar initiative as part of its Way to Well Commitment program that allows the first 200,000 people who "check-in" on Foursquare at retail locations to automatically donate a flu shot to a person in need. As part of the initiative, consumers can also vote on Walgreens' Facebook page for which organizations can receive the free flu shots. Consider new ways that your organization can leverage social media to support community efforts as the opportunities are endless in the sports space!



Check out Walgreens' Foursquare Initiative Here: <http://bit.ly/qbgc1N>

## ACTIVATION SPOTLIGHT

Marketers looking for ways to generate partnership affiliation awareness in ways that resonate with sports fans should consider adopting the unofficial motto of the state of Texas - "Go Big or Go Home".

In today's landscape, it requires truly creative, strategic thinking to develop activation plans that effectively escape stadium clutter and create memorable fan impressions. While it's easy to get caught up in perfecting all of the details involved with positioning products and services in a concerted manner within a designated event space (10x10 tent, tabling display, venue destination), marketers may find that one of the easiest ways to deliver on their awareness objectives is to "Go Big".

In the past 12-18 months, we have seen brands representing several categories (apparel, auto, CPG, beverages, etc.) "go big" with jumbo and life-sized displays, inflatables, fixed structures, and signage. Consider ways that you can use this branding strategy to your advantage!



## A CLOSE LOOK AT THE 2011 RUGBY WORLD CUP





# Partnership Activation

The "Think Tank" for connecting brands with fans.

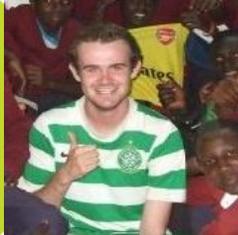
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#SPORTSBIZ ON TWITTER

5 HANDLES YOU MUST FOLLOW



@InsideTheGames



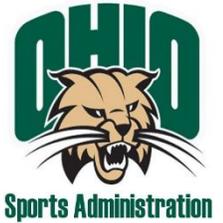
@Walshyboy



@KimSkildumReid



@PeterVAmador



@OhioUSportsAd

## THOUGHT STARTERS

Looking for ways to generate awareness for your brand in tennis? Check out some creative ideas from the US Open:

### ACTIVATION AND BRANDING



See how Novak Djokovic took the "Fan Dance Cam" to the next level at the US Open: <http://bit.ly/rjz0PM>



## NIKE PUTS YOUNG ATHLETES' SKILLS TO THE TEST IN THE FILM ROOM...

When creating event activation plans, brands should consider ways that they can turn their footprints into memorable, educational experiences that allow young fans an opportunity to sharpen their skills by learning firsthand from professionals.

Nike did just this at the World Basketball Festival, where they created a "Nike Film Room" display that taught young athletes how to perfect their favorite pro basketball players' moves on the court. Nike turned an outdoor basketball court into a custom-built Film Room that provided young players with an opportunity to learn their favorite moves (by watching them on camera and having an expert provide tips), recreate them on the court, and receive a free poster printout and video that showed their actual moves in motion.

Nike used giant screen displays, HD cameras, large format printers, custom-built algorithm, and a modular stage to capture the action and create a memorable experience for athletes of all ages!



See How Nike Put Young Hoops Stars to the Test:  
<http://bit.ly/nBHZLp>

## THE DENVER BRONCOS HOST A PICK-EM CHALLENGE FOR THEIR CORPORATE PARTNERS...

The Denver Broncos are engaging their corporate partners throughout the 2011 NFL season by offering a weekly pick'em challenge that allows participants an opportunity to win weekly prizes (merchandise, gift cards, apparel) as well as a grand prize trip to the 2012 Pro Bowl.

A few weeks prior to the start of the 2011 NFL season, the team sent out an email to their corporate partner contacts, inviting them to participate by registering on an exclusive pick'em microsite that hosts official rules, leaderboard, picks (which are weighted based on confidence rankings), and more. The Broncos' pick'em offering serves as a great benchmark for teams looking to build relationships, excitement, and loyalty with corporate partners in non-traditional settings throughout the season.

Consider ways that you can engage your corporate partners while having a little fun!



## SPORTS ... LIKE YOU'VE NEVER SEEN IT BEFORE



Cliff Diving Made Cool... with  
Helmet, Body, and Wing Cams  
<http://bit.ly/oRQdQp>



Adidas called on Dwight Howard To  
Dunk on a Giraffe in Tokyo  
<http://bit.ly/q75T6l>



Red Bull Gives Fans a New Viewpoint  
of Surfing Using Flares  
<http://bit.ly/pX9SQh>



**THINKING ABOUT EXPERIMENTING WITH QR CODES?**

Here are a few creative ways to consider incorporating them in the sports space...



Team Store Window Displays



Pint Glasses / Coasters



Press Backdrop Signage



Merchandise Displays



Promo Models

**IDEA BOX**



**NASCAR Tracks Should Invest in Custom Go-Karts To Engage Fans**

With thousands of fans camping out on race weekends, NASCAR tracks should consider building nearby go-kart tracks/courses that provide quality entertainment for individuals of all ages. Tracks could offer consumers an opportunity to drive go-karts that resemble driver helmets, fully branded with sponsor logos and equipped with surround sound. This idea could also be applied with goalie helmets!



**Take Fans Back in Time with Retro Bobblehead Displays**

Teams should consider investing in giant bobblehead displays (showcasing current and retro bobbleheads) to amplify areas dedicated to kids at their stadium. These displays can provide great fan photo opportunities, serve as stadium landmarks (to host scavenger hunts), and help promote/drive sales for retro products (bobbleheads) and apparel.



**Generate Value and Buzz with "Minute to Win It" Videos**

Teams should consider creating "Minute to Win It" style videos that feature players, coaches, mascots, and fans attempting fun, simple games. The videos are perfect for online/SM distribution and provide a great opportunity to integrate corporate partners' products and services in a fun, seamless way.

<http://bit.ly/nVdooe>



**For More Information, Please Contact:**

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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.