



Looking to Attract Top Athlete Endorsers?

Top 20 Paid Athletes in '11 (Salary and Endorsements)

- Tiger Woods - \$62.3M
- Phil Mickelson - \$61.2M
- Roger Federer - \$52.7M
- Manny Pacquiao - \$52.5M
- Fernando Alonso - \$45M
- LeBron James - \$44.5M
- Lionel Messi - \$43.8M
- Cristiano Ronaldo - \$38.8M
- Peyton Manning - \$38M
- Alex Rodriguez - \$36M
- Yao Ming - \$35.6M
- Kobe Bryant - \$34.8M
- Kevin Garnett - \$32.8M
- Matt Ryan - \$32.7M
- Rafael Nadal - \$31.5M
- Tom Brady - \$30M
- Valentino Rossi - \$30M
- Wayne Rooney - \$29.2M
- Dwight Howard - \$28.6M
- Dwyane Wade - \$28.2M

Source: <http://bit.ly/oZjqGX>

"Build partnerships, not sponsorships."

**Brian Corcoran,
Shamrock S&E**

PARTNERSHIP ACTIVATION 2.0

Welcome to the October '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 you look to monitor and benchmark the number of sports fans "checking in" at stadiums nationwide, I encourage you to check out Tariq Ahmad's new site, <http://www.SportShadow.com>. The site delivers real-time results of how many fans check in at various sports venues and includes details like top performing teams, trends and insights, badge information, and more. In Week 6 of the NFL season, teams averaged 513 fans checking in to their venues. SportShadow.com is a tremendous resource for all sports business professionals to utilize and I highly encourage you to check it out!

Thank you for your continued support of Partnership Activation. Please let me know if I can ever be of assistance. 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

INDUSTRY WATCH | THE FACE OF A MARATHON

Are you looking to provide fans with new access to athletes and events?

adidas recently partnered with HEIMAT Berlin to launch a brilliant campaign around the 2011 Berlin Marathon that gave users more access to marathon runners than ever before.

adidas affixed Go Pro cameras on 15 marathon participants' heads to document the emotion, pain, excitement, and pride that runners feel while they race to the finish. adidas broadcasted live streams of the cameras on a designated microsite and featured live stats, runner bios, interviews, and social media tools for followers to view and utilize.

The innovative campaign demonstrates how sports organizations and corporate partners can deliver new access, viewpoints, and engagement for fans and followers to enjoy. It would be interesting to see this concept replicated in-stadium (capturing fan emotions), at retail (shopper emotions), in-home, on the sidelines (coaches' emotions), in race cars (throughout the race), during Olympics training (athletes while snowboarding, ski humping), and in hockey (players, referees)!



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Looking for more?
Check out
PartnershipActivation.com

Check out adidas' campaign here: <http://bit.ly/nhNWUL> / <http://bit.ly/qpl5tx>



EYES ON THE INDUSTRY



Are you keeping an eye on creative tactics across the National Hockey League?

With corporate partners and fans seeking a greater return on their investment, NHL teams and their corporate partners are being challenged to create new, unique ideas that generate revenue and provide engagement. Here are a few great examples:

I. Boston Bruins - Timberland PRO® First Goal Contest

The Bruins teamed up with Timberland PRO to create an online contest where fans can submit an entry each game detailing which Bruins player they think will score the first goal for the chance to win a new pair of workboots. The contest is simple, yet engaging, "winnable", and memorable - a great promotional tactic for all teams to benchmark! <http://bit.ly/qfX90W>

II. Chicago Blackhawks - Illinois Million Dollar Minute

The Chicago Blackhawks are partnering with the Illinois Lottery to run a promotion during the 2011-12 season offering one lucky fan a chance to win \$1 million if the Blackhawks score a goal at the 10-minute mark of the 2nd period during select games! If the Blackhawks fail to score, everyone in the fan contestant's row still win an instant win game. <http://is.gd/zyMxs3>

III. Pittsburgh Penguins - McDonald's Drive-Thru In-Box"

The Penguins and McDonald's have teamed up to create a "Drive-Thru In-Box" feature on the Pens website where fans can personally send messages to a number of constituents, include team administration and Radio Shows: <http://bit.ly/qHxdVH>

IV. LA Kings - You Pick It, We Play It!

The LA Kings have partnered with San Manuel Indian Bingo & Casino to launch a "You Pick It, We Play It!" initiative that allows fans to request songs that they would like played during Kings games at the Staples Center. Fans are simply asked to include their name, email, seat location, song, artist, and a short description why they think it's a perfect choice! <http://bit.ly/nTrE9A>

NHL ACTIVATION SPOTLIGHT

The Tampa Bay Lightning recently supported the launch of their new team logo and vision in 2011 by giving free jerseys to each of their season ticket holders.

The jerseys featured a microchip embedded in the sleeve that allows season ticket holders to receive a 25% discount on all concessions in the arena and a 35% discount on all merchandise purchased at the Times Forum during Lightning games! The Lightning are also working with their corporate partners to offer season ticket holders similar benefits at retail in the near future! The innovative microchip technology should soon become a staple in all aspects of sports.



See The Jerseys Here: <http://on.fb.me/rabstd>

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.



INDUSTRY SPOTLIGHT

THE IMPACT OF CONFERENCE MOVEMENT ON COLLEGE SPONSORSHIPS



As an Analytics Manager at Navigate, Jeff Nelson primarily works on sponsorship valuations, college multimedia rights, and sponsorship category analyses. Nelson is a graduate of George Washington University and is currently completing his Master's in Sports Administration at Northwestern.



These are, to say the least, interesting times in college athletics. Every week seems to bring new rumors of different schools joining various conferences, and the potential domino effect of each move is subsequently dissected by the media and fans, primarily through a competitive lens. But what about sponsorships? For schools, multimedia rights partners, and the sponsors themselves, the ongoing conference carousel is likely to have a huge impact.

As of this newsletter, Colorado, Nebraska and Utah had already switched conferences, and Pittsburgh, Syracuse, Texas A&M and TCU are committed to upcoming moves. Missouri is also looking at its options outside of the Big 12 and numerous schools like the service academies and Boise State are rumored as possibilities for Big East football.

Most of these schools already have multimedia rights partnerships with agencies like IMG College or Learfield Sports, which pay for the right to sell sponsorships and media assets on behalf of the schools. These deals typically include an annual guarantee paid to each school by the agency, along with a revenue threshold that, if exceeded, stipulates that the school and agency split all incremental revenue above the threshold.

The guarantee level and threshold should be a reflection of what the agency can generate in sponsorship revenue, which is based on the school's attendance, TV ratings, radio ratings, the amount of inventory that's TV-visible, and several other metrics. Of course, if a school switches conferences, all of those metrics will be impacted to a certain degree, thereby impacting revenue.

Some of the contracts between schools and agencies contain clauses that call for additional bargaining or restructuring of the contract in the event of a conference move. This protects the agency if a school moves to a less-exposed conference and it protects the school if it moves to a more-exposed conference. Thus far, we've seen two examples of the latter with Utah moving into the Pac-12 and TCU slated to join the Big 12 next year.

In those two cases – and the similar cases we're likely to see in the next few months and years – it makes sense for the schools to seek higher guarantees from their multimedia rights partners. Unfortunately for the schools, it might not happen overnight. For example, TCU's viewership numbers for basketball could increase 10-fold by leaving the Mountain West for the Big 12. But if a sponsor in Fort Worth has paid \$2,500 per year for a certain TV-visible sign at the basketball arena, will it be willing to start paying \$25,000 next year? Probably not; the increase will have to be more gradual.

As a company that values multimedia rights deals, we do believe sponsorship fees are going to rise significantly at many schools with all of this conference shuffling and the creation and/or expansion of conference networks. Truth be told, colleges have long been undervalued compared to the pros and this growth should have been happening anyway. But it will be interesting to see how quickly revenues rise and how sponsors react as the already red-hot college space gets even pricier.

WEBINAR ALERT:

Topic: Measuring Sponsorship ROI

Date: Wednesday, November 16th

Time: 12:00pm EST

Cost: \$99

Registration: To register or for more information, please email Chris Todd at: ctodd@navigatemarketing.com

Synopsis: Navigate, a firm that specializes in research, measurement and ROI, will walk attendees through the various methodologies that properties or brands can utilize to determine the return on investment from their sponsorships.

Presenters: AJ Maestas, the founder and president of Navigate; Dr. Mark Friederich, Executive Vice President of Research; Matt Balvanz, Director of Analytics.



THREE THINGS YOU NEED TO SEE

GREAT SPORTS MARKETING IDEAS IN THE NEWS



adidas Rewards Creativity with Ultimate UEFA Access
adidas launched a campaign offering fans ultimate UEFA Champions League access with a brilliant teaser
<http://bit.ly/oZgHwU>



Starvision
Heineken features a Starvision board at concerts that allows fans to take pictures and see themselves displayed as graphics on a giant screen
<http://bit.ly/otuK1J>



Turn Static Signage Into Eye-Catching Visuals
Bring concourse signage to life with creativity and motors. For example, have a Coke bottle split to reveal a team-branded logo
<http://bit.ly/oxqhLk>

Tottenham Hotspur Allows Fans to Unlock Video Content Using Augmented Reality

Tottenham Hotspur recently partnered with Aurasma to create an augmented reality functionality on their official team app that allows fans to access unique video content whenever they point their phone at the Tottenham emblem on the team's official jersey.

Tottenham is currently enabling all fans who point their phone at the jersey to access top Premier League goals but plans to also offer exclusive interviews, news, and more. Aurasma is also providing functionality for fans to point their mobile phone at Tottenham's official team photo (online, in program ads, in newspapers, etc.) to see individual players come to life through video. Aurasma's technology recognizes and understands real-world images and objects and blends them with interactive interactive multimedia content. Look for this AR technology to emerge soon in the United States!



Iowa State Gives Fans a Voice OOH

The Iowa State Athletics Department recently launched an interactive billboard campaign that allowed fans to submit their favorite moments of the 2011 football season (in 10 words or less) for the chance to see their message featured on (1) of (10) billboards throughout Des Moines. Fans could submit their messages via Twitter or Facebook (using the hashtag #gostate) for the chance to have it displayed on a billboard live for an hour or until another fan comment was submitted. The Athletics Department posted screenshots of the billboard messages on their official Facebook page to generate buzz within the social media community. Hats off to Mary Pink and team at Iowa State!



Check It Out Here:
<http://on.fb.me/nl62pj>

BMW Takes a Long Jump to Promote Its Affiliation with the 2012 London Olympic Games

With the 2012 London Olympic Games less than a year away, BMW recently held a creative publicity stunt in London to promote its designation as an Official Sponsor.

The brand called on England's long jump champion J.J. Jegede to successfully jump over three Minis that were lined up side by side - a total distance of approximately 6 meters. BMW's stunt was terrific because it helps consumers develop an appreciation and understanding for the distance that Olympic long jumpers actually jump (tying the sport back to relatable terms) and does so in a way that creatively promotes the Minis on a global scale. Once the Games come around, it will be hard to forget this!



See It Here: <http://bit.ly/pA1g4p>

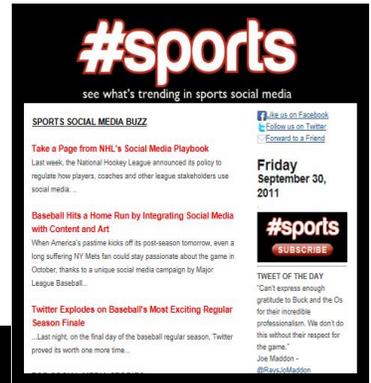


HOT OFF THE PRESS

Are you looking to follow the latest sports social media news and updates?

The team at Activ8Social recently launched a terrific daily newsletter called #Sports that profiles the most recent (and interesting) sports social media stories, news, and updates. The free newsletter is delivered in your inbox on a daily basis, helping you stay abreast of all the top stories that are trending in sports social media. Each newsletter features six main topics as well as some miscellaneous items (tweet of the day, twitpic of the day) in a very clean and concise format. I highly encourage you to check it out as it's a terrific resource!

Sign Up For The #Sports Newsletter Here: <http://bit.ly/oAtPDL> / <http://activ8social.com/>



CREATIVITY IN THE SPORTS MARKETPLACE



The New Juventus Stadium features images of players projected on the façade for fans to enjoy

BMW Mini used a guerrilla execution (themed banner) to make drivers stopped at traffic lights feel like they were driving down a racetrack

Consumers had a craving for Heineken while hang gliding at Rock In Rio

Rugby World Cup organizers helped fans get to where they needed to be



Nike used neon lights to create a unique "Lunar Run" experience for runners in the dark



Visa let soccer fans use their skills and athleticism to create an original piece of art at Copa Mundial



Coca-Cola featured a unique concessions display at the 2011 Rugby World Cup



Tourism New Zealand projects stunning imagery onto a Giant Rugby Ball displayed in New Zealand



RISING STARS

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

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



Ben Latty, Fulham FC (<http://www.FulhamFC.com>)

Ben Latty, a graduate of Sports Science at Bournemouth University, England, is currently an employee of Fulham Football Club from the EPL. As Sponsorship & International Sales Manager, Ben is responsible for the recruitment and activation of new and current Commercial Partners, as well as an International strategy focused on achieving additional revenue streams and Global appeal for the Club. Prior to joining Fulham, during the 2005/06 season, Ben started his career within the sports industry at local rivals Chelsea Football Club, where he was a member of the Sales & Marketing team.



Rob Campbell, Cleveland Indians (<http://www.Indians.com>)

Rob Campbell manages digital communications for the Cleveland Indians and is responsible for the organization's burgeoning social media presence. By focusing on business and brand objectives while creating the first-ever digital media section in pro sports (Indians Social Suite) and recruiting player and front office personnel to join Twitter, Rob's efforts helped bridge the gap between traditional and new media and led *ESPN the Magazine* to label the Indians as "MLB's most Twitter-friendly team." In the off-season, Rob directs marketing and communications campaigns for Indians Snow Days, a winter event featuring ice skating and snow tubing at Progressive Field. After earning Academic All-Big Ten honors in baseball and graduating from Northwestern University in 2008, Rob helped establish his alma mater's social media presence in his free time.



Jon Kander, GMR Marketing (<http://www.GMRMarketing.com>)

Jon currently works on the Comcast account with GMR Marketing. He is responsible for oversight of Comcast's partnerships in the Northeast Division and also assists in evaluating all renewal and new sponsorship proposals. Prior to arriving at GMR, Jon worked for more than two years at IEG, a sponsorship evaluation and consulting agency. Jon received his MBA and MSA degrees from Ohio University, and received a B.A. in Economics at Wake Forest University.



Jack Tipton, IMG College - Univ. of Pittsburgh (<http://www.IMGCollege.com>)

Jack is a veteran of the sports sponsorship landscape, having held various positions in fields such as collegiate athletics, mixed martial arts, and Major League Baseball. While working for the Pittsburgh Pirates, Jack developed & executed a Pirates Charities 5K "Home Run" that has now become a successful annual event for the organization. In his current role with IMG College, Jack represents the University of Pittsburgh property regarding sponsorship sales and activation. He received his B.B.A. degree in Marketing/Film & Television from the University of Notre Dame, and received his MBA in Sports Business Management from San Diego State University.

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



SOCIAL MEDIA SPOTLIGHT

Allow fans to tag their experiences witnessing key moments in team history...

As sports organizations look to further engage fans online, they should consider offering videos and interactive timelines on their digital and social media channels that allow fans to tag their experiences witnessing key moments in history. Using Facebook Connect, organizations can encourage fans to tag and post where they were (at the game, at home, at the bar), how they were feeling, who they were with, and what they were wearing when they witnessed some of the biggest moments in team history. Milestone moments could include: playoff/championship game experiences, athlete milestones, jewel events, etc.

Mastercard leveraged its official sponsorship designation of the 2011 Rugby World Cup by creating a similar digital campaign that it featured on its Australian and New Zealand websites. The initiative allowed rugby fans an opportunity to view clips of five (5) historic rugby matches and tag their experiences and emotions for others to see.



Check Out MasterCard's
"Witnessing History" Campaign Here:
<http://bit.ly/ndBn2l>

ACTIVATION SPOTLIGHT

In today's sports landscape, statistics play a key role in the way teams and corporate partners make decisions. On the front end of deals, team sales and marketing representatives use Scarborough, Nielsen, and Simmons data to attract and persuade brands to sign on as corporate partners. On the back end, teams, agencies, and brands all measure the success of their programs based on a variety of data points, including sales figures, shifts in perception and awareness, impressions, consumer engagement, etc.

Yet one has to wonder, why don't we see more teams and brands use statistics to win over fans in their messaging and activation tactics on game day and throughout the season?

Per the Coors Light campaign featured on the right, teams and corporate partners alike can use statistics to create powerful messaging campaigns that resonate with fans. For example, if Scarborough data reveals that 87% of a team's fan base prefers a particular brand (and in some cases solely due to the fact that the brand is an affiliated partner), why not create a messaging campaign that explicitly tells fans that exact message on game day and throughout the season?

Consider ways that your organization can utilize compelling statistics to reinforce fan loyalty, awareness, and behavior in a way that truly resonates on game day!



A CLOSE LOOK AT THE 2011 MLB PLAYOFFS





Partnership Activation

The "Think Tank" for connecting brands with fans.

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#SPORTSBIZ ON TWITTER

5 HANDLES YOU MUST FOLLOW



@ChrisLittmann



@PeterStringer



@JMCPeek



@SportsBizMiss

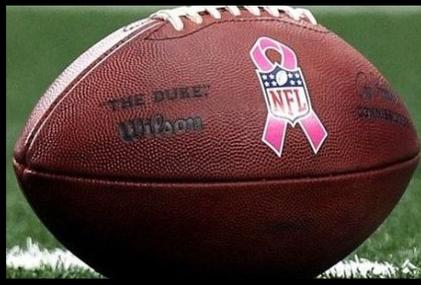


@C7Borges

THOUGHT STARTERS

Looking for ways to generate awareness for breast cancer awareness? Check out some ideas from the NFL:

ACTIVATION AND BRANDING



Check Out a Great Wall Street Journal Article Detailing the Power of Wearing Pink in the NFL: <http://is.gd/enrEj>



MANCHESTER CITY FC TREATS YOUNG FANS TO AN ULTIMATE EXPERIENCE

It's becoming increasingly important for teams to create family friendly destinations within their stadiums on game day to enhance the overall fan experience. One club in particular, Manchester City FC, recently transformed their Family Stand by aligning with several partners to create new entertainment opportunities for fans.

Manchester City FC teamed up with EA Sports to install a gaming zone that features six dedicated gaming hubs outfitted with 40 inch television screens. Here, up to 12 fans can play against one another all at once. Manchester City FC also partnered with Topps to launch a Match Attax playing area for young fans to trade cards and form relationships on gameday. The team also features several photo displays for young fans!



THE PORTLAND TIMBERS HOST A FAN DRAFT TO LET FANS AUDITION FOR FREE TICKETS

With nearly 4,000 fans on the team's 2012 season ticket waiting list, the Portland Timbers recently hosted a 2012 Fan Draft initiative on their official Facebook page that gave fans an opportunity to audition for free season tickets.

The Timbers invited their most die-hard fans out to JELD-WEN Field to film video auditions declaring why they should be selected. Once the shoot concluded, the team posted the videos on Facebook and allowed fans an opportunity to vote for who they felt deserved to win a pair of 2012 season tickets. After a few weeks of voting, two lucky winners were selected - each receiving over a thousand votes!

The Timber's Fan Draft Initiative serves as a great idea for teams with long waiting lists to engage fans during the offseason and incorporate partners in creative ways!



**PORTLAND
TIMBERS**

Check out the Timbers' Fan Draft Here:
<http://on.fb.me/pd1tkz>
<http://www.timbers.c1ms.com/#/login>

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



An Istanbul soccer club only allowed women and children to attend one of its recent games: <http://bit.ly/mVaBzi>



Audi Let Fans See What a Day in the Life of an Audi Le Mans Driver is Like <http://bit.ly/oCx7WD>



The TB Lightning created a real lightning effect in their arena <http://bit.ly/nklzZB>



THINKING ABOUT EXPERIMENTING WITH TIME LAPSES?

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



Brands should capture footprint traffic and engagement at events:
<http://bit.ly/o6Bs19>



Race teams should capture their pre-race preparations:
<http://bit.ly/n1YFvO>



Teams should capture their stadium construction builds:
<http://bit.ly/pVKuL0>



Arenas should capture their arena renovations:
<http://bit.ly/q1NhaF>

IDEA BOX



Use a Little Humor to Promote Local Movie Theater Partners

It's a common practice in sports for teams to go see a movie the night prior to a big game. It would be great if an organization aligned with a movie theater partner to create a stunt (like the Carlsberg one below) where consumers are tricked into walking into a theater full of uniformed players. Capture it live on video and it will make for a great viral piece!

<http://bit.ly/nR7QGz>



The Panoramic Ball - The Future of Sports Photography?

The Computer Graphics Group recently unveiled The Throwable Panoramic Ball, a ball that captures a full spherical panoramic photo when it is thrown in the air (and reaches its peak). By tossing this ball at mid-court, mid-field, or center ice, teams may soon be able to capture a complete, central viewpoint of their stadium experience - all in one shot! <http://bit.ly/pHmsaT>



Give Fans a Ride of a Lifetime

NFL and CFL organizations should enhance their gameday entertainment by featuring giant footballs that fans can ride during pre-game festivities, similar to the example featured below from the O2 Scrum on a Beach Tour. The activation is simple, yet engaging and serves as a great way to generate buzz!

<http://bit.ly/oKfOwi>



For More Information, Please Contact:

Brian Gainor

Partnership Activation, Inc.

E: Bgainor@PartnershipActivation.com

Twitter: @BrianGainor

Youtube: SportsViral, SportsViral2, SportsViral3

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.

