



Are You Looking to Attract International Corporate Partners?

Ten (10) Asian Brands That Have Partnered with U.S. Sports Entities

- **Haier** - New Jersey Nets (Chinese electronics)
- **Yili Group** - New York Yankees (Chinese dairy)
- **Founder Group** - Houston Rockets (Chinese IT)
- **Peak** - New Jersey Nets, Milwaukee Bucks (Chinese sporting goods)
- **Li-Ning** - US National Table Tennis Team (Chinese sportswear)
- **Anta** - Houston Rockets (Chinese sportswear)
- **Lenovo** - National Basketball Association (PC's)
- **Air Asia** - Oakland Raiders
- **Kia** - National Basketball Association (Auto)
- **Hyundai** - MiLB (AAA)

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

PARTNERSHIP ACTIVATION 2.0

Welcome to the October '09 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.

With both the NHL and NBA kicking off their '09 seasons during the month of October, it is exciting to see so many organizations creating unique platforms and activation tactics for their corporate partners. I recently had the privilege of attending the Columbus Blue Jackets' home opener (thanks to Josh Hafer) and came away very impressed with the team's pre-game entertainment, AAA Sky Terrace, and Chipotle Chutes. Hats off to the Blue Jackets organization for being such great partners!

This month, please take a moment to pass the newsletter along to **three (3) Linked In contacts** who may also enjoy some of the content featured in the issue. If I can ever be of assistance, please send me an email at bgainor@partnershipactivation.com. I would love to hear from you. Best Wishes! Brian

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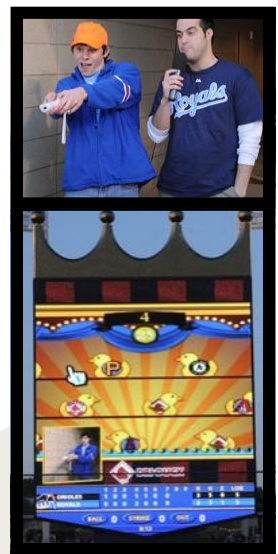
INDUSTRY WATCH | VIDEO BOARD GAMING

Are you looking for new ways to enhance the fan experience at your venue?

Sports organizations and corporate partners looking to tap into emerging technologies should take a close look at DXD Sports' services. In April, DXD Sports became the first company to offer a unique source of live, HD fan interaction (via Wii controller) at a professional sports venue.

The multi-dimensional sports entertainment technology firm partnered with Dri-Duck and the Kansas City Royals to create a customized interactive "Shoot the Duck" Wii game that fans can play on baseball's largest HD video board between innings. Fans chosen by the in-stadium announcer are handed a Wii controller and asked to compete in an interactive game on the video board for all fans to see.

DXD's technological offerings could really take off as teams and corporate partners look to create sport-specific games that incorporate brands in an engaging manner ("Shoot the Duck" serves as a great example of a customized game that can be built). Look for more to come in the near future at stadiums nationwide! Check out <http://www.dxdsports.com> for more info!



Check out the "Shoot the Duck" Wii Feature DXD Sports Implemented in KC:
<http://www.youtube.com/watch?v=B9j1AQPITZA>



EYES ON THE INDUSTRY

PRESENTED BY



<http://www.adidas.com/us/eyewear>

Are you effectively leveraging the batter's eye in your ballpark?

Baseball clubs looking to create new inventory in their ballparks should consider looking overseas to benchmark some tactics implemented by the Fukuoka SoftBank Hawks, a Japanese baseball team that plays its home games in the Fukuoka Yahoo! Dome.

The SoftBank Hawks have teamed up with Coca-Cola to effectively leverage the batter's eye area of the ballpark (the dark area beyond the centerfield wall that is the visual backdrop directly in the line of sight of a batter). Before the 6th inning of each game, the team features a co-branded inflatable Coca-Cola bottle that rises out of a dark green box located just over the wall in deep center field. The inflatable complements Coca-Cola's other activation taking place between innings and serves as a major attraction for fans.

Coca-Cola's creative branding tactic serves as a great example of ways that baseball teams are now finding unconventional ways to drive value for their corporate partners!



Check out some of the team's other in-game entertainment: <http://www.youtube.com/watch?v=DAEIBJLOE0c>

This Month's Activation Tip - Do the Small Things that Make a BIG Difference

If you were faced with spending a few thousand extra dollars to ensure that consumers noticed and remembered your brand, would you do it?

Too often in the activation space, we see brands targeting consumers with the standard cookie-cutter activation tactics: standard signage, premium giveaways, and promotional tactics. But those that really "get it" do the little things that make a BIG difference with consumers on game day/race day.

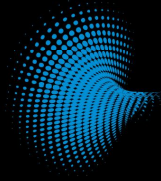
Take Nike for example, a brand that continues to revolutionize the running space. By spending a few extra thousand dollars, Nike turned its standard promotional t-shirt giveaways into thousands of moving billboards at a recent marathon by printing several different versions of t-shirts with creative taglines (Survival of the Fastest, Eat My Dust, There is No Finish Line). During the most heated moments of competition, race participants cannot help but see, remember, and enjoy the different slogans on the backs of their competitors.



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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.



**CREATIVE
ACTIVATION
IDEAS**



The Red Sox decorated the Green Monster and honored Roush Fenway drivers on a special NASCAR day at Fenway



Nike iD recently featured a Kobe Bryant Shrine in Asia



Coors Light offered consumers riding public transportation in Toronto a "cool" experience

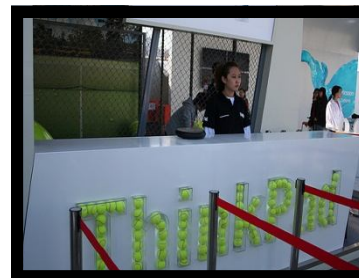
PARTNERSHIP SPOTLIGHT
WTA - CHINA OPEN



With the WTA identifying Asia as a high-growth market, global brands lined up to activate around the 2009 China Open (Oct. 2-11). The tour stop, offering \$4.5MM in prize money, saw sponsors erect elaborate displays to connect with consumers in the world's fastest growing market. In 2009, Sina (China's top media portal) agreed to a three (3) year, 14.65MM exclusive agreement to promote the China Open and establish an official website.

- Premier Sponsor: Mercedes-Benz, BBDC (Beijing Benz-Daimler Chrysler)
- Platinum Sponsors: Kappa, Sony Ericsson, Lenovo, China Citic Bank, Rolex
- Exclusive Partners: CCTV 5, Sina, Shangri-la Hotel, Ticketmaster

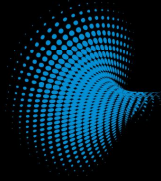
The China Open's elaborate displays enabled corporate partners the opportunity to engage consumers and spur excitement at the Beijing Olympic Green Center:



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Scholarships now available!
Get your seat today.

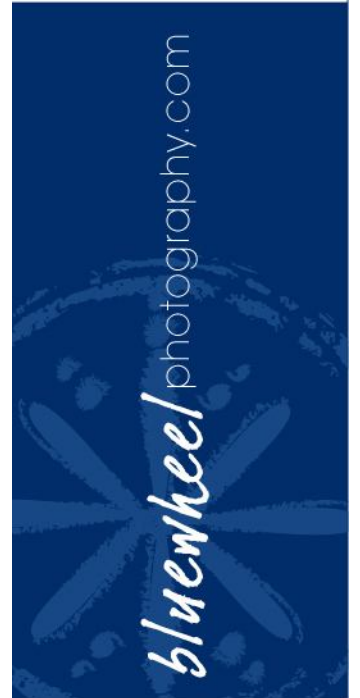
For More Info, check out: <http://ousports.poweredbyedmap.com/wis-schol-fm1>



HOT OFF THE PRESS

Are you looking for new sponsorship insights?

Each month, Dan Beeman and a team of professionals produce a valuable Sponsorship Insights Group Newsletter designed to connect industry professionals, showcase career opportunities, and share great ideas. The newsletter serves as a terrific resource for Beeman and his team to offer members of the Sponsorship Insights Linked In Group with the latest industry news and information. Sign up below and look for more great things to come from Dan Beeman and the Sponsorship Insights Group!



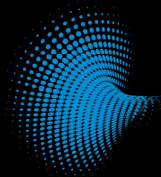
How To Subscribe:

Sign Up on the Sponsorship Insights Group Blog: <http://sponsorshipinsights.com/blog/>

Become a Member of the Sponsorship Insights Linked In Group: <http://is.gd/4pTCj>

CREATIVITY IN THE SPORTS MARKETPLACE





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 recipients of the "Rising Stars Program", an initiative that honors four (4) young professionals each month 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:



Kris Mathis, Sponsor Pitch

Kris Mathis is the Founder of SponsorPitch.com, a New York City-based online start-up that is changing the way sponsorships are researched, promoted, bought and sold online. Kris started his career in sponsorship representing clients like Claritin, Johnson and Johnson, Microsoft, Siemens, Swiss Re and Wyeth Pharmaceuticals at Edelman's sponsorship consulting division prior to pursuing a brand management position at Paris-based mobile gaming startup, Gameloft. Kris received an MBA from Vanderbilt University and graduated from Washington and Lee University with a B.A. in Broadcast Journalism.



Uzma Rawn, National Basketball Association (NBA)

Uzma currently works at the NBA in the Team Marketing and Business Operations department where she is responsible for driving team business development, through sponsorship, ticket sales, premium seating and relationship marketing, to increase profit margins across all teams within the NBA, WNBA and NBA Developmental League. Most recently, Uzma assisted with the sales and marketing efforts in Tulsa that ultimately led to the owners securing a WNBA franchise. Uzma received a B.S in Sports Management from Ithaca College, and in 2006 had an article published in Athletic Business Magazine.



Darryl Dionne, Professional Hockey Players Association (PHPA)

Darryl Dionne oversees the entire business operation of the Professional Hockey Players' Association (PHPA), which is the players' union for over 1,500 professional hockey players on 64 teams across the American Hockey League, ECHL, and Central Hockey League. As Director of Communications and Business Development, Darryl has grown the Association's licensing revenue, formed new corporate partnership programs, negotiated endorsement contracts, while being in constant communication with the Association's Membership base and key stakeholders. He was on the PHPA Negotiating Team which reached an inaugural CBA with the CHL this past September. Darryl has held a variety of sales and marketing positions with Frito Lay, the Toronto Blue Jays, Columbus Blue Jackets, and World Wrestling Entertainment. He received his MBA and MSA degrees from Ohio University.

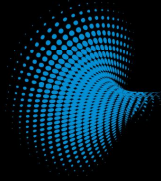


Bill Fagan, The Aspire Group

Bill Fagan, General Manager of The Aspire Group was recruited by Bernie Mullin to oversee ticket sales at Georgia Tech (and all future partnerships) in what is believed to be the first case of a university outsourcing its ticket operations. In just a few short months, Bill has been instrumental in the growth of this model to other schools and teams in a move that looks to already have started a significant trend as schools look to outsource more athletic department business. The University of Miami graduate began his sales career with the Phoenix Suns, and later with the Phoenix RoadRunners (ECHL), the Moncton Wildcats (QMJHL), and then on to be the Inside Sales Manager of the Charlotte Bobcats before joining Aspire.

Would You Like to Nominate a Rising Star in the Industry for their Exceptional Work?

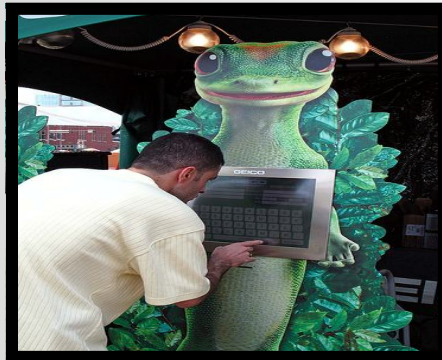
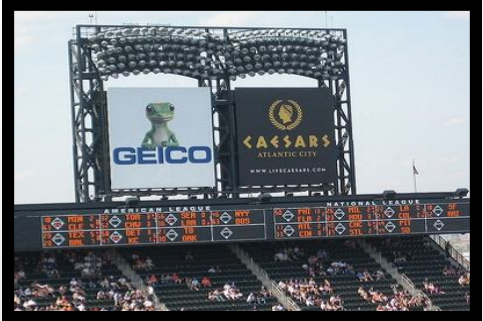
Send a two (2) paragraph nomination to bgainor@partnershipactivation.com

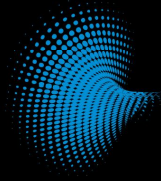


THOUGHT STARTERS

Looking for unique ways to leverage Geico as a corporate partner? Here are some tactics to consider:

ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Leverage Radio Personalities

Sports organizations looking to drive buzz in the marketplace should search for ways to align with a local radio station to execute a guerrilla marketing stunt that becomes the talk of the town. Chick-fil-A found a creative way to do this by performing an ambush marketing stunt on a local radio deejay's billboard.

Give Fans a Visual to Remember

When Opening Day is around the corner, teams should consider placing a billboard in-market that provides a visual reminder of what it's like to receive a fresh batch of season tickets in the mail. Teams can bring the billboard to life by featuring LED alerts in the address area when fans can receive free/discounted tickets at the ticket box office.

Let Fans Look at Your Jersey for 30 Minutes in the Mirror

Hair care partners looking to leverage sports partnerships should consider dressing fans in an apron that resembles a team jersey or new apparel. This creative branding tactic will force consumers to spend 30 minutes thinking about that team... and follow it up with a ticket/call-to-action!



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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.