

**Looking to Stay On Top of the Industry's Hottest Trends?**

**15 "Hot Topics" to Watch Heading into 2010**

- **The NFL's Collective Bargaining Agreement**
- **Social Media Monetization**
- **Comcast-NBC Merger**
- **Boxing - Is it Back?**
- **Major League Gaming**
- **The Emergence of 3D**
- **The Success of Bode Miller and Team USA**
- **How Tiger Woods' Absence will Affect the PGA Tour**
- **The UFL - Will it be Back?**
- **Will Player Endorsements Suffer from Tiger Woods**
- **Danica Patrick's Impact on the Nationwide Tour**
- **Will South Africa be Ready for the 2010 World Cup?**
- **NBA Foreign Investment**
- **Big 4 Go Global**
- **Live Streaming Broadcasts**

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

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the December '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.

2009 has truly been a memorable year for Partnership Activation and we look forward to yet another tremendous campaign in 2010! I want to personally thank you for your continued interest and support along this incredible journey. Please keep Partnership Activation in mind as your organization looks to take corporate partners to the next level and find new ways to enhance the fan experience... after all, that's what it's all about.

This month, please take a moment to pass the newsletter along to your dearest friends in the industry as a **FREE** holiday present. If I can ever be of assistance, please send me an email at [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com). I would love to hear from you and hope to have the opportunity to connect in the new year. Best Wishes! Brian

**this issue**

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**Looking for more?  
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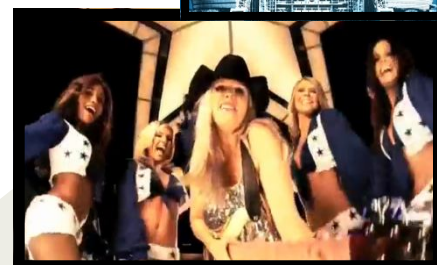
**INDUSTRY WATCH | CUSTOM MUSIC VIDEOS**

**Are you looking for new ways to leverage sonic branding on game day?**

Banshee Music and the Dallas Cowboys recently debuted a music video for their new collaborative hit song "Cowboy Stomp" on the video board during the team's home game against the San Diego Chargers. One of six original tunes on the newly released Cowboys CD, "Cowboy Stomp" features Cowboy Troy (a die-hard Cowboys fan commonly known for his Big and Rich ties) as the lead singer with cameos by the Dallas Cowboy Cheerleaders and Rowdy, the team's mascot.

The Cowboys are selling their new Banshee-produced CD at Walmart locations throughout the state of Texas as well as the team's Official Pro Shop. Miller Lite had the first access distribution rights to "Cowboy Stomp" and opted to leverage those rights by issuing download cards to fans on-premise and in-stadium in late November and early December.

Take a minute to preview all six (6) of the Cowboys original tracks here - <http://is.gd/5wgPc> - and look for more amazing things to come from Banshee Music in the near future!



**Check out the Cowboy Stomp Music Video here:  
<http://www.youtube.com/watch?v=BALQGYEGX74>**



## EYES ON THE INDUSTRY

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**Interested in knowing who "gets" Twitter in the collegiate space? Check out this list below:**

- **Best Personalities:** John Calipari (1MM+ Followers), Pete Carroll (272K Followers), Jim Harbaugh (224K Followers)
- **Best Conference:** Southeastern Conference (@SECSportsUpdate - 14K+ Followers)
- **Best Athletic Director Utilizing Twitter:** Sandy Barbour, Cal Athletics (@goBearsAD - 500+ Followers)
- **Best Athletic Department Leveraging All Forms of Social Media:** University of California-Berkeley
- **Best Twitter Handle:** Tim Brewster, Head Football Coach at the University of Minnesota (@Play4Brew)
- **Best Mascot Integration:** Arizona State, Sparky the Sun Devil (@SparkyCentral)
- **Best Team of Coaching Personnel on Twitter:** University of Florida (@CoachUrbanMeyer, @GatorMary, @UFGatorSoccer, @CoachButlerUF, @UFCoachRhonda, @UFCoachWalton, @UFCoachBillyD)

**Did You Know?** According to a recent poll, 62.12% of SBJ/SBD readers have a Facebook account (up from 35.7% in 2008) and just 35.47% have a Twitter account, yet 93.16% feel they understand social media.

## This Month's Activation Tip - Consider All Venues to Host an Event

**Have you considered all possible locales to host an event?**

Brands looking for new locations to host premier events should model the recent practices of Nike. The footwear/apparel giant recently held two (2) events in the most unusual places to support its Nike 6.0 extreme sports campaign - a tunnel (England) and a water tank (Beijing).

These unique events go to show that it's not always about having the best participants, etc. The "cool factor" can help brands and properties overcome many limitations, as demonstrated by the popularity of the NHL's annual Winter Classic event.

Properties looking for new ways to deliver value to fans and corporate partners need to begin following the practices of Nike and Red Bull, two brands that are drastically changing the game.

**BEWARE!** The Nike 6.0 Tunnel Jam is one of the coolest things you will see in sports



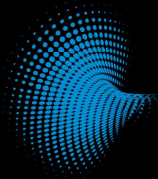
**Nike 6.0 Tunnel Jam** - <http://www.youtube.com/watch?v=vqAAMAEJvaU>

**Nike 6.0 Water Tank** - <http://www.youtube.com/watch?v=DpFbQXza-oo>

## Interested in signing up for the newsletter?

Send an email with "Subscribe" in the subject line to [newsletter@partnershipactivation.com](mailto:newsletter@partnershipactivation.com).

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



## CHECKERS' ACTIVATION SPOTLIGHT



Telebrands Founder and CEO AJ Khubani dropped the puck prior to the game



Fans waited in line to grab a voucher for one of 2,000 As Seen on TV premiums being given away (six different items)



The Checkers held a "Hot or Cold" promotion that tasked contestants with searching for ASOT products on the ice while being blindfolded

## PARTNERSHIP SPOTLIGHT

Charlotte Checkers / Telebrands



The Charlotte Checkers of the ECHL recently teamed up with TeleBrands to create the "First Official" As Seen on TV Night for their December 4th contest against the Elmira Jackets.

To drive legitimacy for the event, the Checkers had Telebrands CEO and Founder, AJ Khubani, fly to Charlotte to celebrate the partnership and meet aspiring inventors who were encouraged to come out and sell in their "million dollar ideas" for the chance to become featured as the next Telebrands product.

The Checkers supported the promotional night with a variety of activation tactics to drive value from the partnership for all parties involved:

### Premium Giveaway Distribution

Telebrands provided 2,000 As Seen on TV giveaway items, which included six (6) different items: Jupiter Jack, Shoes Under, Windshield Wonder, EZ Comb, Heeltastic, and PedEgg. The products, which sell for \$9.99 at retail, were a hit with fans.

### Video Board / Product Demonstrations

The Checkers ran 3-minute vignettes that featured their in-arena personality attempting to 'pitch' ASOT products that were being given away at the game to fans (demonstrating the products and driving awareness for all of the different giveaway options)

### Video Board Featuring the Top 5 Ways Hockey Players Use ASOT Products

The Checkers create a short satire detailing ways that the products could be used by players:

- <http://www.youtube.com/user/CharlotteCheckers#p/u/2/AeXPh4vHXUU>

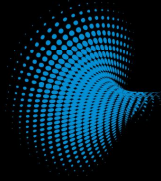
### Capitalized on Local Media for PR Exposure

The Checkers promoted the event through several media outlets (NPR, Fox, Charlotte Observer), generating significant value for both Telebrands and the team. AJ Khubani, the Founder of Telebrands, used his tv/radio appearances to promote a special ticket offer for fans (tickets were priced at \$9.99 to coincide with the standard price of Telebrands products)

### On-Ice Promotions

The team held a "Hot or Not" blindfold promotion on the ice for select contestants





## HOT OFF THE PRESS

Are you looking for the most reliable global sports business news?

SportBusiness, one of the leading global sports news publications, offers an incredible daily email news bulletin that provides the latest updates and industry news. The **free email service** usually provides eight key global sports business topics to watch and includes a link for readers to learn more information.

The SportBusiness Newslines email publication is sent out to 40,000+ professionals each day, so if you aren't a subscriber, you are officially one step behind the rest of the pack. Click the link below to check it out!



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## CREATIVITY IN THE SPORTS MARKETPLACE



Dunkin' Donuts found a unique way to leverage their dashboard signage at Boston Bruins games



Becks drove awareness at the ATP World Tour Finals with branded stations that formed aisles at the O2 London's concessions stands



The University of Virginia featured tweets from fans on the jumbotron during home football games



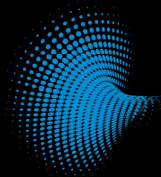
Wholly Guacamole is using a creative LED tagline that resonates with fans to support its sports sponsorships



Adidas erected a giant Dwight Howard statue in a popular Asian mall



Pepperidge Farm used a high school pole vaulting team to promote the soft, fresh taste of its bread



## RISING STARS

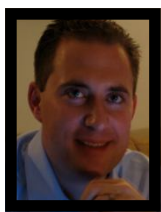
### Which individuals will emerge as the next generation of leaders in the sports marketplace?

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



#### **Todd Fischer, State Farm Insurance (<http://www.statefarm.com>)**

Based at corporate headquarters in Bloomington, Illinois, Fischer is responsible for directing all of State Farm's sponsorship and event marketing efforts across sports, entertainment, lifestyle and multi-cultural platforms. This scope includes driving strategic planning, negotiation, activation and measurement of a diverse portfolio including MLB, NCAA, LeBron James, Live Nation (music), Soccer United Marketing and 150+ pro and college sports team deals. Under Fischer's leadership, State Farm has twice been named a SBJ Sponsor of the Year finalist and received numerous accolades for its activation from the likes of Billboard, Promo and Event Marketer. Prior to State Farm, Fischer managed Miller Brewing Co.'s sports and entertainment programming. He received his MBA from the University of Wisconsin-Milwaukee and a BS in Marketing from the University of Illinois.



#### **Frank O'Brien, Conversation Marketing, Design, and Development (<http://www.heyconvo.com>)**

Frank founded Conversation Marketing, Design, and Development to fill a key niche that exists between strategy and development. Prior to starting Conversation, Frank designed, developed, and executed a number of high profile campaigns for various Fortune 500 clients while working at some of the top companies agencies in the world including Universal Music and Deutsch, Inc. With Conversation, Frank built on his previous success and has grown the agency roster to include Prince Sports, Johnson & Johnson, The Children's Place, Sony Music, and Genentech. Recently, Conversation was honored by the Webby Awards, W3 Awards, and named a "Top 10 Hot Creative Agency to Watch."



#### **Sean Dennison, Major League Soccer / Soccer United Marketing (<http://www.mlsnet.com>)**

Sean Dennison, a native of Ottawa, Ontario, is the manager of corporate communications for MLS and SUM, the League's marketing arm. Working closely with club PR departments, Sean generates 'non-sports' publicity for players, clubs and executives, focusing on business and lifestyle media. He also oversees communications for MLS W.O.R.K.S., MLS' community outreach initiative. Before joining MLS/SUM in 2005, he worked for The NFL Today on CBS, the Tampa Bay Buccaneers and IMG. Sean received his M.S. in Sports Business from New York University.

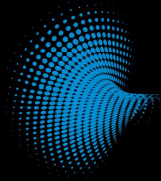


#### **Jason Buckner, Learfield Sports / BCA Sports Properties (<http://www.bcasportsproperties.com>)**

Jason Buckner is currently an Account Executive with BCA Sports Properties, a very unique property of Learfield Sports, managing the corporate sponsorships of the Black Coaches and Administrators Association (BCA). Known for his creativity, energy and ability to relate to clients in order to create sport related sponsorship packages that are non-traditional but impactful, Jason has been instrumental in developing new relationships for the BCA with Boston Scientific ("Close the Gap" campaign) and the US Army (BCA Leadership Speakers Series). Jason's career has been based around revenue generating and relationship building, crediting his current and previous managers at BCA Properties, Hawkeye Sports Properties, University of Louisville's Cardinal Athletic Fund and Philip Morris USA, for his development.

**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)**



## CREATIVE ACTIVATION IDEAS



**Taco Bell** featured a Volcano Wall (climbing wall) for fans to enjoy at the X Games



**Coca-Cola's** Olympic Torch Tour Features a Semi Illuminated With External Lights



**FNB** features countdown clocks in public settings to build anticipation for the 2010 World Cup in South Africa

## INTERNATIONAL SPORTS BUSINESS WATCH World Cup South Africa 2010



### EVENT FACTS AND INSIGHTS

**Games:** Friday, June 11th - Sunday, July 11th

**FIFA Partners:** Coca-Cola, adidas, Emirates, Hyundai, Sony, Visa

**FIFA World Cup Sponsors:** Budweiser, Continental, MTN, Castrol, McDonald's, Satyam

**National Supporters:** BP Africa, Neo Africa, Telkom, First National Bank, Prasa

**Revenue:** The World Cup is expected to generate \$3.4BN+ in revenues (2.5BN TV / 1.26BN Rights)

**Tourism:** 3.5MM participants will be heading to South Africa for the World Cup (1.3MM tourists)

**Tickets:** 500K ticket requests have been received for the 2010 World Cup (through December 14th)

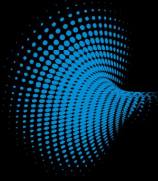
**Viewership:** 26.4BN viewers tuned in to watch the World Cup in 2006 - 30-40BN are expected to watch the 2010 World Cup

*Did You Know? Slovakia is the only team in the 32-nation field making its first World Cup appearance in 2010*



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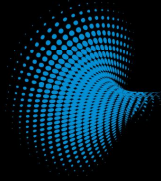


## THOUGHT STARTERS

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

### ACTIVATION AND BRANDING





**WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?**



**IDEA BOX**



**Drive Action Sports with Moving Walkways**

Promoters of action sports events and surfboard/skateboard manufacturers should consider outfitting moving walkways in airports, terminals, and retail locations to drive awareness for their products. With a simple wrap, consumers can feel like they are actually riding a skateboard/surfboard while they move down the walkway (a great branding play!)

**Drive Web Hits During the Offseason with Billboards of Passion**

A jeweler in the Philadelphia DMA has generated thousands of web impressions using this creative "I Hate Steven Singer" tactic. Teams looking to stay relevant during the offseason should consider implementing a similar campaign (billboard + micro site) that plays on passion points to drive conversation (and web hits) in the marketplace (e.g. We Hate the Offseason, I Love Opening Day)

**Leverage Mascots to Their Full Potential**

Properties looking to implement creative outdoor campaigns should look for new ways to leverage their mascots (who connect with all demographics). Universities with dog mascots (Bulldogs, Huskies, etc.) should consider putting up billboards that resemble doghouses with a creative promotional call-to-action (ticket sales, upcoming giveaways, etc.)

Happy Holidays!  
bluwheelphotography.com



bluwheel  
photography + design





Happy Holidays from



**PartnershipActivation**  
The "Think Tank" for connecting brands with fans.



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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](http://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.