

Looking to Benchmark New Technologies?

18 Cutting Edge Venues Around the World

- **New Dallas Cowboys Stadium**
- **The O2 Arena**
- **AT&T Park**
- **New Meadowlands Stadium**
- **Wembley Stadium**
- **Sprint Center**
- **Beijing National Stadium**
- **The New Yankee Stadium**
- **Lucas Oil Stadium**
- **Consol Energy Center**
- **Prudential Center**
- **Sun Life Stadium**
- **DSC Cricket Stadium**
- **Amway Center**
- **American Airlines Arena**
- **Citi Field**
- **Gillette Stadium**
- **Melbourne Rectangular Stadium**

“Build partnerships, not sponsorships.”
Brian Corcoran,
Shamrock Sports Group

PARTNERSHIP ACTIVATION 2.0

Welcome to the September '10 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 share a quick note about a new app for mobile phones called Shooger that allows consumers to access coupons on their phones in real-time. Once consumers create a profile (and input their location), the Shooger app provides a collection of real-time deals they can use at local businesses. Shooger has a current partnership with Valpak but will soon be expanding to include other partners. It's an incredible app that could have some serious implications on concessions in our industry!

Thank you for your continued support of Partnership Activation. Please let me know if you ever find yourself in Milwaukee (or Chicago), 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

this issue

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Looking for more?
Check out

PartnershipActivation.com

INDUSTRY WATCH | RED BULL NASCAR TAXI

Are you looking for new ways to bring the action of sports to life for fans?

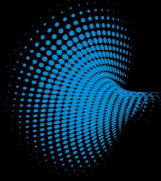
Red Bull Racing recently filmed a terrific viral stunt in the city of Chicago where it called upon NASCAR driver Scott Speed to give unsuspecting consumers a ride of a lifetime in a NASCAR Taxi. In the "must-see" spot, Speed shows passengers, including Wizards F Caron Butler, what it's like to drive a NASCAR through the busy downtown streets of Chicago. Apparently, Speed even got the necessary taxicab drivers permit necessary to pull off the stunt.

The Red Bull NASCAR Taxi stunt demonstrates how brands can leverage out-of-the-box ideas to bring the action of sports to life for consumers in every day settings. By bringing fast speeds, sharp turns, and plenty of excitement to the streets of Chicago (and broadcasting it via a viral piece), there's no question that Red Bull will convert plenty of consumers into race fans, especially of the #82 Red Bull Toyota Camry.



Whether it's a downtown tennis matches, a riverside home run derby, or a celebrity basketball tournaments on neighborhood playgrounds, it's important for brands to think out-of-the-box to bring the action of sports to consumers in their daily walks of life!

Click Here To See The Red Bull NASCAR Taxi In Action: <http://is.gd/fh3uV>



EYES ON THE INDUSTRY

PRESENTED BY



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

Are you keeping an eye on creative tactics fresh out of the Barclays Premier League?

Based on popular demand and plenty of positive feedback from the August 2010 Newsletter, here are (5) additional terrific ideas out of the Barclays Premier League:



Arsenal FC - Seat Inscription Service

Arsenal FC is offering fans who are Platinum/Gold season ticket holders the exclusive opportunity to personalize their seats at Emirates Stadium. For just €40, fans can display their name (or a name of a loved one) on their seat at the game. Seat plaques offer up to 28 characters of text over two lines. Check out the offer here: <http://is.gd/f7Gf>

Manchester City FC - Giant Etihad Shirt

Manchester City FC recently teamed up with its Official Jersey Sponsor, Etihad Airways, to create an off-season community-focused program. The two parties toured a giant replica of the team's jersey across the Emirate of Abu Dhabi, collecting 3,000 signatures and good luck messages from fans on a 21m x 15m jersey that was unveiled on the field prior to the team's 2010 home match against Liverpool. Check out the details here: <http://is.gd/f7GS7>

Barclays - The Great Ticket Giveaway

Barclays, the title sponsor of The English Premier League, is running a "Great Ticket Giveaway" promotion that offers fans a chance to win a pair of tickets to a match every 90 minutes. Each time fans use a Barclays ATM and request a receipt, they receive a unique code that can be redeemed online for a chance to win. Fans can also enter via an interactive game online - click here for more details: <http://www.sponsorship.barclays.co.uk/football/ticket-office/>

Chelsea FC - International Membership

Chelsea FC and a number of other Barclays Premier League soccer clubs offer an International Membership for their fans living across the globe. For just €30, fans receive vital ticket access, an official membership card, discount vouchers, full access to Chelsea TV Plus, and streaming Chelsea TV online. During the season, the club also hosts monthly member-only competitions (offering a chance to win prizes) and other amenities. Click here for more information: <http://is.gd/f716A>

Manchester City FC - Fan Map

Manchester City FC offers a really cool Fan Map on their official team website. The map allows fans to submit their photo (to be featured as part of a giant mosaic), connect with fans in their area, and view photos of other Manchester City FC fans across the globe. Thus far, 11,640 fans have participated in the initiative. Check it out here:

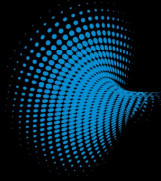
<http://bepartofit.mfc.co.uk/>



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.



A SIGN OF THE TIMES

Bring your banner ads to life with the integration of multimedia!

Old Spice recently teamed up with Wieden + Kennedy to feature a terrific banner ad campaign on ESPN.com that leveraged Ravens LB Ray Lewis. The campaign featured interactive banner ads that rewarded consumers with a free 30-day trial of ESPN Insider if they could scream loud enough into their computer. The campaign was created in an effort to demonstrate what men are capable of achieving when they use Old Spice body wash and deodorant.

How did it work?

W+K produced banner ads that instructed consumers to turn on their computer microphone and yell at the top of their lungs for (10) straight seconds. As participants yelled as loud as possible, a sound meter built within the banner ad gauged whether the decibel of noise was enough to warrant a free trial of ESPN Insider. If consumers didn't yell loud enough, they were instructed to try again and ultimately rewarded if they were able to achieve the task. The banner ads were creatively thought out and well executed – a very interactive tactic that generated plenty of buzz throughout the industry!

Looking for other cool, interactive banner ad ideas?

See what Burger King did with augmented reality in a banner ad campaign on FoxSports.com here: <http://is.gd/fiq5F>




ATHLETICS DEVELOPMENT FRONTIER
INNOVATIONS. PRACTICES. RESULTS.



Research Valuation Sponsorship ROI

ACTIVATION IDEA OF THE MONTH




PUT YOURSELF ON YOUR OWN MY TOWN BILLBOARD

Share your billboard with us!
 Email to mytown@ladodgers.com
 Tweet us @DodgertownUSA
 Post @ facebook.com/dodgers

THIS IS MY TOWN
Dodgers

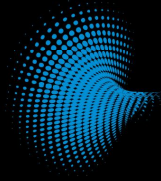
BEST PRACTICE SUBMISSION OF THE MONTH



We teamed up with adidas Eyewear in August to offer readers the chance to share the Partnership Activation newsletter and submit a sponsorship/marketing best practice for a chance to win a FREE pair of adidas Eyewear.

We are excited to announce that this month's winner is Abby Morgan (OKC Thunder) and Zac Logsdon (Old Hat Creative), who submitted the Oklahoma City Thunder's new Corporate Partnerships website. The interactive site showcases all of the team's sponsorship inventory, community efforts, and venue destinations in a very clear and concise manner. Hats off to the Thunder organization for doing such a terrific job creating an insightful resource on behalf of their current/prospective partners!

Click Here: http://www.nba.com/thunder/corporate_partnerships.html

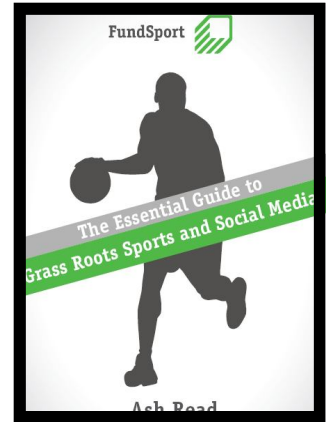


HOT OFF THE PRESS

Is your organization looking for new ways to leverage social media?

Ash Read, Founder of Fundsports.com, recently released a terrific FREE e-book that describes how grassroots sports organizations and athletes can benefit from social media. Read, considered an industry thought leader in the space, shares a collection of outstanding insights for organizations looking to leverage social media.

Sports marketers can download the Essential Guide to Grassroots Sports and Social Media on Read's official site, FundSport.com. The 30-page E-Book includes chapters dedicated to The Foundations of Social Media, an Introduction of Social Media, Choosing Your Social Media Platforms, and a terrific case study. Click the link below to check it out now!



Click here to download The Essential guide to Grassroots Sports and Social Media: <http://www.fundsport.com/>

CREATIVITY IN THE SPORTS MARKETPLACE



The SF Giants are offering a late-season pre-game Oktoberfest event where fans can get a collectible stein, a ticket, and (1) free beverage for one special price



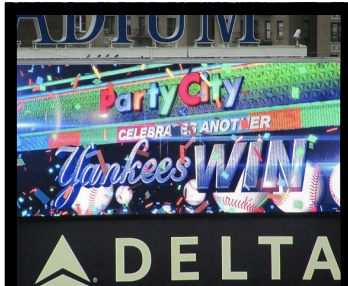
Sole Fly, a boutique sneaker shop in Miami, prominently displays a "3 Kings" painting inside its store that is available for purchase



The San Francisco 49ers found a new way to drive eyeballs towards their new Fan Behavior texting initiative (and could tie in an eye care sponsor)



Molson Canadian features enticing A-Frame signage at Stampeders games



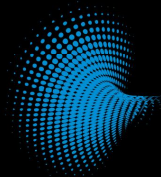
The Yankees are teaming up with Party City to celebrate the team's victories at the ballpark



Chevrolet offers Oakland A's fans free parking at The Coliseum when the team plays on Tuesday nights



2010 FIBA National Championship dancers found a unique way to clean the glass



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 2010 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:



Anthony Alsop, SportSpiel (<http://www.sportspiel.com.au>)

Anthony Alsop is the founder of SportSpiel, a consultancy and blog focused on the intersection of sports and technology. Anthony co-founded the Digital Sport Summit (www.digitalsport.com.au), Australia's only sport and social media conference and networking event. He is currently the Digital Marketing Coordinator for the Richmond Football Club in the AFL (Australian Football League) and is frequently featured on local sports talk radio as an expert on sports and social media. Anthony graduated in 2007 with a business degree in e-Commerce.



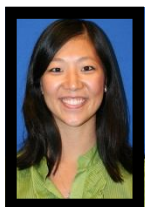
Matt Murphy, Wasserman Media Group (<http://www.wmgllc.com>)

Matt Murphy is an Account Executive within the Corporate Consulting division of Wasserman Media Group. Matt currently works on the agency's Nationwide Insurance business, where he is responsible for developing effective brand and business building strategies around Nationwide's professional and collegiate team sponsorships. During his time at Wasserman, Matt has accrued a broad range of experience in the areas of sponsorship and media valuation, deal constructs and negotiation, activation and measurement, and event planning and execution by working with a number of different clients, including Nationwide, Nokia, American Express, Lenovo, Strikeforce, and the LPGA, among others. His background also includes consumer marketing and broadcast production positions with the Baltimore Ravens and CBS Sports, respectively. Matt graduated from Duke University with a B.A. in History and certificate in Markets and Management.



Kellie Perry, Connexions Sports & Entertainment (<http://www.connxns.com>)

Kellie Perry is the Marketing Manager at Connexions Sports & Entertainment, a boutique-style athlete and sponsorship management agency based in Southern California. Kellie is responsible for managing marketing, PR, and social media related efforts for Connexions clients, working closely with each athlete to effectively build their brand. Kellie also assists in the growth of the Connexions brand under its parent company, SportsMark Management Group, and parent network, Omnicom Group. In her young career, Kellie has worked extensively with the close-knit team at Connexions to develop sponsorship management strategies for major global brands in the action sports and motorsports world. Kellie graduated from Marquette University in 2006.

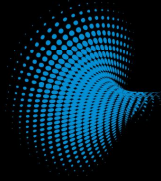


Tiffany Martin, NCAA (<http://www.ncaa.org> / <http://www.ncaa.com>)

As Assistant Director of Corporate Alliances for the NCAA, Tiffany (Mah) Martin currently manages the major corporate accounts of Capital One, Enterprise, Kraft and Lowe's as part of the NCAA's Corporate Champion and Partner program. In addition, Tiffany manages corporate activations at numerous NCAA Championships, including both the Men's and Women's Final Fours. Prior to working at the NCAA, Tiffany's experiences include working with the Chicago 2016 Olympic Bid Committee, the Phoenix Suns, Arizona State University and University of Notre Dame's athletics departments, as well as with the National Association of Collegiate Directors of Athletics (NACDA) and the National Association of Collegiate Marketing Administrators (NACMA). Tiffany received her MBA from Arizona State University and a B.A. in Business Administration from the University of Notre Dame.

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



SPORTS TECHNOLOGY WATCH

Is your sports organization looking for new ways to utilize Foursquare?

The Washington Redskins kicked off the 2010 NFL season by launching their own official Foursquare badge. The team partnered with Foursquare to develop the badge, which fans can receive when they check in to either FedEx Field or several designated Redskins bars (3) times.

Fans who get the Official Redskins Nation badge can receive insightful tips about great places to watch Redskins games and are automatically entered for the chance to win a grand prize of (2) loge tickets, pre-game field passes, and a chance to tailgate with the GEICO Caveman at FedEx Field on Monday, November 15th when the team takes on the Philadelphia Eagles.

The Redskins join the Boston Celtics and Los Angeles Lakers as the only professional sports organizations with their own Foursquare badge. Foursquare offers the Redskins organization a great way to reward fans for checking in and sharing their experiences with friends and other fans!



Click the following links to learn more about the Redskin's Foursquare Badge: <http://is.gd/fgY9p> / <http://is.gd/fgZA2>

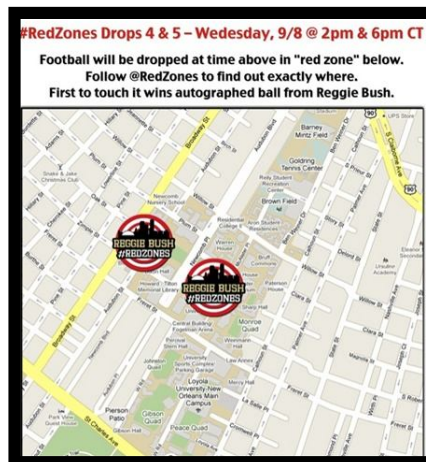
Are you looking for new ways to engage fans via social media?

Saints RB Reggie Bush recently teamed up with Activ8Social to celebrate the start of the 2010 NFL season with an innovative social media scavenger hunt entitled, "Reggie Bush #RedZones". From September 6-9, fans throughout New Orleans were encouraged to follow Reggie Bush's Facebook Page (<http://www.facebook.com/ReggieBush>) and @RedZones on Twitter to receive special alerts about where they could win (1) of (8) autographed footballs that were strategically placed throughout the city.

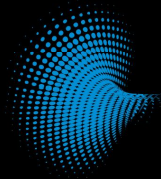
To win, fans simply had to click on a Foursquare link provided in the alerts, view a map detailing the exact location and some supporting tips, and be the first person to find and touch the football. Activ8Social placed a sign at each location that encouraged fans to leave a text, photo, or video post for Reggie by scanning a Stickybits barcode. While only (1) person won a Reggie Bush autographed football at each of the (8) locations, all other participants were eligible to win free t-shirts and other giveaways!

The incorporation of Stickybits was a very cool feature because it allowed all fans who uploaded a picture/video of their experience to see what others had posted and gave all participants (across the nation) an outlet to express their creativity for the chance to win an additional prize.

The campaign generated some terrific results, with hundreds of Saints fans viewing each clue, following the #RedZones Twitter profile, choosing to "like" posts on their Facebook pages, and commenting on giveaways. Hats off the Activ8Social team for pulling off such a great campaign!



Click here for more info: <http://is.gd/fh2LQ>



CREATIVE ACTIVATION IDEAS



MetLife features a Blimp Cam as part of its Gate title sponsorship at the New Meadowlands Stadium



Hatfield Quality Meats teamed up with Red Tettmer to create a sausage-themed foosball table



Wilson featured tennis-themed couches at the US Open for fans to use to relax and enjoy

INTERNATIONAL SPORTS BUSINESS WATCH

2010 FIBA World Championship



EVENT FACTS AND INSIGHTS

Event Date: August 28 - September 12, 2010

Presenting Sponsor: BEKO

Global Partners: bwin.com, Champion, Molten, Mondo, Nokia, Sinalco, Tissot, Zepter

Main Sponsors: Garanti, Intersport, Mercedes-Benz, Tobb, Turkcell, Turkish Airlines, Ulker

Event Sponsors: Efes Pilsner, Tav Airports

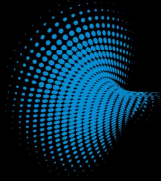
Interesting Facts: The 2010 FIBA World Championship is being hosted in Turkey for the first time ever and the first time in Europe since 1998. The tournament is played every four years.

- The 2010 FIBA World Championship, hosted in (5) venues across (4) cities in Turkey, featured 24 of the world's finest basketball nations competing for a prestigious championship title.
- Prior to the 2010 FIBA World Championship, the United States team had won just (3) World Titles in (15) appearances. The last time the USA squad took home gold was in Toronto in 1994, when the team was led by Shaquille O'Neal, Reggie Miller, and Alonzo Mourning.



A CLOSE LOOK AT THE NEW MEADOWLANDS STADIUM





Partnership Activation

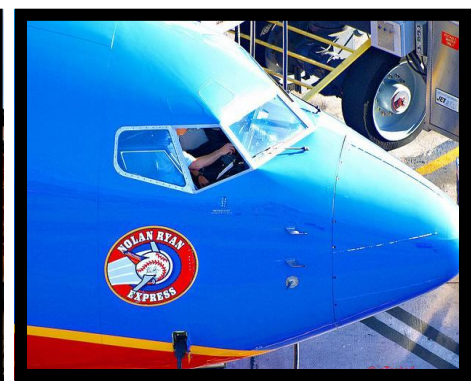
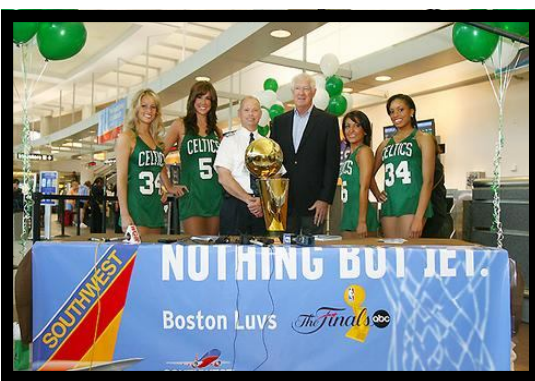
The "Think Tank" for connecting brands with fans.

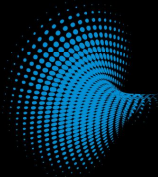
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THOUGHT STARTERS

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

ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Bring Bodies of Water at Your Venue to Life with Floating/Motorized Kegs

Teams like the San Francisco Giants can align with alcoholic beverage partners to bring nearby bodies of water to life with floating/motorized kegs. The kegs would serve as an engaging, awareness driver that could be offered for free or for a nominal fee to fans on game day.



Utilize Highway Signage to Give Fans a Direct Call-to-Action

Teams can use digital highway billboard signage on game day to influence the decisions of fans traveling past their venue. Slogans with a creative call-to-action can include: "Go The Extra Mile for Tickets", "The Best of the NBA is Just One Mile Away", "You're Just One Exit Away from Hard-Hitting Action", etc.



Leverage Mirror Signage to Promote Sunglass Partners

Teams can feature special stickers on bathroom mirrors to showcase to fans how they would look wearing their Official Sunglass Provider's eyewear. With a simple call-to-action, logo, and several mirror stickers on display, Sunglass Providers can engage fans without having to pay for staff on-site.



For More Information, Please Contact:

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Twitter: @BrianGainor

Youtube: SportsViral, SportsViral2

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.