

Are You Looking to Attract Global Partners?

Interbrand's Top Global Brands for 2010

- Coca-Cola
- IBM
- Microsoft
- Google
- GE
- McDonald's
- Intel
- Nokia
- Disney
- HP
- Toyota
- Mercedes-Benz
- Gillette
- Cisco Systems
- BMW
- Louis Vitton
- Apple
- Marlboro
- Samsung
- Honda

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

PARTNERSHIP ACTIVATION 2.0

Welcome to the October '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.

As you begin to finalize your 2011 marketing plans, I would encourage you to spend time thinking about ways to take your brand to the next level from a global perspective. With new social media platforms and technologies, the world is truly flat and it's easier now than ever before to elevate brands from local/regional/national status to global status. Take a moment to analyze how the NJ Nets are growing their business in Russia, Asia, and beyond, and consider new ways that your organization can develop a similar global business model!

Thank you for your continued support of Partnership Activation. Please let me know if you ever find yourself in Milwaukee, 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 | THE FIST PUMP CAM

Are you capitalizing on the latest mainstream craze to enhance the fan experience?

From Snuggles to the '00 hit song, "Who Let the Dogs Out", teams are always looking to leverage a new mainstream craze to take their game day entertainment to the next level. While popular fads often come and go, the latest craze hitting the sports marketplace appears here to stay, at least for another year or two. Sports organizations are readily adopting the Fist Pump Cam, inspired by the MTV hit show Jersey Shore, to boost fan excitement during games.

The Fist Pump cam serves as a great in-game inventory piece that sports organizations can sell to a number of different corporate partner categories - spanning gyms, tanning salons, apparel, and hair.

The San Francisco Giants even took their Fist Pump Cam entertainment to new heights by aligning with a Bay Area electro pop duo called The HardNox to perform a special version that is played on the Giants scoreboard at home games. During one of the team's final games of the season, The HardKnox even performed the song live at AT&T Park between innings for all fans to enjoy. With Jersey Shore signed on for at least 1-2 more seasons, look for more sports organizations to incorporate the Fist Pump Cam in their game day entertainment!



Click Here To See the SF Giants Fist Pump Cam: <http://is.gd/g4zbW>



EYES ON THE INDUSTRY

PRESENTED BY



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

Are you keeping an eye on creative tactics across the NFL?



With corporate partners and fans seeking a greater return on their investment, NFL organizations are being challenged to create new, unique ideas that generate revenue and effectively engage fans. Here are five (5) of the latest and greatest ideas that have been developed and implemented by NFL organizations:

I. San Diego Chargers - AT&T "Scratch & Score" Promotion

The San Diego Chargers teamed up with AT&T to create a "Scratch & Score" promotion that rewards fans who visit San Diego AT&T store locations and check out any product or service with a free Chargers promotion card. Fans who participate have a chance to win flat screen televisions, autographed Chargers items, Motorola products, bluetooths, discounts, and even a trip to the 2011 Pro Bowl! The promotion runs through December 17, 2010. Check out the details here: <http://is.gd/g4FP4>

II. Buffalo Bills - Allstate Text Pledge

The Buffalo Bills are partnering with Allstate in an effort to reduce teen deaths and other injuries by rewarding young fans who pledge not to text and drive with special prizes, including tickets to games, autographed merchandise, and meet-n-greets. The Bills and Allstate offer an entry form on BuffaloBills.com for fans to make their pledge and enter to win! <http://is.gd/g4GjT>

III. Dallas Cowboys - 50 for 50 Photo Contest Presented by Wal-Mart

The Dallas Cowboys have teamed up with Wal-Mart to celebrate the organization's 50th anniversary by offering fans a chance to win a trip to Dallas to see the Cowboys battle the Redskins in December. To enter, fans must take a picture of themselves wearing Cowboys gear in front of a well-known landmark, upload it to the Cowboys' 50 for 50 microsite, and check out a gallery of other photos uploaded by Cowboys fans from around the world. Check out the promotion here: <http://is.gd/g4GPg>

IV. Seattle Seahawks - Jack in the Box "3 Seahawks Sacks = 1 Free Jumbo Jack" Promotion

The Seattle Seahawks are partnering with Jack in the Box on a promotion that truly rewards all fans who attend games. Every time the Seahawks record 3 or more sacks of the opposing team at Qwest Field, all fans in attendance can show their game ticket at a participating Jack in the Box location to receive one (1) free Jumbo Jack burger. The offer is valid for one (1) week following each Seahawks game where three (3) sacks are recorded (which occurred on 9/26). <http://is.gd/gdpTW>

V. New England Patriots - "The List"

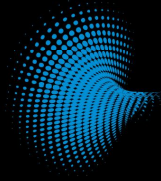
Having sold out every home game since 1994, the New England Patriots created "The List", an exclusive waiting list membership that Patriots fans "on the outside" can join for \$100. As a member of The List, Patriots fans enjoy a variety of benefits, including playoff ticket access, the Patriots Ticket Exchange, special Patriots ticket pre-sales, "Special Access" emails, Gillette Stadium concert pre-sales, advance notification of special events, and access to Patriots team events. The List serves as a great way for the Patriots organization to turn a waiting list into a revenue generator. For more details, click here:

<http://is.gd/g4HNJ>

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

Are you looking for new ways to drive buzz around premier sporting events?

Ireland's largest bookmaker, Paddy Power, recently capitalized on the buzz surrounding Pope Benedict XVI's trip to London by creating a hilarious "Pope My Ride" viral spoof (<http://is.gd/g4D44>) that featured a "fake" Pope receiving his own special Paddy Power Pope Mobile. Paddy Power brought the viral to life by having a fake Pope ride around in the vehicle through the streets of London and even race down a drag strip at the Santa Pod Raceway (<http://is.gd/g4Dtm>).

While Paddy Power's stunt was clearly designed to drive additional business (bets) and plenty of consumer excitement, the concept of the Pope Mobile serves as a great thought starter for brands looking for new ways to leverage relationships with athletes, celebrities, and other personalities. Brands can drive buzz in the local marketplace around "premier events" by having celebrities that they are aligned with ride around town in branded vehicles similar to the Paddy Power Pope Mobile. As an example, a brand looking to make a splash in Miami around the Orange Bowl could feature a procession of branded automobiles filled with celebrities driving down South Beach and through the tailgate lots at the game.

Creating a procession of celebrity filled automobiles, similar to the Paddy Power Pope Mobile, would provide fans with unprecedented access to their favorite stars and would serve as a great way to make an in-market splash, guerrilla marketing style!



ACTIVATION IDEA OF THE MONTH

Nike creatively drew attention to its new soccer gear by displaying it in front of a life-sized team picture featuring a collection of soccer's greatest players. Team partners looking to drive impressions should consider displaying similar concourse signage that features a group of players huddled around their product... But don't forget to include a place for fans to have their picture taken to share with friends!



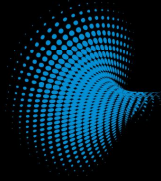
BEST PRACTICE SUBMISSION OF THE MONTH

I wanted to send a special thanks to Kyle Daugherty for his "best practice" submission of the St. Louis Rams' "Green Week". The Rams teamed up with Bud Light and a few energy partners (Monsanto, Laclde Gas, and Landis+Gyr) to feature a variety of green activities that culminated with the Bud Light Green Game on Oct. 17th.



- Highlights included:**
- Offsetting 100% of the electricity used at the game with wind energy credits from Ameren Missouri Pure Power
 - Offsetting fans & Chargers travel to/from the game with carbon offsets
 - Hosting a pre-game Green Expo at the Bud Light Tailgate Party
 - Weatherizing 40 homes in St. Louis and building outdoor classrooms

Check Out The Rams' Green Week Festivities Here: <http://is.gd/g4Es0>



Partnership Activation

The "Think Tank" for connecting brands with fans.

OCTOBER 2010 | ISSUE 27

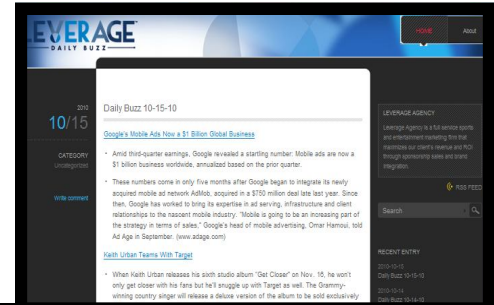
HOT OFF THE PRESS

Are you looking to stay abreast of the top stories in sports marketing on a daily basis?



The Leverage Agency has created a terrific resource called the Leverage Daily Buzz that features links and summaries of the top marketing and sponsorship stories on a daily basis. The site is very well organized with search capabilities and serves as a simple, concise forum to follow top publications like Ad Age, WSJ, Brand Week, IEG, Media Post, and more.

Ben Sturner, President of Leverage Agency (@LeverageAgency), usually tweets out new updates on a daily basis using the hashtag #LeverageDailyBuzz to help keep the resource top of mind for industry professionals. Check out the link below for more details and information!



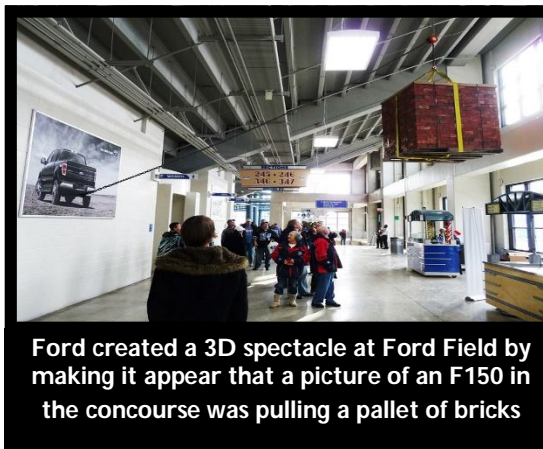
Happy Friday...here's the #LeverageDailyBuzz...check it out!
<http://bit.ly/bwdkS6> #sponsorship #marketing #sportsbiz
 8:11 AM Oct 15th via web

Click Out the Leverage Agency Daily Buzz Here: <http://www.leveragedailybuzz.com/>

CREATIVITY IN THE SPORTS MARKETPLACE



Manchester City FC creatively wrapped its stadium elevators to give fans a unique experience, even if it's just for a 15-second ride



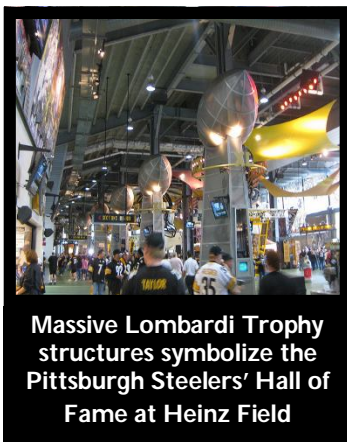
Ford created a 3D spectacle at Ford Field by making it appear that a picture of an F150 in the concourse was pulling a pallet of bricks



A c-store in Asia turned an overhang into a giant branding play for Vitaminwater. Now that's a call-to-action for consumers!



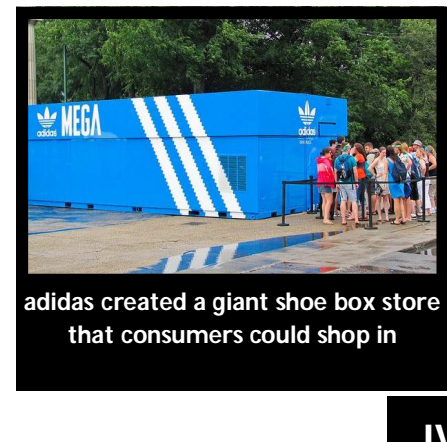
Coca-Cola and the Saints offered all fans who purchased 4 hot dogs a free 32oz soda!



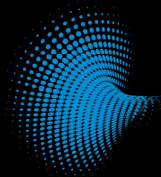
Massive Lombardi Trophy structures symbolize the Pittsburgh Steelers' Hall of Fame at Heinz Field



Kraft is celebrating its status as an Official NCAA partner by selling new football shaped Oreos in custom packaging



adidas created a giant shoe box store that consumers could shop in



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 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) October recipients of the Partnership Activation Rising Stars Program:



Matt Schaeperkoetter, University of Oklahoma Athletics (<http://www.soonersports.com>)

Matt Schaeperkoetter is currently the Associate Director of Ticket Operations at the University of Oklahoma. Matt has been with the University of Oklahoma Athletics Department for 4 years and has been promoted 2 times during his stint from Staff Assistant to Box Office Manager and from Box Office Manager to Associate Director of Ticket Operations. In his current role, Matt oversees the ticket operations at all OU events and is responsible for all donor seating allocations as well as the management of all VIP accounts. Matt received his MBA and MSA degrees from Ohio University and received a B.S. in Business Administration from the University of Missouri.



Michael Klein, MAXX Sports & Entertainment (<http://www.mxmsports.com>)

Michael Klein currently serves as the Vice President and General Counsel for MAXX Sports & Entertainment, a full-service media representation agency. Along with MAXX's President, Mark Lepselter, Michael oversees the representation of over 40 sports and entertainment clients including Rodney Harrison, Torry Holt, Juwan Howard, Warrick Dunn, Jeremy Roenick, and ESPN anchors Bram Weinstein and Max Bretos. Michael has represented various sports leagues, securing domestic and international television distribution. Notably, Michael secured and negotiated the first national television distribution deal for National Pro Fastpitch, the women's professional softball league featuring Jennie Finch. Michael received his JD from Fordham Law School and his BA in Economics from Yeshiva University.



Casey Romany, SUM Marketing (<http://www.sumworld.com>)

At Major League Soccer and Soccer United Marketing, Casey Romany specializes in managing sponsorships for MLS, and U.S. Soccer, empowering partners such as Pepsi, Gatorade, Xbox, Dick's Sporting Goods, and Continental Tire. Although currently serving the soccer world, Casey's Rochester, New York roots raised her as an avid lacrosse player – a passion performed throughout her time at the University at Buffalo, where she earned a Business undergraduate degree. The start of her professional career continued Casey's enthusiasm for sport at Turnkey Sports and Entertainment. From there, Casey attained an MBA and MSA at Ohio University's Sports Administration Program.

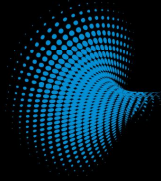


Jason Peck, eWayDirect (<http://www.ewaydirect.com> / <http://www.jasonfpeck.com>)

Jason Peck is a product manager at eWayDirect, where he works with developers on the company's platform for branded online communities, helps clients implement successful social strategies and campaigns and manages eWayDirect's content and engagement initiatives. A graduate of the University of North Carolina at Chapel Hill, Jason began his career at Onsport/Wasserman Media Group in 2006. He was one of the first people to start writing about the intersection of sports and social media and is currently working on a textbook about this topic for college and graduate students.

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 ENDORSEMENT WATCH

Here is a list of brands that are effectively leveraging their relationships with athlete endorsers:

Gillette - Best Use of Athlete Endorsers for Retail Activation (Gillette Young Guns)

Subway - Best Use of Retired Athlete Endorsers in a National Media Campaign (Michael Strahan)

VitaminWater - Best Use of Athlete Endorsers to Drive Humorous Buzz (Steve Nash, Kobe Bryant, Dwight Howard)

Red Bull - Best Use of Athlete Endorsers to Create Non-Traditional Events (Shaun White, Travis Pastrana, Rajon Rondo, etc.)

adidas - Best Use of Athlete Endorsers to Cross-Promote Sports (Reggie Bush, David Beckham, Dwight Howard, Derrick Rose)

Nike - Best Overall Use of Entire Athlete Endorser Portfolio (Kobe Bryant, Tiger Woods, Adrian Peterson, Robinson Cano, etc.)

AirTran - Best Use of Athlete Endorsers In an Outdoor Billboard Campaign (Donald Driver, Matt Ryan, Ryan Braun etc.)

Livestrong - Best Use of Athlete Endorsers by a Non-Traditional Brand (Lance Armstrong)

Other Brands to Keep an Eye On - Visa, Coors Light, Pepsi, Gatorade, Kraft (Oreo), T-Mobile, Sony, Li Ning

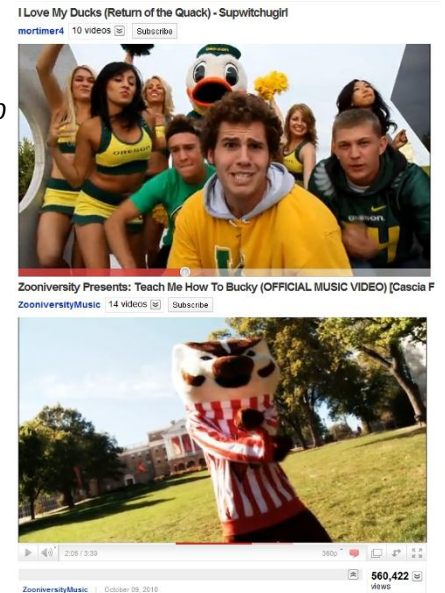
VIRAL WATCH

Are you looking for new ways to drive merchandise and iTunes sales?

The latest craze hitting the college athletics space is unofficial, student-produced music videos. Two isolated groups of students at the University of Oregon and the University of Wisconsin have produced music videos that have become an absolute phenomenon on college campuses across the nation. Both music videos have eclipsed 575,000+ views and the students are smart - they used the videos to sell merchandise ("I Love My Ducks" and "Teach Me How to Bucky" shirts).

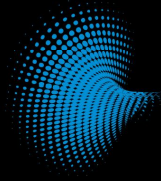
The details on how the groups of students obtained footage, field access, and rights to incorporate mascots (and even Joey Harrington) are not clear, but from all indications, the videos seem to be "unofficial" and are not endorsed by either University. However, they serve as a GREAT benchmark for teams/athletic departments looking for new ways to win over fans, drive merchandise sales, drive iTunes downloads, and generate new buzz on campus! They are absolutely terrific. Check them out here:

- I Love My Ducks (aka Return of the Quack): <http://is.gd/gcKv2>
- Teach Me How to Bucky: <http://is.gd/gcKwU>



VERSUS HITS THE STREETS TO KICK OFF ITS COVERAGE OF THE 2010-11 NHL SEASON





CREATIVE ACTIVATION IDEAS



Teams can leverage their partnerships with Gatorade and Vitaminwater by featuring life-sized displays for photo opps



Carl's Jr. created a mobile vehicle that can tour tailgate lots and offer fresh amenities to fans



Nike features wall displays where young athletes can color in what their dream Nike shoe would look like for others to see

INTERNATIONAL SPORTS BUSINESS WATCH

The 2010 Ryder Cup



EVENT FACTS AND INSIGHTS

Event Date: October 1-3, 2010

Event Location: The Celtic Manor Resort, City of Newport, Wales

Official Partners: BMW, Citi, Emirates, KPMG, Roles

Official Sponsors: Mastercard, HP

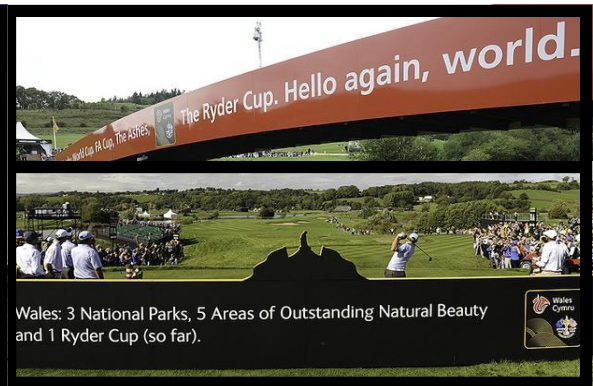
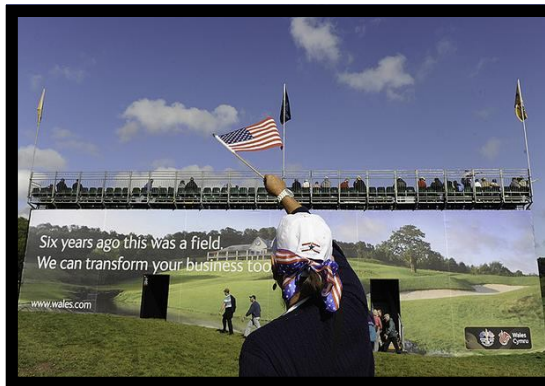
Preferred Suppliers: Byrom PLC, Club Car, Marques de Riscal, Mitel, Moet & Chandon, Nespresso, Philips Electronics, Ricoh, Thomas Lyte, Toro

European Team Suppliers: Canali, Glenmuir, Level 4 Golf, ProQuip, Bushnell

Interesting Facts:

I. The Ryder Cup doesn't compensate participating golfers with prize money; instead, the PGA directs 2.6MM (200K for the captain and each of the 12 players) to charities and colleges. Each player designates \$100K to the charity of his choice, 50K to the college of his choice, and 50K to the Ryder Cup Junior Golf Academy

II. The Ryder Cup was expected to generate €70MM Euros for Celtic Manor

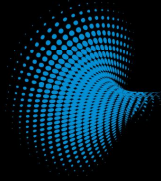


Wales: 3 National Parks, 5 Areas of Outstanding Natural Beauty and 1 Ryder Cup (so far).

A CLOSE LOOK AT THE COORS LIGHT BEER BOX



As featured at the Iowa Cubs' ballpark: <http://tiny.cc/jcph3>



THOUGHT STARTERS

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

ACTIVATION AND BRANDING



FREE FOOTBALL!
with every Football Lovers Deal
Any large pizza • Curly Fries
BBQ Chicken Wings • Tub of Coleslaw
1.5lt. bottle Coke or Diet Coke

all for only £15.99

FIFA WORLD CUP GERMANY 2006

HOME ALONE 1 Any Medium Pizza + 1 drink only £9.99	HOME ALONE 2 Any Large Pizza + 2 drinks only £11.99	THE GREAT DOUBLE Any 2 Medium Pizzas £12.99 Any 3 Large Pizzas £13.99	ICE CREAM LOVERS Any 1 Large Pizza + 1 drink, 1 bowl + 1 bottle of soft drink only £13.49	HUNGRY MAN Any 1 Large Pizza + 1 drink, 1 bowl + 1 bottle of soft drink only £11.99	THREESOME Any 3 Medium Pizzas + bottle of soft drink only £15.99	PARTY PACK Any 3 Large Pizzas + bottle of soft drink only £19.99
-----------------------------------------------------------------	------------------------------------------------------------------	------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------	----------------------------------------------------------------------------------

NEW HAND-TOSSED PIZZA

DAVID STONE INVESTIGATION
HARD-HITTING
LATE BREAKING
NEWS 9 AT 9

DONATOS



SCORE A SLICE & WIN

IF THE RAPTORS SCORE 100 POINTS
TAKE YOUR TICKET STUB TO ANY PARTICIPATING PIZZA LOCATION AND RECEIVE A FREE SLICE!

IF THE RAPTORS SCORE 100 POINTS
TAKE YOUR TICKET STUB TO ANY PARTICIPATING PIZZA LOCATION AND RECEIVE A FREE SLICE!

SUNDAY NIGHT FOOTBALL

MAKE EVERY SUNDAY NIGHT A PAID JOHN'S NIGHT!

FREE TOPPINGS
ON ALL PIZZAS
TODAY ONLY

FOOTBALL NIGHT BEGINS EVERY SUNDAY TRY
CHECK OUT REPORTER BOB LEVY ONLY ON NBC SPORTS.COM

4 in the Net Pizza: You

hp pavilion AT SAN JOSE

4 in the Net Round Table PIZZA YOU GET!

11:30 FEBRUARY 3



PORTLAND TRAIL BLAZERS

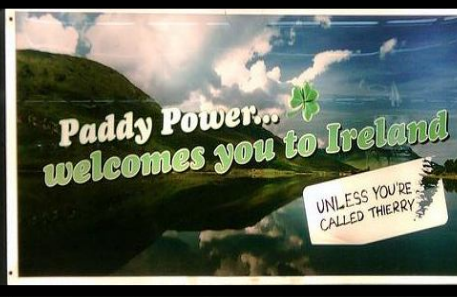
PORTLAND 10 **DALLAS 2**

8:45 1st QTR

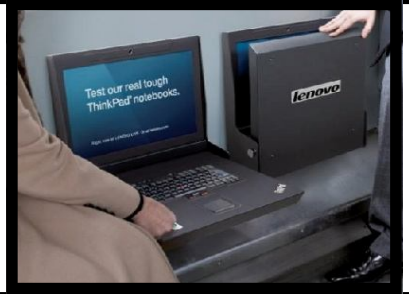




WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Are You Maximizing the Value of Your Signage?

As a corporate partner, you are likely spending thousands of dollars for stadium signage... So why not pay someone \$10/hour to stand in front of your expensive signage with a giant arrow driving awareness to it while engaging fans passing by? It doesn't take much to drive a few extra, impactful impressions on game day!

Are Your Tailgate Lots "Green"?

Corporate marketers looking for ways to deliver "green messaging" to tailgaters should refurbishing parking spaces with branded turf that communicates an impactful message. Whether you're pushing recycling efforts, carpooling, or energy conservation, fans WILL notice your message if you enhance their parking spot and deliver a message that resonates with their mindset on game day!

Looking to Leverage a PC Partner?

Sports organizations looking for new ways to leverage PC/electronics partners can consider branding seats in their stadiums to resemble a laptop computer that folds down and delivers an impactful call-to-action. You're guaranteed to have fans (in the club level) look at this signage several times per game!



For More Information, Please Contact:

Brian Gainor

Partnership Activation, Inc.

P: 704.526.5148

E: Bgainor@PartnershipActivation.com

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.