

Are You Looking to Benchmark Global Best Practices?

20 International Sports Properties to Watch

- Real Madrid
- Corinthians (Brazil)
- New Zealand All Blacks
- Yomiuri Giants
- Manchester United
- FC Barcelona
- Club America
- RC Bangalore
- Chelsea FC
- Manchester City FC
- McLaren Group
- Chiba Lotte Marines
- Arsenal FC
- Rakuten Eagles
- Chivas de Guadalajara
- Leicester Tigers
- CSKA Moscow
- Sao Paulo FC
- BM Ciudad Real
- Shanghai Sharks

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

PARTNERSHIP ACTIVATION 2.0

Welcome to the November '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.

In the age of social media, fan engagement has never been more important for sports organizations to take into account. What is your team doing to set itself apart from the competition, attract new fans, and speak to its fan base in real-time? I was amazed when I recently tweeted to the New York Knicks (@thenyknicks) and received a response back in less than 30 seconds... at 7:30pm on a non-game night. If your organization is interested in doing social media, you have to do it right. Take the time to answer tweets, Facebook posts, and Foursquare check-ins as it will pay true dividends down the road.

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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Check out
PartnershipActivation.com

INDUSTRY WATCH | CAPITALIZE ON LIVE MOMENTS

Are you enabling corporate partners to capitalize on live gameday moments?

Nike supported its Write the Future campaign by creating a “Liveboard” at an Australia vs. New Zealand rivalry soccer match that enabled the company to speak to fans in real-time when key moments occurred during play.

When a player did something special on the field, a Nike creative team (two guys seated in the press box) wrote a headline that was inspired by the moment. The message was then transmitted electronically to the stadium’s digital video board and was shown to 55,600+ fans in attendance. The in-game messaging tactic allowed Nike to capitalize on key moments of the match, deliver impactful messages to fans in real-time, and bring the “Write the Future” campaign to life for fans in an international stadium setting.

While there are definite risks involved with executing such a campaign, fans are receptive to real-time communications (ala Twitter) and live messaging tactics can serve as a great way to drive incremental value for sponsors spending large sums of dollars around premier events like the Super Bowl, World Series, and college bowl games.



Check out Nike’s in-game Write the Future campaign here: <http://is.gd/h0fz6>



EYES ON THE INDUSTRY

PRESENTED BY



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

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



With corporate partners and fans seeking a greater return on their investment, NBA 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 from around the league:

I. Cleveland Cavaliers / Arby's & Huntington Bank - Score at Home Contest

The Cleveland Cavaliers teamed up with Arby's and Huntington Bank to create a Score at Home Contest that allows fans in Cleveland to text in their prediction of how many points the Cavs will score each game night (by the second quarter) for the chance to win a free Junior Roast Beef sandwich from a participating Northeast Arby's location. Fans just have to text their score prediction along with the word "BANK" to 42287 for the chance to win. Check out the details here: <http://is.gd/h04mT>

II. Denver Nuggets / Kia - Golden Ticket Giveaway

The Denver Nuggets and Kia are partnering on a Golden Ticket Giveaway promotion that allows fans who visit (1) of (9) participating Front Range Kia retailers in CO (Nov. 1 - Dec. 31) and test drive a new Kia to receive an envelope that provides a chance to win a collection of unbelievable Nuggets prizes. Prizing elements include a pair of season tickets, a suite night, behind-the-scenes VIP experiences, charity event tickets, individual game tickets, and autographs. <http://is.gd/h04PB>

III. Oklahoma City Thunder / Midfirst Bank - Show Me the Money Sign Promotion

MidFirst Bank leverages its partnership with the Oklahoma City Thunder by offering a "Show Me the Money" signage promotion that rewards fans in watching games in attendance and at home. Each game, fans are encouraged to showcase their most creative sign for the chance to be spotted on the video board and win a \$100 Thunder gift card. Fans watching at home can also submit photos of their best signs for the chance to become a weekly promotional winner. <http://is.gd/h065X>

IV. Phoenix Suns - Fan Video Challenge

The Phoenix Suns are allowing fans to create and submit their own Suns-themed video to PlanetOrange.net for the chance to have it featured on the Jumbotron screens at the US Airways Center. The team is rewarding all fans who have their video included in the game night experience with a pair of lower-level tickets to attend the game and see their piece shown live. The Suns have received 450+ submissions since they began offering the initiative in 2009: <http://is.gd/h07pq> / <http://is.gd/h07z9>

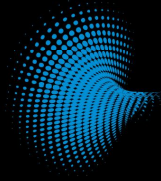
V. Toronto Raptors / BMO - Power of Blue Contest

The Toronto Raptors teamed up with BMO to create a Power of Blue Contest that rewards the team's fan base who are also BMO customers. The contest allows BMO customers who submit their information online a chance to win (1) of (6) great monthly prizes that include: (2) suite tickets to a game, (4) tickets and a behind-the-scenes experience, (2) Gold tickets, and an autographed Raptors jersey. Click here for more details: <http://is.gd/h08mw>

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.



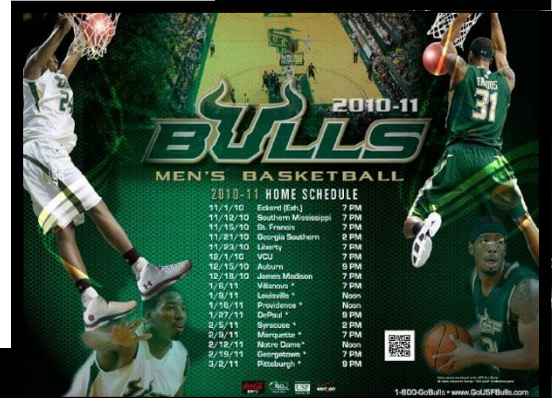
A SIGN OF THE TIMES

Are you looking for new ways to deliver new content to fans?

QR codes are quickly becoming a phenomenon in the sports business marketplace. Teams and corporate partners alike are utilizing QR codes in all aspects of their operations to bring static content to life via direct links to videos, interactive content, and microsites. Teams are offering QR codes in a barcode format that's commonly read by various applications (Scanlife, Tag Reader, NeoReader, inigma).

Here are a few sports properties that have experimented with QR codes:

1. University of South Florida - Men's and women's basketball posters with QR codes
2. Pittsburgh Penguins - Arena pillars (linking to videos of Top 10 plays in team history)
3. New York Islanders - QR codes featured in print ads, web pages, avatars
4. Danica Patrick/Tissot - Car hood branding, 10x10 activation collateral
5. Calvin Klein - Outdoor billboard campaign featuring a giant QR code
6. Washington Nationals - Mobile ticketing via QR codes
7. Dick's Sporting Goods - Video board integration
8. Detroit Red Wings - Interactive program ads via QR codes
9. HSBC Bank - Print ads at Wimbledon featuring QR codes
10. NBA - QR Codes on 3,500+ concourse HDTV's NBA All-Star game, offering a free All-Star gift at the team store when scanned



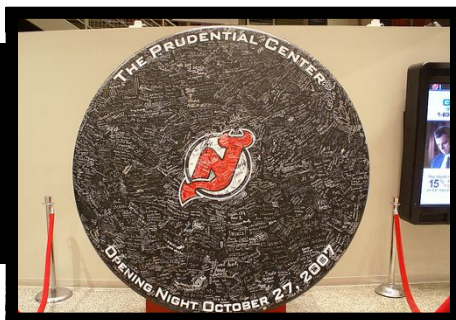
Check out the innovative USF posters with QR codes here: <http://is.gd/gZr4H>

ACTIVATION IDEA OF THE MONTH

Commemorate Special Events with Fan-Driven Tactics

In 2007, the New Jersey Devils celebrated the opening of their new arena, The Prudential Center, by featuring a giant commemorative puck on display for fans in attendance to sign.

The puck is now on display in one of the arena lobbies and serves as a simple remembrance of that special night and all of the fans, players, and team personnel that were involved.



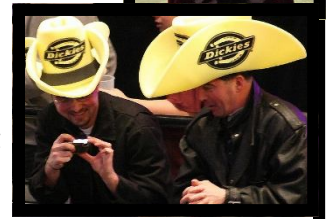
Key Note:

Find ways to allow team partners to capitalize on these special moments and inventory!

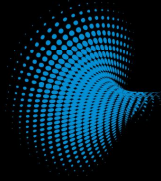
BEST PRACTICE SUBMISSION OF THE MONTH

A special thank you goes out to Katie Tershel, a current student in the Ohio University Center for Sports Administration program, who recently shared some sponsorship and marketing best practices from a recent Professional Bull Riders event in Columbus.

The PBR is currently implementing some terrific activation and branding tactics on behalf of their corporate partners and I would encourage you to consider checking out some of their work to gain a new perspective of non-traditional partnership ideation. For example, the PBR teamed up with Ford to create a ringside railing that resembled a giant Ford Truck grille that could serve as a great element to feature in stadium concourses.



Check out the Ford Pull Fans Up feature as well: <http://is.gd/h0h56>



HOT OFF THE PRESS

Are you looking for ways to provide fans with new, unique content?

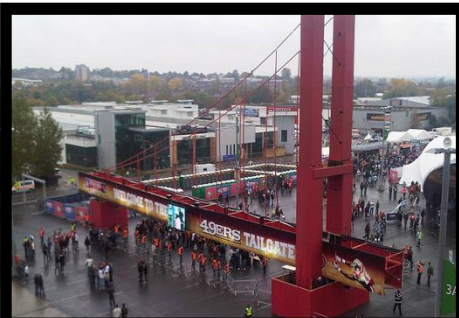
The Dallas Mavericks have created an official YouTube Channel (DallasMavs2006) where they post humorous parodies, vignettes, and features that are shown on the video board at the American Airlines Center throughout the season.

While the YouTube page looks unofficial, it features some terrific content that includes hilarious player parodies, mascot stunts (throwing items off the roof of the AAC), cheerleader features, highlights, game previews, karaoke bloopers, and more. The Mavericks have demonstrated how teams can use a social media platform to share their in-game entertainment with thousands of fans across the globe watching at home... Help your entertainment go viral!



Check out the Dallas Mavs YouTube Channel Here: <http://is.gd/h09t9>

CREATIVITY IN THE SPORTS MARKETPLACE



Fans attending the recent 49ers-Broncos NFL International Series game at Wembley were welcomed by a giant replica of the Golden Gate Bridge



Manchester City shows that there is a place for religion in sports with a prominent sign in it's stadium that reads, "And on the sixth day God created Manchester City"



Dr. Pepper features a custom giant Felix Jones can at the new Dallas Cowboys Stadium



The NBA Europe Live Tour dance team sported outfits that showcased EA Sports



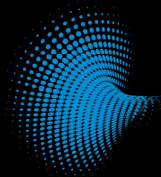
ESPN makes its presence known on college campuses nationwide where it hosts game day broadcasts



A giant 49ers Riddell helmet was displayed at the NFL International Series game in London for fans to take pictures alongside



Fans are giving rally towels a whole new meaning on game day



RISING STARS

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

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



Blair Zackon, GMR Marketing (<http://www.gmrmarketing.com>)

Blair joined GMR Marketing as an Account Manager on the MillerCoors business in March 2008. In this role, Blair is responsible for driving the strategic planning, brand activation strategy, and full execution of the MillerCoors sports, event, and entertainment sponsorship portfolio in the Southeast Region. This scope represents a diverse portfolio that includes the NFL, NASCAR, NCAA, MLB, NHL, NBA, CONCACAF, Live Nation, as well as 2 mobile (vehicle) marketing platforms. Prior to joining GMR, Blair held Corporate Partner Service roles with Maple Leaf Sports & Entertainment and the Florida Panthers. Additional experience includes the Orange Bowl Committee, The Ohio State University Dept. of Athletics, and the Salt Lake Olympic Committee. A native of Montreal, Quebec, Blair graduated from The Ohio State University in 2003 with a degree in Sociology, and was a member of the Varsity Lacrosse Team. He later graduated from the University of Miami in 2004 with a Masters Degree in Sport Administration.



Nicole Ferro, Minor League Baseball (<http://www.minorleaguebaseball.com>)

Nicole Ferro is currently the Manager of Sponsor Relations for Minor League Baseball. In her current role, Nicole manages all aspects of sponsorship development and activation, ensuring that national sponsorships are executed with the 160 affiliated Minor League Baseball teams across the country with such clients as Kraft, Toyota, Heinz, Ocean Spray, Starbucks and many more. Nicole also creates the annual Promotional Ideas Publication, which is a culmination of the best promotional ideas in professional baseball, serves as a member on the Minor League Baseball Charities committee, and manages the MLB All-Star Balloting program with Minor League Baseball teams. Before joining the Minor League Baseball staff in 2006, Nicole also worked for the Lakewood BlueClaws (Single-A Affiliate of the Philadelphia Phillies), the City of Clearwater Parks and Recreation and Corporate Sports Marketing Group, Inc. Nicole, a Jackson, NJ native, is a graduate of The University of Tampa, where she regularly returns to speak to Sports Management students about the importance of internships and networking.



Lindsey Laband, CSE (<http://www.groupcse.com>)

Through her work at Atlanta based CSE, Lindsey Laband, a two-time All-American volleyball student-athlete from Georgia Tech, spends her days assisting professional and collegiate teams, stadiums, brands, and municipalities navigate through property valuations, including naming rights, multi-million dollar sponsorship deals and inventory analysis. Lindsey began her career in sports marketing back in 2006 when she worked on behalf of the city of Atlanta's Local Organizing Committee for the 2007 NCAA Men's Basketball Final Four and has been working in the sports marketing industry ever since. Lindsey is also an active member of WISE (Women in Sports & Events) and sits on the Atlanta Chapter's Board of Directors as the Events Chair.

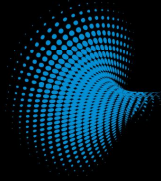


Ben Koo, Bloguin (<http://www.bloguin.com>)

Ben is CEO and Co-Founder of Bloguin, a network of 180 sports focused blogs reaching over a million visitors a month. In his current role, Ben manages man strategic growth, monetization, business development, marketing, and many other mission critical operations to the company. Previous to Bloguin, Ben has worked at Yardbarker, SugarCRM, Time Inc, and Etrade, in addition to consulting roles with Kabam (formally Watercooler Sports), GroundWork Open Source, and The Basketball Jones. Ben is often a guest lecturer at the business school of his Alma Mater, Ohio State, and also enjoys writing on his personal blog as well as ESPN affiliate, Bucknuts.com.

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 COMMUNITY WATCH

Are you looking for new ways to celebrate the start of a new season?

UTEP kicked off the 2010 men's basketball season and the triumphant return of coach Tim Floyd by hosting an "Orange-out Week" campaign that included renaming the city of El Paso "Miner Orangeville" and painting the town orange on Friday, November 12th.

To celebrate, the University athletic department teamed up with several local businesses to generate pride and spirit within the community in several different fashions, including:

- Illuminating an iconic star on the Franklin Mountains
- Selling 5,000 "Welcome Back Coach Floyd" t-shirts
- Distributing 10,000 "Miner Orangeville" static car stickers
- Illuminating the Plaza Theatre
- Displaying 15-foot pickaxes in the pavement at prominent intersections
- Orange nameplates and game inserts featured in The El Paso Times
- Orange-clad employees at local businesses



INCORPORATING SOCIAL MEDIA IN THE GAMEDAY EXPERIENCE



New York Knicks
Feature Twitter handles on the Jumbotron during player intros



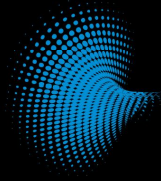
Pittsburgh Penguins
Feature a buildout where fans can follow all tweets about the team



Atlanta Braves
Feature behind-the-plate signage driving interest in the team's Facebook page

ACTIVATION AT THE ALLSTATE WRIGLEYVILLE CLASSIC





CREATIVE ACTIVATION IDEAS



Bud Light Lime leverages custom segways to drive interest and engage with consumers

ROBIN HOOD

Catch a foul ball today and receive a certificate for a free Robin Hood DVD starring Russell Crowe!

Pick up a Blu-Ray or DVD on September 21st!

MTSUSHI ELECTRIC

The Atlanta Braves found a creative way to drive awareness for the Robin Hood DVD release at Turner Field



Powerade leveraged its sponsorship of the Paris Marathon by featuring an inflatable display that resembled giant bottles of product

INTERNATIONAL SPORTS BUSINESS WATCH

NFL International Series - London



EVENT FACTS AND INSIGHTS

Event Date: Sunday, October 31st

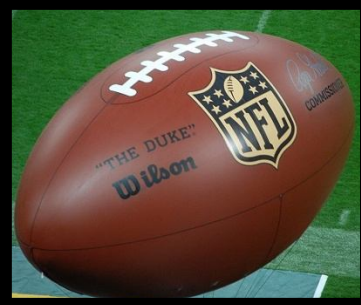
Event Location: Wembley Stadium, England

Official Sponsors: Pepsi Max (Title Sponsor), Virgin Atlantic, Coors Light, Marriott, Gatorade

Associate Sponsors: Visa, Reebok, Canon

Attendance: Game: 84,000+ / Pre-Game Rally: 38,000

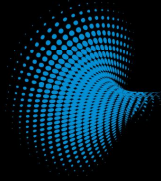
Interesting Facts: Broncos TE Daniel Graham and OL Chris Kuper played an impromptu game of cricket against Surrey's Arun Harinath and Tom Lanciefied at The Oval, the facility where the Broncos practiced prior to the NFL Intl. Series. The game, sold out for the fourth consecutive year, was broadcasted on both BBC and Sky Sports



A CLOSE LOOK AT FORMULA 1 FAN ZONE (ABU DHABI)



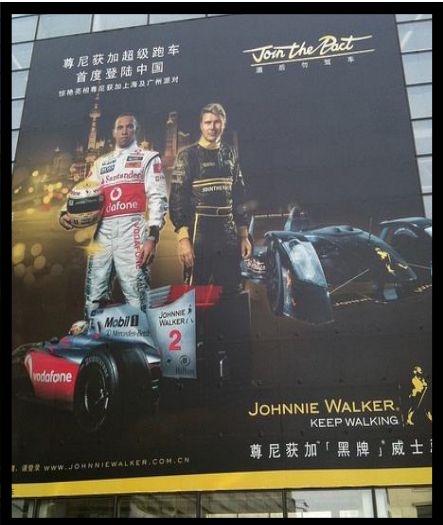
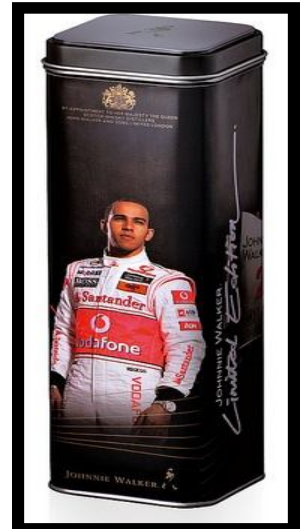
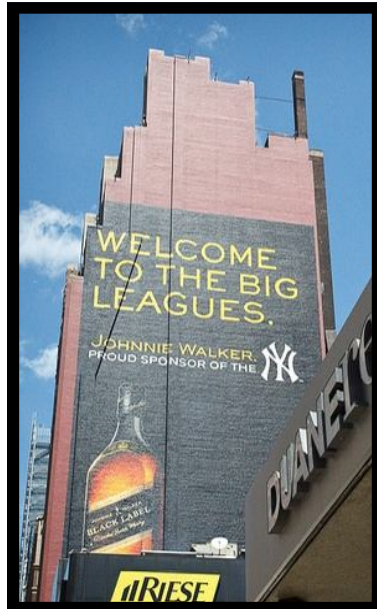
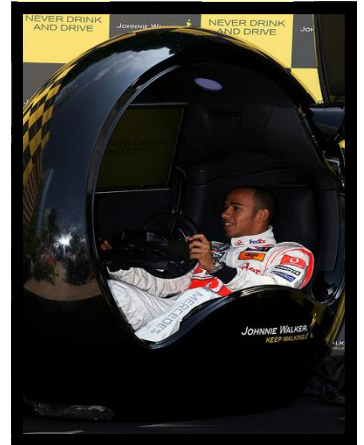
And check out a video of the new Ferrari World Theme Park: <http://is.gd/h0iV4>



THOUGHT STARTERS

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

ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Find new ways to reward groups at your venue!

Teams can align with corporate partners to make group experiences more memorable on game day. If a group of local schools are attending a game, teams can work with airline partners to create a special premium item for those individuals (e.g. airplane hat) that drives incremental visibility in-venue and rewards fans in new ways.

Headphone Walls Help Fans Hear What Your Brand Has to Say!

Teams looking to engage fans in the concourse can consider creating a headphone wall where fans can listen to a mix of team music (Banshee Music), player's favorite songs on iTunes, great calls of the game, corporate partner jingles, the game broadcasted live on the radio, and custom messages that players, coaches, and personnel recorded for fans.

Are Your Headlines Grabbing the Attention of Fans?

Teams can drive buzz during the pre-season and post-season time periods by aligning with a local newspaper provider to create a billboard that promotes a significant headline - whether it's a new team slogan, a famous expression, a message to fans from the team and corporate partners, or a key "trash talk" message.



For More Information, Please Contact:

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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.