

**Looking to Attract  
The Top Brands  
Advertising in  
Sports?**

Per SBJ / Nielsen Based on  
Total '10 Sports Ad Spend

- AT&T Mobility (\$366M)
- Anheuser-Busch (\$356M)
- Verizon (\$340M)
- Ford (\$305M)
- Toyota (\$240M)
- Chevrolet (\$239M)
- Geico (\$216M)
- MillerCoors (\$214M)
- McDonald's (\$202M)
- Sprint (\$179M)
- DirecTV (\$175M)
- Nissan (\$161M)
- Coca-Cola (\$144M)
- Warner Bros Ent (\$138M)
- Southwest Airlines (\$131M)
- State Farm (\$129M)
- NFL (\$125M)
- Subway (\$125M)
- Lexus (\$124M)

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

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the May '11 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 recently had an opportunity to attend Ohio University's annual Symposium weekend, a congregation of 200 alumni, students, and partners of the prestigious graduate program. While on campus in Athens, OH, I had the privilege of speaking directly with a number of individuals in Ohio University's online Professional Masters of Sports Administration program and couldn't have come away more impressed. The online Masters program is the first of its kind in the sports industry and serves as a tremendous means for industry professionals to enhance their credentials, network, and experience. I encourage you to check out <http://is.gd/T9RDUX> to learn more!

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](mailto:bgainor@partnershipactivation.com). Thanks and Best Wishes, Brian

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**Looking for more?  
Check out  
[PartnershipActivation.com](http://PartnershipActivation.com)**

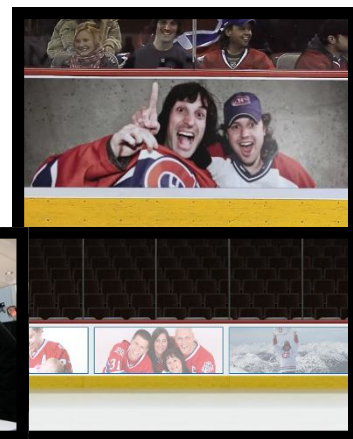
**INDUSTRY WATCH | FAN-CENTRIC SIGNAGE**

**Are you looking to integrate fans in your activation tactics?**

During the 2011 NHL Playoffs, Bell Telecommunications supported its partnership of the Montreal Canadiens by running a "Picture on the Boards" promotion where fans could submit their best fan photos online for a chance to see themselves on a dashboard live during a game.

Bell featured a few points of entry for consumers to enter to win, including a designated website ([PictureOnTheBoards.com](http://PictureOnTheBoards.com)) and an area outside the Canadiens arena, where Bell had a footprint set up that featured a team of brand ambassadors generating buzz. The promotion resulted in five (5) lucky winners receiving free tickets to a playoff game to see their photo featured live on the dashboard alongside the rink.

Bell's "Picture on the Boards" promo serves as a perfect benchmark for brands looking to seamlessly customize their assets to engage fans and generate affiliation awareness... It's well worth sacrificing a game's worth of brand exposure to take your partnership to new heights!





## EYES ON THE INDUSTRY



### ***Are you keeping an eye on creative tactics across Major League Soccer?***

With corporate partners and fans seeking a greater return on their investment, MLS organizations are being challenged to create new, unique ideas that generate revenue and effectively engage fans. Here are six (6) of the latest and greatest ideas from around the nation:

#### **I. Chicago Fire - Beer Bus**

Fans that join Section 8, the Chicago Fire's loyal group of supporters, can take a bus to and from the game and enjoy complimentary beers throughout the ride for just \$10. The buses pick up fans at four (4) destinations across Chicago and drop off at Section 8's official tailgate in the North Lot prior to Fire games. Learn more details here: <http://is.gd/JeFhvS>

#### **II. Portland Timbers - Alaska Airlines Privileges**

As the Official Airline and Jersey Sponsor of the Portland Timbers, Alaska Airlines is allowing all passengers flying on its airline out of Portland International wearing a Timbers jersey to board early throughout the 2011 Major League Soccer season. Alaska Airlines also recently launched a "Timbers Jet" that was designed by fans as part of a "Paint-the-Plane" contest that generated 500 submissions. Check out the initiative here: <http://is.gd/INcotm> / <http://is.gd/D1iQqE>

#### **III. Seattle Sounders - @WinSounders**

Seattle Sounders FC has created an official Twitter handle (@WinSounders) that fans can follow to win exclusive promotions from the team. Promotions include corporate partner sweepstakes, ticket offers, and more. Check it out: <http://is.gd/P9bmD3>

#### **IV. San Jose Earthquakes - Win Pins**

Every time the San Jose Earthquakes win at home in 2011, all fans in attendance receive a Win Pin that serves as a collectors item that can also be used to cash in on a discount from a local business that supports the team. Win Pin fan rewards have included free train tokens and discounts on pizza, KFC, haircuts, and more. Check it out here: <http://is.gd/CJfM4c>

#### **V. DC United—Red Card Cancer**

DC United is partnering with the Johns Hopkins Kimmel Cancer Center to execute a "Red Card Cancer" initiative that sees \$5 of every sale of the team's third kit donated to the fight against cancer. In addition, fans are able to make an individual donation of \$10 to the program by texting REDCARD to 20222. Check it out here: <http://is.gd/BSkPee>

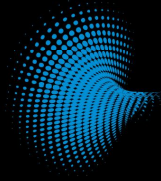
#### **VI. Houston Dynamo - Orange Blazer Club**

The Houston Dynamo started an Orange Blazer Club in honor of former President Oliver Luck that honors individuals who have made a major contribution to the Houston soccer community. The club will add one (1) individual to the exclusive club each season, with five (5) inductees currently in place. Check it out here: <http://is.gd/7PedGJ> / <http://is.gd/k9bBdA>

**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.



## INDUSTRY SPOTLIGHT

### FIVE QUESTIONS WITH MATT BALVANZ



As Director of Analytics for Navigate Research, Matt Balvanz leads the Sponsorship Valuation Unit, specializing in sponsorship audits, consultation and secondary research on behalf of brands and sports properties. Along with his team, he conducts valuations for category, presenting and title sponsorships for jersey, naming rights and various other tiers involving media, signage and hospitality inventory. Matt recently sat down with Partnership Activation to share some insights on measuring social media:

#### **I. How is the process of determining the exposure value associated with social media different from the value received from traditional sponsorship elements?**

The formula is the same, in that we're first tracking the number of eyeballs that are exposed to the element and then applying a value per impression based on the media type. The difference is that instead of using attendance and TV audiences as the number of eyeballs, we're using the number of friends, page views, likes and followers. We're also accounting for the fact that, at this point, the most passionate fans are the ones following their favorite teams via social media, so the value per impression is higher than impressions geared towards less passionate fans, such as TV exposure.

#### **II. What are some of the challenges to utilizing social media as a way to build both property brand value and sponsor brand value?**

The biggest challenge is that the space really isn't that populated yet, so a sponsor that is getting exposure on a property's Facebook page or Twitter feed is not generating nearly as many impressions as they would through traditional sponsorship elements. For instance, 10,000 followers on Twitter is a strong number for that medium, but it's still a small number of people compared to the TV audience for one nationally televised event, so the values are going to be far apart. Also, the most valuable aspect of sports sponsorships is having the ability to tap into the excitement of the in-game atmosphere, which is often missing in the digital space.

#### **III. How can social media be used to effectively integrate fans with the property and with sponsors?**

Social media is intended to be a way for large groups of people to interact extremely quickly, so properties and brands should leverage this as best they can. For example, properties can let a fan base know about a certain promotion going on at one of their sponsor's stores for a very limited time via Twitter, which drives incremental traffic to the store and eventually drives incremental followers to the Twitter page. Or, player status updates and important property news can be sent to the property's Twitter followers before traditional news outlets, and those messages can be presented by sponsors or somehow incorporate an aspect of a sponsorship.

#### **IV. What is the future of social media, in terms of the potential exposure value that it can provide a sponsor?**

As properties develop ways to expand and effectively monetize the reach of their social media sites, the potential exposure value will increase dramatically, as will the demand from sponsors to occupy the space. Social media will never completely replicate the experiences of attending or viewing actual sporting events, but if social media initiatives generate awareness, interest and excitement in a larger element of a sponsorship like an event or promotion, it can produce great value.

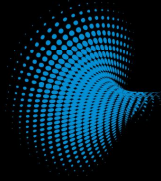
#### **V. How important is it for property's to implement new and innovative sponsorship ideas for their sponsors as a way to boost exposure value?**

TaylorMade and the San Diego Padres recently formed a partnership that includes a branded 80-foot tall driver attached to the foul pole at PETCO Park. Instead of just using its Twitter account to link to a press release, TaylorMade linked to a one-minute YouTube video of the foul pole being erected. The video was made by the Padres and posted by TaylorMade, and it's pretty cool to watch. When we last checked, there were more than 28,000 views. Again, that isn't a huge number relative to the exposure they will receive during game broadcasts. But it's another 28,000 people watching what amounts to a full one-minute ad for TaylorMade.

**Check Out Navigate Marketing Here:**

<http://www.navigatemarketing.com>





**THREE THINGS YOU NEED TO SEE**

**GREAT SPORTS MARKETING IDEAS IN THE NEWS**



**Take Game Programs to the Next Level**

Teams can use QR codes to deliver a unique message to fans looking at player profiles featured in game programs  
<http://is.gd/ViY6ws>



**The Future Team Store Shopping Experience**

Properties may soon be able to use augmented reality to allow fans to try on merchandise with ease inside their team stores  
<http://vimeo.com/23335380>



**Drive Concourse Engagement with Interactive Mirrors**

Heineken installed interactive mirrors that allowed consumers to create light streaks using their beer

**Drive Ratings, Interest, and Demand with Unconventional Site Locations**

On Veterans Day (11/11/11), the University of North Carolina basketball team will play Michigan State in a game aboard an aircraft carrier in the San Diego Harbor. The game, being referred to as the Carrier Classic, will be televised live on ESPN.



The unconventional site location will feature seating for 7,000 military members and University representatives to watch the game live on the flight deck. With tipoff set for 7pm EST, the Carrier Classic will surely generate an uptick in ratings and will serve as a great way for all involved in the collegiate landscape to honor the United States military and their families. ESPN will complement its coverage of the game with a televised halftime show and postgame concert.

**Heineken Delivers Real-Time Engagement**

Heineken recently released an app that allows fans to test their football instincts while watching live UEFA Champions League matches on television. The Heineken Star Player app allows fans to compete in a mobile/online competition where they have to try to guess correct scenarios throughout the game (e.g. whether a corner kick, goal, save, or missed shot will take place next).



Fans can win points for each scenario they guess correctly and compete head-to-head against other fans. The Heineken Star Player app signals the future of real-time engagement (and likely betting) in sports!

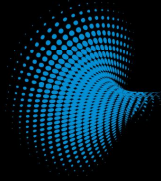
**For More Info:** <http://is.gd/e8AIII>

**The Miami Heat Unveil Palm Tree Signage!**

The Miami Heat teamed up with Kumho Tires to create a "Drive to the Championship" initiative that provides fans with game day giveaways and opportunities to win free playoff tickets. As part of the promotion, the Heat wrapped 16 palm trees outside the American Airlines Arena with Kumho Tires branding, a tire graphic, and a number representing a countdown of games needed to win the 2011 NBA Championship. Kumho Tires is supporting its palm tree countdown initiative with a Text to Win promotion where fans can text the word DRIVE to 77577 to win a pair of free playoff tickets!



**For More Info:** <http://is.gd/t49KJZ>



## HOT OFF THE PRESS

**Interested in learning career, sports marketing, and sponsorship insights?**

Sports marketing veterans J.W. Cannon and Lou Imbriano host a weekly Sports Business Chat on Twitter from 9:30-10:30pm on Sunday evenings that is very engaging, insightful, and fun. Using the hashtag #SBChat, the duo encourages participation from professionals working in levels of the industry. The weekly #SBChat session usually focuses on a range of different topics, covering recent sports marketing and sponsorship headlines, high-profile sporting events, career advice, and more.

The #SBChat sessions attract 20+ sports business professionals sharing different thoughts, perspectives, and insights based on their industry experience and relations. To partake in the weekly #SBChat sessions, users simply have to log on to Twitter and type "SBChat" in the Search bar to follow all the discussions being shared and engage in real-time with others!

If you do not have Twitter, you can also log on to Google.com, type "SBChat" in the Search bar, click "More Search Tools" in the left column, and click "Latest".

## #SBCHAT



**Date:** Every Sunday Night  
**Time:** 9:30pm EST  
**Platform:** Twitter  
**Access:** Type #SBChat in the Twitter Search Bar

## CREATIVITY IN THE SPORTS MARKETPLACE



The Trail Blazers gave their team introductions a new feel with some creative projection mapping



The Famous Grouse, a Scotch whisky brand, found an eye-popping way to generate excitement amongst rugby fans



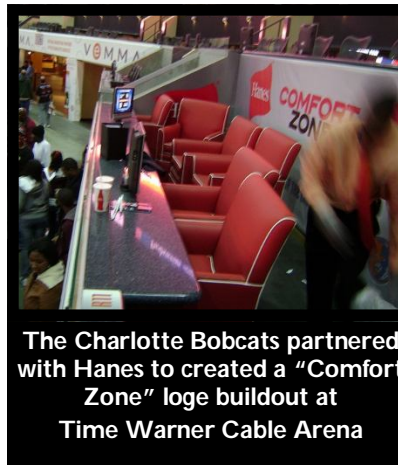
The Twins partnered with Best Buy to create an ultimate Gaming Zone for fans to enjoy free games at Target Field



The Mavericks gave away unique Kidd/Nowitzki HOF bobbleheads



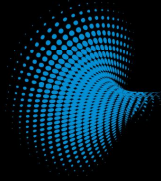
The Minnesota Twins leveraged utilities partner Pentair with an interactive video board feature



The Charlotte Bobcats partnered with Hanes to create a "Comfort Zone" loge buildout at Time Warner Cable Arena



MillerCoors displayed a creative billboard at Wrigley Field when the Los Angeles Dodgers were in town to play the Chicago Cubs



## RISING STARS

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

Partnership Activation, Inc. is excited to recognize the May 2011 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) May recipients of the Partnership Activation Rising Stars Program:



**Wesley Harris, Five Star Basketball (<http://www.FiveStarBasketball.com>)**

Wesley Harris is currently Associate Editor of the new Five-Star Basketball. He spent the last four years working in college athletics as Assistant Director of the Ivy League, where he was responsible for media relations and coach & athlete management at the NCAA Division I conference office. During that time he earned a Master of Science degree in Sports Management from Columbia University. Harris has various freelance writing credits and has also worked in athlete marketing for Wasserman Media Group. He received his BA in English from Georgetown University.



**Deandra Duggans, SME Inc. (<http://www.SMEBranding.com>)**

Deandra is currently the Marketing Director at SME, Inc., a global brand-building and design consultancy, where she provides marketing support throughout the partnership of the branding process, executes SME's marketing plan and develops, maintains and expands partnerships and strategic relationships with key clients. Prior to joining SME, she assisted the Georgia World Congress Center Authority - owners and operators of the Georgia Dome, Georgia World Congress Center and Centennial Olympic Park - with marketing communications and digital initiatives. Deandra began her career at N.C. State University and has worked in a variety of roles with the Women's Sports Foundation, Philips Arena, Georgia State University and the Georgia Dome. A native of Washington, DC, Deandra graduated from N.C. State University and continued her education at Georgia State University.



**Chris Clunie, National Basketball Association (<http://www.NBA.com>)**

As Senior Coordinator for International Basketball Operations at the National Basketball Association, Chris Clunie helps to organize and execute the NBA's global basketball development programs, works with all of the NBA's international players, and liaisons with basketball leagues and federations worldwide. Prior to joining the NBA, he spent a year abroad as a Watson Fellow and played professional basketball in Africa before working with the San Antonio Spurs. Chris graduated from Davidson College with a B.A. in Political Science where he played basketball as an All-Academic student athlete.

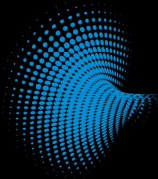


**Jared Casden, Sport Search (<http://www.SportSearch.net>)**

Jared Casden recently moved from New York to Arizona after landing a job at SportSearch, where he serves as Recruiting Services Coordinator. SportSearch is the leading non-traditional pioneer in Retained Executive Search, Customized Recruiting, and Sports Career Development. Jared is extremely passionate about helping people find employment in the sports industry. During Jared's junior year of college, he Founded the Hoosier Sports Business Organization, and served as President and Chairman from 2008-2010. As the leader of HSBO, Casden played an integral role in successfully coordinating various networking trips throughout America in order for HSBO members to meet with top-level executives at major sports-related companies, networks, and teams. "Mr. HSBO" also invited and hosted several sports business professionals to visit his college in order to speak to hundreds of students who aspired to work in the sports industry after graduation.

**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)**



## PARTNERSHIP WATCH

Manchester City FC recently teamed up with Heineken and Harvey Nichols (high-end retail) to create two deluxe suites at City of Manchester Stadium. MCFC recreated the successful 'walk-in fridge' commercial by creating room for 350 chilled bottles of beer in the suite and created a Harvey Nichols box that features 100 pieces of designer clothes, jewelry, handbags, and shoes from labels including Prada, Gucci, and Armani. On gameday, guests can also enjoy a variety of amenities in the suite, including massages, makeovers, and more!

### MANCHESTER CITY FC UNVEILS 'HIS AND HERS' SUITES



### LICENSING TACTIC OF THE MONTH

Standley Systems recently partnered with Oklahoma State and the University of Oklahoma Athletics Departments to create an exclusive line of team themed vinyl wrapped office equipment. The non-traditional licensing play demonstrates



how brands can creatively leverage the marks of notable sports properties to drive business and new product sales. Standley Systems is recognized as the exclusive home for OSU/OU copiers and printers.

For More Info: <http://www.standleys.com/>

### BEST PRACTICE SUBMISSION OF THE MONTH

A special thanks to Claire Surratt of the Ohio University Center for Sports Administration for submitting Vineyard Vines' unique branding and activation at the Kentucky Derby.

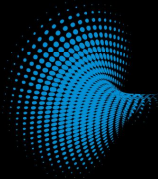
As the Official Style of the Derby, Vineyard Vines branded a pink Derby tractor, displayed a "Whale Force One" vehicle in the infield that distributed stickers, tattoos, and whale hats to fans, and featured a custom line of clothing on sale in an exclusive store located in the Turf Club!



Check Here For More: <http://is.gd/UDRYvp> / <http://is.gd/Oh15w6>

## A CLOSE LOOK AT THE CAROLINA PANTHERS 2011 NFL DRAFT PARTY





# Partnership Activation

The "Think Tank" for connecting brands with fans.

MAY 2011 | ISSUE 34

## #SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



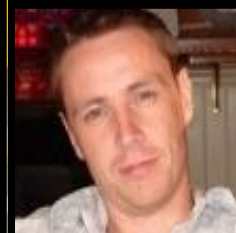
@tpmcghee



@JohnAShumate



@MicheleSteele



@DanielMcLaren



@GMRsports

## THOUGHT STARTERS

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

### ACTIVATION AND BRANDING



Check Out the incredible Tecate Box Tour Here: <http://is.gd/yJzUWs> / <http://is.gd/xELwez>



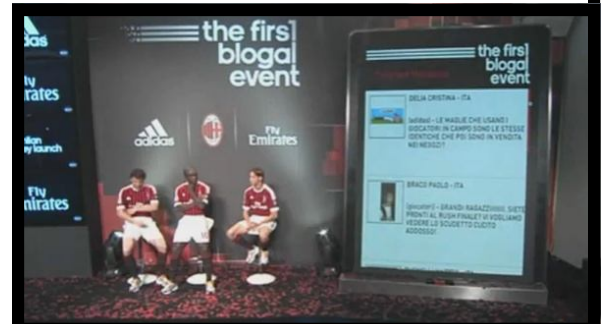


**TAKE TEAM EVENTS TO THE NEXT LEVEL WITH TECHNOLOGY...**

**AC Milan Uses Jersey Launch to Showcase Technology**

AC Milan recently supported the launch of its new adidas jersey kit with an exclusive blog event that featured three of the team's players addressing questions posed by fans via social media.

To execute the event, AC Milan officials developed a giant interactive screen resembling an iPad/smartphone that featured questions from the fans. The visual served as an effective way to demonstrate the team's understanding and usage of social media and answer questions from fans in an interesting manner.



Check out AC Milan's creative use of technology here:

<http://is.gd/wtCFSH>

**THE TWINS DELIVER IMPORTANT NUGGETS OF INFORMATION TO FANS IN-GAME...**

The Minnesota Twins allocate a select area on their main scoreboard at Target Field for "Twins O-Gram" messages that inform fans about the team's social media channels, upcoming player appearances, fan club details, fan safety information, team designated events, and more.

Consider benchmarking the Twins O-Gram concept to provide fans with important nuggets of information throughout the live game experience!



**SPORTS ... LIKE YOU'VE NEVER SEEN IT BEFORE**



**Manny Pacquiao Gave Boxing Fans a Unique Viewpoint with a Helmet Cam**

<http://is.gd/WQu3HR>



**Goldman Sachs Created an Incredible Video Showcasing Its Role in Sports**

<http://is.gd/58x0eP>



**The Madrid Masters Open Went Vertical to Drive Buzz**

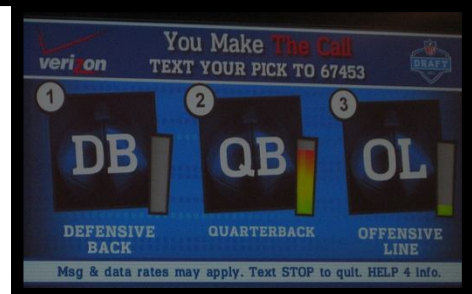
<http://is.gd/DIaYwS>



**WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?**



**IDEA BOX**



**Drive STH Retention With Custom Fan Fatheads**

In an effort to drive season ticket holder retention, teams can set up a booth at games where fans can have a personalized Fathead made of them wearing a team-branded headband. This promotional tactic would serve as a reminder for fans to remember how passionate they are about their favorite team and would serve as an effective means to drive buzz amongst friends and colleagues.

**Turn to Street Entertainers to Drive Buzz**

Sports organizations can generate buzz in high-traffic areas during the preseason and postseason by hiring local street entertainers to take on a team persona and engage consumers in the local marketplace. Street entertainers can provide some great visibility from a grassroots standpoint and generate interest amongst fans and non-fans.

**Give Fans Viewing Power At Home**

Teams competing in exhibition games should consider allowing fans to decide player substitutions via text-in and Twitter promotions. By simply showing a graphic on the screen with instructions, teams can give fans watching games at home (or in the stands via the jumbotron) a new level of influence. This could also apply to baseball, where fans could be given a chance to select which player should pinch hit in a clutch situation!



**For More Information, Please Contact:**

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Youtube: SportsViral, SportsViral2, SportsViral3

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.