

**Looking to Attract
The Top Sponsors
in Tennis?**

**A Complete List of Official
Partners and Suppliers of
the 2011 French Open**

- **BNP Paribas**
- **IBM**
- **Adidas**
- **Alain Afflelou**
- **FedEx**
- **Lacoste**
- **Perrier**
- **Orange**
- **Peugeot**
- **Longines**
- **Adecco**
- **Babolat**
- **Haagen Dazs**
- **Lagardere**
- **Nespresso**
- **Panasonic**
- **Rexona**
- **Tropicana**
- **Viagogo**

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

PARTNERSHIP ACTIVATION 2.0

Welcome to the June '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 wanted to thank all the speakers, participants, and committee members involved with the 2011 NACDA Convention. The content and insights shared at the Convention, notably the NACMA panel discussions and breakout sessions, was absolutely terrific. It was refreshing to see so many industry professionals openly sharing best practices, discussing creative ideas, and networking throughout each day of the Convention. It was a pleasure connecting with so many inspirational people who work in college athletics and I look forward to following the continued growth and collective power of the NACMA membership base. Keep up the great work!

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

- Ford Focus Cam **P.1**
- Eyes on the Industry **P.2**
- Championship Spotlight **P.3**
- Great Ideas In The News **P.4**
- Hot Off the Press **P.5**
- June Rising Stars **P.6**
- Ticketing Watch **P.7**
- Thought Starters **P.8**
- Best-In-Class Sports Biz **P.9**
- Idea Box **P.10**

**Looking for more?
Check out
PartnershipActivation.com**

INDUSTRY WATCH | FORD FOCUS CAM

Are you looking for new, innovative ways to engage fans at events?

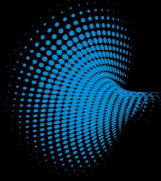
Ford recently partnered with an agency called Imagination to create an activation display at the UEFA Champions League Final that allowed soccer fans to capture their own special football moments in action, straight out of a scene in The Matrix.

Ford invited fans to perform their best back flips, mid-air soccer kicks, and celebration dances for the chance to see themselves depicted in a multi-angled photograph. Ford captured their movements in a 120-degree format using 40 Digital SLR cameras that took photographs of the action in succession. Ford referred to the activation display as the Ford Focus Cam, a moniker providing a direct correlation to the automobile's Focus Cam, which uses three (3) camera positions to help drivers maneuver their car.

Ford featured several iPads on-site for fans to share their Ford Focus Cam photos via Twitter, Facebook, and email and drive viral buzz. Consumers also received the UCL "Champions" soundtrack on an online souvenir they received for participating in the footprint.



For More Info: <http://is.gd/tGXB8G> / <http://fordfocuscam.com> / <http://is.gd/mnSdN3>



EYES ON THE INDUSTRY



Are you keeping an eye on creative tactics across Major League Baseball?

With corporate partners and fans seeking a greater return on their investment, MLB 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 nation:

I. New York Yankees - Yankees Universe

The New York Yankees have created a Yankees Universe membership program that allows fans to connect with the team and one another via a members-only website. Fans can select from multiple membership tiers, ranging from \$19.95 to \$295, that provide a collection of discounts, specials, and exclusive benefits. Learn more details here: <http://is.gd/9z9R3O>

II. Atlanta Braves - Scotts Stolen Base Challenge

The Atlanta Braves teamed up with Scotts to create a fan-friendly promotion between innings entitled the Scotts Stolen Base Challenge. The promotion tasks one (1) lucky fan with running from the RF foul line to pick up a base (located near second base) and back in under :20 to win a \$150 prize. Check out the promotion here: <http://is.gd/BcDIIC> / <http://is.gd/8ifwVwX>

III. Arizona Diamondbacks - D-Backs License Plate Fan Photo Contest

The Arizona Diamondbacks have created an initiative where fans can submit their most creative and unique photos featuring their custom Diamondbacks license plate for a chance to win a D-backs Fan Pack, a personalized jersey, and a television cameo. A panel of team employees and celebrity guests will choose the most unique photo. Check it out: <http://is.gd/1gmyMS>

IV. Cincinnati Reds - Reds Pass-Port

The Cincinnati Reds started a Pass-Port initiative that allows fans to validate every Reds home game they attend in 2011 in a special way. Fans can have their Pass-Ports stamped each game in several areas throughout the stadium and receive access to special Pass-Port autograph signing sessions. Reds Pass-Ports include club information, statistics, roster information, player autograph sections, personal journal areas, and more. Click here for more information: <http://is.gd/Ljp6Vk>

V. Texas Rangers - Faces of Freedom

The Texas Rangers have partnered with Southwest Airlines to create a Faces of Freedom initiative that recognizes one member of each branch of the Armed Forces on a monthly basis. Recognized heroes receive four (4) VIP tickets, a behind-the-scenes tour, in-game recognition, \$100 in Rangers Captain Cash (used for food during the game), a pre-game buffet, a trip for two to Washington D.C. on Southwest Airlines with other heroes, and more.

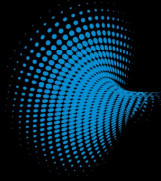
Check out the initiative here: <http://is.gd/NYiwDU>



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.



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JUNE 2011 | ISSUE 35

CHAMPIONSHIP SPOTLIGHT

MANCHESTER CITY F.C.



Manchester City FC teamed up with specialmoves, a high-end interactive production company, to create an augmented reality experience that gave the team's avid fan base across the world a chance to celebrate their fifth FA Cup victory in a unique way.

The team created an augmented reality application in both English and Arabic that allowed fans to see themselves holding a virtual FA Cup trophy and share it with friends and family by email and Facebook. Manchester City created a "Lift the FA Cup" landing page on its team website, providing four (4) simple steps that explained how fans could hold the virtual FA Cup trophy.

Fans were instructed to print out a specially designed marker, connect their webcam, and point the marker at their webcam to celebrate the Championship victory in augmented reality fashion. Fans uploaded their pictures to the team's official Facebook page and even went on to post their experiences on YouTube. Hats off to the entire Manchester City FC team for creating such a terrific campaign that can be benchmarked across all leagues and organizations!



Check out MCFC's Virtual FA Cup:

<http://is.gd/Lm13HL>

<http://is.gd/gLqAmT>

<http://is.gd/rVknmi>



Sponsorship Signage Solutions

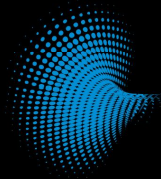
Corporate Partnership Signage • Press-Conference Backdrops • Printed Table Drapes... and More!!!

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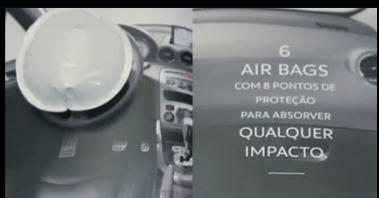
THREE THINGS YOU NEED TO SEE



Charge Fans Up!
Vodafone launched a VIP Recharge truck that charges 2K handsets at once (for free) at summer festivals in the UK
<http://is.gd/nx5pbC>



Entice Fans with Prizing
Corporate partners looking for new ways to drive value out of program ad inventory should consider utilizing QR Codes and "free prize" messaging to entice fans to engage to win



Get Creative & Interactive With Program Ads!
Brands can benchmark this Peugeot to create program ads that allow fans to hit targets and see pucks/balls, airbags, etc. blow up!
<http://is.gd/5obFpL>

GREAT SPORTS MARKETING IDEAS IN THE NEWS

Nike and Corinthians Celebrate 100 Years By Forming A Republic

Nike recently celebrated the 100th anniversary of the historic Brazilian club Corinthians by forming the People's Republic of Corinthians, providing fans with an ultimate experience. Nike devised the campaign after discovering that the team's fan base (30MM fans) is larger than the population of most countries across the globe – an astounding testament to the popularity of the club.

As part of the People's Republic of Corinthians initiative, Nike established a club legislation, distributed one (1) million identity cards, and created one of the largest stadium flags in the world. Nike also created birth certificates and letters of amnesty for members of the People's Republic of Corinthians and distributed passports that fans could have stamped at games they attended live.



Check out the Campaign Here: <http://is.gd/Av3OZD>

The PGA of America and Mercedes-Benz Create an Innovative Golf Tour

The PGA of America recently teamed up with Mercedes-Benz to create a mobile golf tour that gives golfers a chance to sharpen their skills by offering a number of innovative golf teaching technologies. The mobile tour, entitled the Mercedes-Benz Performance Center, will travel to 10+ locations in 2011 after being launched in April in conjunction with The Masters.

The Performance Center will provide golf enthusiasts with a chance to improve their putting skills and swing mechanics via a P3 ProSwing CLARET Golf Simulator, a GolfTEC g-SWING full swing analysis, and a g-PUTT putting analysis. At each event, the PGA will feature professionals on-site to provide instruction to fans as well.



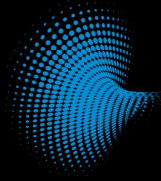
See the Performance Center Here: <http://is.gd/DZtNvn>

DUREX Scores With "Extra Time" In Thailand

DUREX teamed up with Bangkok advertising agency McCann Erickson to create a brilliant "Extra Time" marketing stunt during Thai league soccer games. The campaign, designed to promote the brand's Performa series, featured referees holding up Durex-sponsored extra time boards that demonstrated how many minutes were left in the soccer match.

The notion of "extra time" in soccer corresponded directly with the key attributes of the brand's Performa series, which features an anesthetic called Benzocaine that is designed to prolong sexual activity.





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JUNE 2011 | ISSUE 35

HOT OFF THE PRESS

Are you looking for the latest sports media news and insights?

Cynopsis Media produces a terrific free daily e-newsletter that highlights all of the latest news and information in the sports media world. The newsletter provides daily updates, ratings insights, nuggets of information about sponsorships and promotions, sports Twitter news, and more. The e-newsletter is one of the best free sources of information available in the sports marketplace today and is worth taking a moment to subscribe to. For individuals interested in receiving the daily Cynopsis Sports e-newsletter, simply follow the directions enclosed below:

- Log on to: <http://www.cynopsis.com/cynopsis-sports/>
- Click on "Subscribe" in the tool bar at the top of the page
- Input your contact information and check the box next to "Cyn Sports"

From: Cynthia Turner [cynthia@cynopsis.com]
 Sent: Thursday, June 02, 2011 3:02 AM
 To: Brian Gaior
 Subject: Cynopsis Sports 06/02/11

Cynopsis: Sports

06/02/11

Good morning. It's **Thursday, June 2, 2011**, and this is your first early morning **Sport**

Who said you need the Lakers and Celtics to pop a rating? ABC's broadcast of Game 1 opening game of the finals since 2004 for the network. The telecast drew a 10.7 overn year's 10.4 score that featured two of the league's highest profile teams in the Los Ang 29.9 rating.

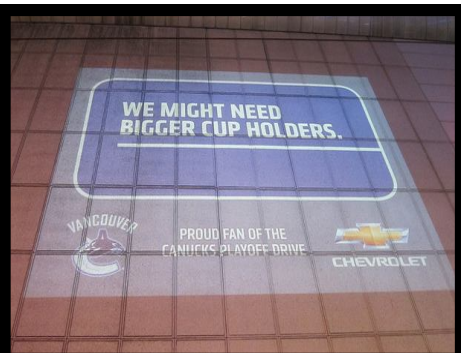
On the Air

Even with the playoffs on fire, **NBA Commissioner David Stern** told reporters that it expires in a month. Stern has already added a third negotiating session in Miami to the beyond those in an effort to get a deal closed.

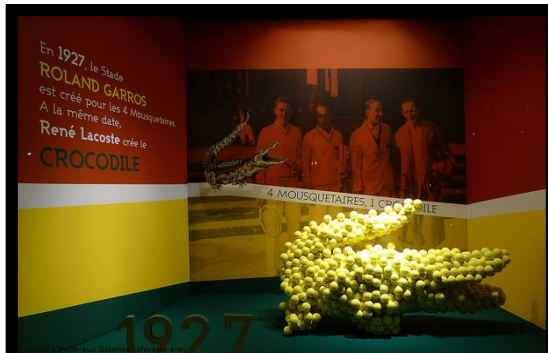
As expected, embattled **Fifa President Sepp Blatter** has been re-elected as to the p out of the 203 votes to win the reelection. Blatter has vowed reform as part of his new

Chalk up a high note for the sport however. **The 2011 Champions League Final** betw That score was up 64% over 2010 numbers with the sport's best ratings coming from 1

CREATIVITY IN THE SPORTS MARKETPLACE



Chevrolet found a creative way to capitalize on the Canucks' appearance in the Stanley Cup Finals



Lacoste featured a very creative window display at the 2011 French Open



A group of Bavaria girls cheered on the Canucks before security asked them to leave (a scene similar to the World Cup)



The Heat partnered with adidas to construct a massive muscular jersey statue



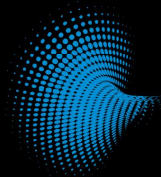
Canucks fans were treated to a unique photo opp when the team played the Sharks



The Dairy Queen Mini Blizzard Mobile was featured on display at the Berkshire Hathaway Convention, complete with a door panel signed by Warren Buffet



The Twins found a seamless way to integrate Stanley Tools into their game day entertainment



RISING STARS

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

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



Tim Kemp, XL Center (<http://www.XLCenter.com>)

A 2008 graduate of the University of Connecticut, Tim heads up the entire marketing effort for Hartford, Connecticut's XL Center—a venue managed by AEG Facilities. Tim is responsible for executing the promotion of an event schedule that includes the BIG EAST Women's Basketball Championship, Boston Celtics preseason basketball, an extensive schedule of AEG concerts, FELD Entertainment Family Shows, and the Harlem Globetrotters. Only 24 years old, Kemp has already been responsible for key contributions to top-level productions, events and leagues, and is flourishing as the man charged with filling the seats in a facility situated in one of the most competitive regions of the country. His diverse background includes stops at the AHL's Hartford Wolf Pack, University of Memphis Athletics, Pebble Beach Golf Company, and UConn Athletics.



Zack Nobinger, Taylor (<http://www.TaylorStrategy.com>)

Zack Nobinger is a Senior Account Executive for Taylor, a brand counselor and marketing communications partner to a select portfolio of the world's leading consumer brands. Named "Consumer Agency of the Decade" by *The Holmes Group*, Taylor has partnered with the most influential corporate marketers, utilizing lifestyle, sports and entertainment platforms to drive consumer engagement. Zack's prowess in media relations and brand strategy have afforded him the opportunity to work with brands including Crown Royal, Captain Morgan and Gillette to integrate their sports sponsorships and spokesperson assets within the overall marketing mix. Zack received his BA in Public Relations from The University of Alabama and his MA from The University of North Carolina at Charlotte in International Public Relations. He is a former collegiate national champion persuasive speaker and speech coach. His unique "Southerner's Take" on public relations and marketing is available on [Threads](#), Taylor's blog, and he Tweets about the discipline at [@ZackN](#).



Chris Ryan, Kentucky Speedway (<http://www.KentuckySpeedway.com>)

Chris Ryan, 28, is in his sixth season with the Kentucky Speedway sales team, first as Account Executive. He is charged with targeting potential corporate partners and developing effective programs which benefit clients by creating pre-event and on-site exposure associated with annual NASCAR and IndyCar Series events at the 107,000 capacity venue in Sparta, KY. He is additionally responsible for generating revenue through the sale of tickets, hospitality and luxury suite packages. He has built a proven track record of meeting increased sales goals throughout his tenure. Chris' national client is made up of the nonprofit Feed The Children organization as well as high-profile corporations such as Cintas, Office Depot, MillerCoors, Snap On Tools and United Parcel Service (UPS). Chris earned a bachelor's in sports business from Northern Kentucky Univ. in 2006. He joined Kentucky Speedway as a student intern and accepted a full-time position with the speedway following his graduation. He is an active alumni member of the NKU SpB Club and frequently returns to campus as an industry liaison and student challenge facilitator.

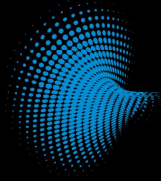


Brad Swanson, Valparaiso Athletics (<http://www.ValpoAthletics.com>)

From the outset of his career as a ticket sales and marketing professional in collegiate athletics Brad has established a reputation for setting sales records, increasing attendance, and exceeding revenue goals. Brad has contributed to these successes at Marquette, Northwestern, and Valparaiso Universities since graduating from Valpo in 2008 with a degree in marketing and sports management. After completing his MBA at UMass-Amherst in one year, Brad moved back home last August to take his current position, Athletics Sales Coordinator, with his alma mater.

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



TICKETING WATCH

Ambitious individuals looking to gain some practical sales experience and work in soccer should take a close look at Major League Soccer's National Sales Center. Based in Blaine, MN, Major League Soccer's National Sales Center holds four annual 45-day courses for classes of 10-12 individuals who aspire to work in ticket sales for MLS teams. Since the Center's inception in July 2010, 39 of 42 participants in the program have been placed in full-time ticket sales positions with 13 MLS teams and have reportedly generated \$1MM+ in total ticket sales.

The development program is free of charge and provides participants with free dormitory housing and a stipend to cover travel and living costs. Check out the NSC's official website for more information and consider applying to get some valuable hands-on training!



For More Information, Click Here:
<http://www.mlernationalsalescenter.com>

ACTIVATION TACTIC OF THE MONTH

Mountain Dew spent four (4) weeks building, painting, wiring, and testing the world's first fully functioning Pinball Machine Skate Park to host 30 of New Zealand's top skaters in an unforgettable Pro Comp event. Following the event, Mountain Dew decided to provide the general public with an opportunity to skate at the park from June 4-26th.

The ultimate skate park demonstrates how brands are investing in out-of-the-box events to capture the interests and attention of young athletes and consumers!



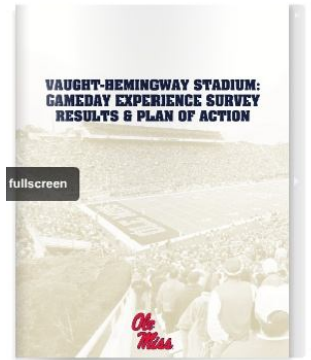
For More Info: <http://is.gd/Zn38Z0> / <http://is.gd/4rTryA>

BEST PRACTICE SUBMISSION OF THE MONTH

Philip Carden of the Ohio University Sports Administration program recently shared a terrific campaign currently being enacted by the Ole Miss Athletics Department that should be considered as a best practice for others to benchmark.

The Athletics Department unveiled a "100 Things in 100 Days" plan that was designed to improve the overall game day college football experience on campus.

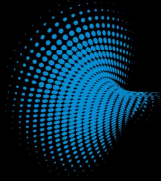
The plan was built based on an extensive study that was completed in the Fall, providing 15K first-hand responses from student and non-student season ticket holders. Check out the entire study, shared in an interactive readable format below.



Check out Ole Miss' Complete Plan Here: <http://is.gd/F8mPrR>

A CLOSE LOOK AT THE 2011 NHL STANLEY CUP FINALS





#SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



@JimAndrews_IEG



@Ourand_SBJ



@AmandaMiller



@KernEgan



@Ryan_Peck

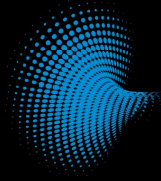
THOUGHT STARTERS

Looking for ways to enhance your premier event? Here are some tactics from the UEFA Champions League Final:

ACTIVATION AND BRANDING



Check Out How Nike Activated Around the Game Here: <http://is.gd/7jcpyU> / <http://is.gd/f6VrPp>



ADIDAS LAUNCHES THE ADIPOWER PREDATOR FOOTBALL BOOT WITH TARGET PRACTICE

adidas recently celebrated the launch of its new adipower Predator football boot by calling on a few of the world's greatest soccer players to play target practice at a secret location in East London.

Kaka, Van Persie, and Nani were all on hand to play a game of "Call the Shots" that allowed fans in attendance a chance to choose a series of targets (basketball hoops, glass windows, etc.) for the players to shoot balls at. The apparel/footwear company then followed up the action with a game of "Football Paintball" where the soccer legends had to shoot paint soaked soccer balls at moving human targets. adidas allowed fans to "call the shots" and decide what the team of superstars would do to launch the Predator football boot. Hundreds of fans submitted ideas and the entire campaign as deemed a huge success!



Check Out The Action Here:
<http://is.gd/ESRtnd>

RED BULL USA CHALLENGES ATHLETES IN NEW WAYS WITH THE CUBED PIPE...

Red Bull teamed up with Snow Park Technologies to create an unconventional cubed pipe designed to challenge the world's greatest snowboarders. The Red Bull Cubed Pipe, considered the first of its kind in the entire world, featured ten (10) individual cubes that were cut out of a 22x550-foot long Olympic-sized half-pipe.

The concept of the cubed pipe, which took over 720 hours to construct, originated from a professional skier named Simon Dumont who holds the record for the highest air on a quarterpipe. Red Bull's creation of the cubed pipe further cements its status as being a trailblazer in the action sports space, delivering new thrills, obstacles, and challenges for action sports athletes and enthusiasts to enjoy. In just one (1) week, the Cubed Pipe viral attracted 275K impressions on YouTube.



Check It Out Here: <http://is.gd/OVkNXk>

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



French Open Officials Allowed Novak Djokovic To Deejay Courtside Prior To A Match

<http://is.gd/8EebGp>



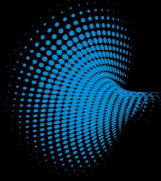
Loyal Seattle Sounders Fans March To The Match

<http://is.gd/mv3P8J>



BIC Created Human Curling to Promote Its BIC Flex 3

<http://is.gd/yKkmdn>



WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Take Road Trips to the Next Level

Teams should consider partnering with a transportation/trucking company to create an ultimate Road Trip promotion. Teams could refurbish an old semi and turn it into an ultimate fan tailgate vehicle where consumers could ride in style throughout their opponent's city. Teams could generate revenue from partnership dollars as well as party passes sold directly to fans to ride the exclusive semi shuttle to the game.

Celebrate Championship Victories with Inflatable Bottles/Cans

Beverage partners (beer, wine, champagne, non-alcoholic) should look to capitalize on championship victories by distributing large inflatable commemorative bottles and cans to fans celebrating in the streets and tailgate lots following the game. The items would surely be a hit with fans!

Leverage Jersey Sponsorships with Game Day Premiums

Brands with Official Jersey Naming Rights designations should look to drive further awareness for their partnership by distributing foam jersey premiums to fans. These giveaways can serve as a great way to support the unveiling of a new jersey, alternative jersey, and/or simply create a collectors set where fans can receive foam jerseys that feature different player names on the back.



For More Information, Please Contact:

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Twitter: @BrianGainor

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.