



Looking to Enhance Your Sports Biz IQ?

14 Terrific Sports Business Twitter Profiles to Follow!

- **Ed Kiernan** (@EdKiernanNYC)
- **Matthew Beckman** (@MatthewBeckman)
- **John Shumate** (@JSHU06)
- **Jared Melzer** (@jaredmelzer)
- **Ward Gibson** (@wardgibson)
- **Anthony Alsop** (@anthonyalsop)
- **Karl Lusbec** (@KarlLusbec)
- **Eric Nichols** (@EricNichols)
- **Guilherme Guimaraes** (@Guiguimaraes_ae)
- **Josh Silva** (@jbsilva)
- **Sean O'Hara** (@sohara12)
- **J.W. Cannon** (@khuda1)
- **Jonathan Norman** (@jonathan_norman)
- **Ed Hartigan** (@EdHartigan)

“Build partnerships, not sponsorships.”

Brian Corcoran,
Shamrock Sports Group

PARTNERSHIP ACTIVATION 2.0

Welcome to the June '10 issue of the Partnership Activation 2.0 newsletter. I hope you enjoy the creative activation tactics, signage concepts, and branding initiatives included in this issue.

I wanted to take a moment this month to recognize the willingness of Washington Wizards/Capitals owner Ted Leonsis to listen and learn about what the fans in Washington DC really want from their game day experience. Per his site, TedsTake.com, Leonsis plans to publish "101 things to do to help you fall in love with the new Wizards" list soon and has read 2,000+ emails and listened to thousands of fans via conference calls and sessions at the arena. Leonsis encourages fans to share their thoughts and concerns and openly demonstrates his sincerity by sharing them on his blog for others to see. Hats off to you Ted for listening, caring, and acting!

Thank you for your continued support of Partnership Activation and willingness to share with friends and colleagues in the industry. Please let me know if you ever find yourself in Milwaukee (or Chicago) and would like to connect!

Thanks and Best Wishes, Brian

this issue

- Innovative Mobile Tours **P.1**
- Sports Business Insights **P.2**
- A Sign of the Times **P.3**
- Hot Off the Press **P.4**
- June Rising Stars **P.5**
- 2009-10 Rising Stars **P.6**
- Social Media Watch **P.7**
- International Sports Biz **P.8**
- Thought Starters **P.9**
- Idea Box **P.10**

Looking for more?
Check out
PartnershipActivation.com

INDUSTRY WATCH | INNOVATIVE MOBILE TOURS

Consider new ways to bring your grassroots mobile tours to life in a digital realm!

Brands looking for new ways to derive value from their mobile marketing programs should take a close look at how Dairy Queen has been able to bring its Blizzardmobile tour to life for consumers at events and sitting at home via social media.

In April, Dairy Queen teamed up with Kraft to launch a 5-month, 25-city Blizzardmobile tour in celebration of the chain's 25th Anniversary of the Blizzard. From the start, Dairy Queen has used social media as an integral element to drive media buzz, consumer engagement, participation in Children's Miracle Network Fundraising efforts, and traffic to its tour stops at retail locations and special events throughout the U.S. and Canada (including Miller Park and the Rogers Centre).

Dairy Queen and a team of three (3) road ambassadors have leveraged the brand's Facebook, Twitter, and YouTube channels to bring every tour stop to life through humorous videos, pictures, interviews, and exclusive coupons. By truly embracing social media and providing their road ambassadors with the liberties to create a true persona for the tour, Dairy Queen has successfully been able to connect with millions of consumers across the world in a meaningful way!



Check out the Dairy Queen Blizzardmobile's Social Media Presence Here:

<http://www.facebook.com/dairyqueen>



EYES ON THE INDUSTRY

PRESENTED BY



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

Ten Sports Business Trends to Keep an Eye On:

- Proliferation of Social Media and Sport
- Variable Ticket Pricing
- Realignment of College Athletics
- The Battle Over Online Media Rights
- The Emergence of 3D Television
- Proliferation of Social Media in Sports
- Variable Ticket Pricing
- Globalization in Sport (led by the English Premier League)
- Collective Bargaining Agreement Battles
- Properties Protecting Official Sponsors from Ambush Tactics

Sports Business Insights - Leveraging the World Cup

Major League Soccer is better prepared and better organized to take advantage of the FIFA 2010 World Cup than ever before, but several obstacles still exist for leveraging the tournament into domestic and international growth.



To be sure, MLS is doing all it can to utilize the popularity of the World Cup. During 1998, 2002 and 2006, the league largely ignored one of the world's premier sporting events and played MLS games right through the tournament. This year, they halted play and initiated a marketing campaign to drive interest in the 15-year-old league. By hiring creative agency Dentsu America to start this campaign before the group stage began, MLS already deserves praise for being pro-active.

Of course, whether or not these efforts yield positive results is anyone's guess. Much depends on the success of the United States team, which played to draws in its first two matches with England and Slovenia. Advancement past the group stage, or even a win or two in the knockout rounds, could be pure gold for marketing the sport of soccer – and specifically MLS – in the US. An early exit, though, could set back MLS's efforts.

Regardless of the USA team's results, MLS will face an uphill battle in convincing international soccer fans to give the American league a try. Watching the world-class level of play at the World Cup could reinforce the soccer aficionado's opinion of the relatively low quality of play in MLS.

Another hurdle is the timing of the broadcasts in the US. With games being aired largely in the morning and early-afternoon hours, it is difficult to generate large-scale support among casual fans, who could really bring new money to MLS. That's why it is so important for the tournament to return to the US, which is attempting to get either the 2018 or 2022 World Cup. MLS has taken an active role in this process, as commissioner Don Garber is a member of the US bid committee.

All in all, MLS deserves kudos for its foresight and its various efforts to make the most of the tournament. Success, however, may be out of the league's control.

For More on Navigate, Check out Their Website at: <http://www.navigatemarketing.com/>

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, creative ways to leverage partner brands?

Outside of World Cup competition, brands are implementing some incredible tactics in the soccer space to drive consumer excitement and leverage their affiliation with prominent football clubs and tournaments. Check out two terrific examples below:

I. Heineken Stadium of Stars

Heineken celebrated its affiliation with the UEFA Champions League Competition by creating a life-sized replica of the Santiago Bernabeu stadium in George Enescu Square, Bucharest. Heineken created the 8m x 6m x 3m display, which took three (3) weeks to build and two (2) days to assemble, using 40,000 cans and 25 modules! The exhibit marked the fifth consecutive year that Heineken has supported its partnership of the UEFA Champions League tournament with an out-of-the-box marketing tactic that has driven some significant eyeballs and interest!



II. Samsung - Chelsea FC Wall

Samsung teamed up with Chelsea FC to create a terrific co-branded wall outside Stamford Bridge that showcases how Samsung products are integrated into the football club's daily operations. The wall features Chelsea FC players learning plays on Samsung TV's, Samsung press conference backdrops, and locker room displays showcasing the team's signature jerseys which features Samsung on the front.

Check out Heineken's Stadium of Stars display here: <http://is.gd/cVZXG>

A CLOSE LOOK AT... THE WORLD CUP





HOT OFF THE PRESS

Professional MSA



Are you looking to take your career in sports business to the next level?

Ohio University's College of Business and Department of Sports Administration recently announced that it will be starting a new online Professional Master of Sports Administration program in the Fall of 2010. The 21-month online program will bring sports business executives from around the world together with a meaningful curriculum. With over 1,100 MSA alumni working in the sports business industry, the Professional MSA will expand the University's role as the leader in sports education.

As a proud alumnus of the program, I cannot recommend a better Master of Sports Administration program and alumni network than what Ohio University has to offer. I would be more than willing to discuss my experiences with any persons potentially interested in advancing their careers via the Professional MSA program. I look forward to hearing from you!

For More Information, Please Call 740.593.4666 or Click Here: <http://www.sportsad.ohio.edu/masters/professionalsma/>

CREATIVITY IN THE SPORTS MARKETPLACE



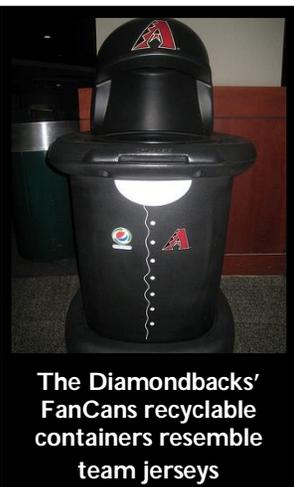
Sounders FC implemented a terrific outdoor texting campaign that spurred fan engagement - the ad above was featured on a mass transit line



The Seattle Mariners offer a mix of sports and cartoon entertainment on their massive video board in the outfield at Safeco



The Phoenix Suns made it clear to fans during the 2010 NBA playoffs that they valued fan participation



The Diamondbacks' FanCans recyclable containers resemble team jerseys



Coors Light featured a cool retail display in Indianapolis around the Indy 500



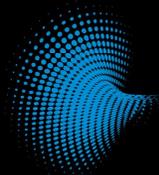
Gas South Brings a Spark of Energy to Braves Games



The Kentucky Derby offers commemorative glasses for liquor drinks



Corona leaves Astros fans wanting more and more beer



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 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) June recipients of the Partnership Activation Rising Stars Program:



Jared Schoenfeld, Madison Square Garden (<http://www.thegarden.com>)

Jared provides fully customized corporate entertainment solutions at the World's Most Famous Arena. He specializes in premium hospitality, which includes luxury suites, experiential packages and VIP seating. In addition, as Madison Square Garden embarks on an \$800 million transformation, Jared is responsible for selling all of the state-of-the-art suite inventory in the new building. Jared started his sports sales career with the Phoenix Suns, which provided an outstanding sales training environment. He was consistently the number one salesperson amongst his peers, generating over \$1 Million in 2008/09 new business revenue. A graduate from Indiana University, Jared co-founded an annual networking event for students to learn about sports business and jump start their careers.



Garrett McManus, San Francisco Giants - (<http://www.sfgiants.com>)

Garrett McManus began his sports-marketing career at the age of 18 as the Game Operations Coordinator for the AFL's San Jose Sabercats. In 2006, Garrett moved to the NHL, doing event presentation and game operations for the San Jose Sharks. He started working for the San Francisco Giants in 2008, and is currently their youngest-ever Marketing and Entertainment Coordinator. With the Giants, Garrett has been at the forefront of new-age marketing techniques, from flash mobs to tweetups, and is also bridging entertainment channels to bring new media interests to the world of sports, in addition to his day-to-day responsibilities of coordinating in-game features. Garrett's innovative concepts have been featured numerous times on PartnershipActivation.com.



Chris Morales, Sacramento Kings (<http://www.nba.com/kings>)

Chris Morales is a Partner Business Manager for the Sacramento Kings. He just finished his 2nd year and oversees the naming rights agreement, television rights, and an additional three million dollars in corporate partnerships. Chris is a veteran member of a department which earned an NBA Award for evolving the "partner services" group noted for simply servicing clients into a strategic business-building team, constantly working to deliver unique value and an ROI style of measurement for corporate partners. Prior to the Kings, he worked for 7 years in college athletics, most recently at the University of San Diego as an assistant athletic director for marketing. In addition, he spent time at LSU and Virginia Tech. Chris is a 2004 graduate of Virginia Tech.



Keith Wan, Leverage Agency (<http://www.leverageagency.com>)

Keith Wan is currently the Director of Sports and Athlete Marketing at Leverage Agency, where he is responsible for the day to day management and marketing for properties and athletes such as Top Rank Boxing and Evander Holyfield. He has generated partnerships with top tier brands like AT&T and EA Sports. During his career, Keith has also developed, managed, and executed numerous multi-million dollar campaigns, including JUVEDERM's 2008 USTA/US Open partnership and the activation of XanGo's historic jersey sponsorship of Real Salt Lake (MLS). He was recently named NYU Sports Business Alumni of the Year.

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



It is with pleasure to announce the Inaugural Class of Partnership Activation Rising Stars. Over the past 12 months, the 48 outstanding individuals featured below have been recognized for their leadership skills, character, accomplishments, and passion for the business of sports. Please assist me in congratulating each of the individuals below who were recognized as Partnership Activation Rising Stars recipients in 2009-2010!

Inaugural Class of Partnership Activation Rising Stars

- Chris Chaney, Chaney Sports Group
- Harrie Bakst, Carnegie Sports & Entertainment
- Wade Martin, Cincinnati Bengals
- Aldo Kafie, Octagon
- Lewis Howes, Sports Networker
- Shawn Bennett, MSG—NY Knicks / Liberty
- Carolyn Savini, Turnkey Sports & Entertainment
- Brett Klasko, Phinaz Marketing, Inc.
- Michael Lake, Pacers Sports & Entertainment
- Jason Belzer, GAME, Inc.
- Darren Heitner, Dynasty Athlete Representation
- John Semeraro, Saint Leo University
- Kris Mathis, SponsorPitch.com
- Uzma Rawn Syed, Premier Partnerships
- Darryl Dionne, Professional Hockey Players Association
- Bill Fagan, The Aspire Sports Management Group, Inc.
- David Oestreicher, National Basketball Association
- Rachel Mech, ProVentures
- Brent Schoeb, San Francisco 49ers
- Justin Lyons, National Basketball Association
- Todd Fischer, State Farm Insurance
- Frank O'Brien, Conversation Marketing
- Jason Buckner
- Sean Dennison, Major League Soccer
- Jeff Handler, GMR Marketing
- Kynon Codrington, ESPN RISE / Student Sports
- Andrew Brown, Cincinnati Bengals
- Jay Bavishi, iSee Research, LLC
- Kyle Hudson, Phoenix Suns & Phoenix Mercury
- Anthony Caponiti, Activ8Social
- AJ Poole, Philadelphia Eagles
- Ashley Read, FundSport.com
- Katy Young, Eastman & Beaudine Inc.
- Cameron Wright, Collegiate Licensing Co.
- Emily Lentz, bluemedial
- Russell Scibetti, NY Jets/TheBusinessofSports.com
- Justin Compton, SPEED
- Mike Rodriguez, Walt Disney World Parks & Resorts
- Katie Troutman, Minnesota Timberwolves
- AJ Machosky, ISP Sports / Pitt ISP Network
- Peter Robert Casey, Team Chemist
- Doug McNamee, ISP Sports / Baylor ISP Network
- Romola Ratnam, National Basketball Association
- David Highhill, Turnkey Sports & Entertainment
- Jared Schoenfeld, Madison Square Garden
- Garrett McManus, San Francisco Giants
- Chris Morales, Sacramento Kings
- Keith Wan, Leverage Agency



SPORTS SOCIAL MEDIA WATCH

Have you considered ways to bring your game broadcasts to life via SM for consumers viewing at home?

Best Buy recently announced the launch of its new app, Movie Mode, that enables moviegoers to better interact with the films they love. The free app download, launched in conjunction with the 3D film *Despicable Me*, allows audiences to translate what some characters are saying in the end credits and will translate the language throughout the entire movie when it is released on DVD later in the year. To access, consumers just have to put their phone into silent mode, start the Movie Mode application, and the application will vibrate their phone when there are opportunities for interactive experiences.

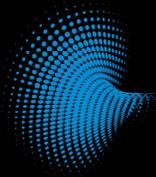


Well, that's great... but what does it mean for the sports space?

Smart phone applications will present a whole new way for teams and broadcast networks to enhance the viewer's experience at home and when attending games in the stands in new, interactive ways. Soon we will see applications created in the sports space that offer fans an opportunity to decipher messages during broadcasts to win prizes, partake in live trivia contests, and receive access to additional in-depth statistics. It would be incredible to download a *Sideline Reporter* app that features pictures from the sidelines (of fans, players, coaches, personalities), live audio/video (of conversations), and live tweets of the action from sideline reporters around the league. It's only a matter of time before we see more apps like the Best Buy Movie Mode take broadcasts to the next level!

A CLOSE LOOK AT... THE WORLD CUP





CREATIVE ACTIVATION IDEAS



The Washington Nationals created a unique Fan Cam scoreboard feature that was endemic to team partner, Sony



Ghirardelli features a tremendous chocolate retail display at SF Giants games



Adidas featured a cool soccer ball display at the UEFA Champions Cup festival

INTERNATIONAL SPORTS BUSINESS WATCH

2010 French Open



EVENT FACTS AND INSIGHTS

Event Date: May 24 - June 6, 2010; Held at the Stade Roland Garros in Paris, France

Official Main Partner: BNP Paribas

Official Partners: IBM, adidas, Alainafflelou, FedEx, Lacoste, Perrier, Orange, Peugeot, Longines

Suppliers: Dunlop, Haagen Dazs, Panasonic, Adecco, Sogeres, Lagardere, Tecnifibre, Tropicana

Tickets: The 2010 French Open drew a total attendance of 428,561 for the main draws

Viewership: Over 107 channels across 175 countries broadcast coverage of the French Open, totaling 8,454 hours of dedicated coverage (70% live). In the United States, NBC drew a 1.7 overnight rating for the Women's Final of the French Open and a 1.6 rating for the Men's Final.

Did You Know? Winners of the French Open, one of four major tennis tournaments, receive 1,120,000 EUR while losers of the final match still take home 560,000 EUR



VALUE OF THE MONTH

Cardinals fans who purchase a McDonald's Breakfast or Regular Extra Value Meal #1, #2, or #3 in the St. Louis DMA currently receive a collectible card that contains a promotional code good for discounts on Cardinals tickets.

Fans can redeem their promo codes online for the chance to receive \$1 Big Mac Land tickets, up to \$50 off All-Inclusive and Legends Club Tickets, and up to \$20 in Cardinals cash (while supplies last).



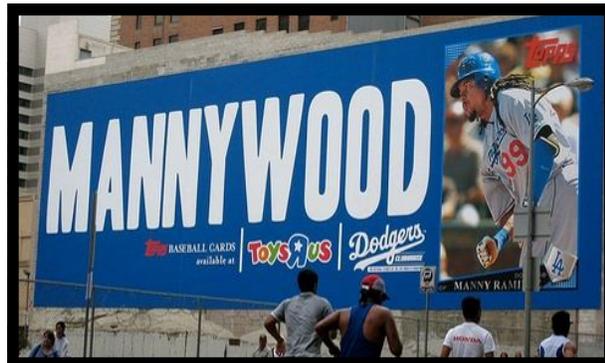
Check here for more info: <http://stlouis.cardinals.mlb.com/stl/ticketing/ticketfest.jsp>



THOUGHT STARTERS

Looking for unique ways to leverage trading card partners? Here are some tactics to consider:

ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Consider Using Virtual Gifts as Promotional Items!

Corporate partners with limited activation budgets should consider collaborating with team partners to create a virtual promotional giveaway night. On these nights, the team/partner can feature instructions on the scoreboard that show how fans can download a virtual item (wallpaper, ringtone, desktop item, 3D phone character) to their phone/PC!

Adapt Your Sport to the Daily Work Week!

Cycling/running organizers looking to drive buzz around their endurance events should host a weekly challenge for the general public to enjoy. Race organizers can kick off their festivities with a "Run to Work" or "Bike to Work" challenge that rewards consumers who participate with free entry passes, merchandise, etc.

Create an Element of Surprise for Fans!

Teams looking to drive buzz during the off-season should consider featuring "best-kept secret" billboards around town that support the launch of a new ticketing plan, exclusive fan experience, party deck, etc.. The OOH campaign can help drive traffic to a microsite where the team can unveil an announcement that captures fan interest!



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.