



**Looking To Identify Sports' Rising Stars?**

Here's 20 Athletes Whose Stock Will Continue to Soar in 2014

- Neymar (Global Football)
- Richard Sherman (NFL)
- Mike Trout (MLB)
- Rhonda Rousey (UFC)
- Russell Wilson (NFL)
- Johnny Manziel (NFL)
- Clint Dempsey (MLS/MNT)
- Grigor Dimitrov (ATP)
- Jameis Winston (NCAA)
- Connor McDavid (Hockey Prospect)
- Zlatan Ibrahimovic (PSG)
- Andrew Luck (NFL)
- Jabari Parker (NCAA)
- Sydney Leroux (WNT)
- Brittney Griner (WNBA)
- Wilfried Zaha (England)
- Rickie Fowler (PGA)
- Damian Lillard (NBA)
- Andrew Wiggins (NCAA)
- Mikaela Shiffrin (Skiing)

**"Build partnerships, not sponsorships"**  
- Brian Corcoran, Shamrock S&E

Welcome to the 50th issue of the Partnership Activation Newsletter, a milestone moment that I am very proud to share with you. It's been amazing to see how far the newsletter has grown over the past 7 years, reaching 8,000 sports business professionals across nearly 80 countries. Thank you for your continued interest and support.

I've learned a lot on this journey over the past 7 years and look forward to continuing to learn, share, network, connect, and hopefully create value for you and others working in sports and related industries in the days, months, and years to come.

In recent weeks I've been thinking a lot about the pursuit of significance vs. success in life. A few months back PepsiCo's John Shumate shared the following quote, which I've found to be instrumental in prioritizing / working to "be more significant" on a daily basis and long-term.

*"Don't worry about being successful but work toward being significant and the success will naturally follow." - Oprah Winfrey*

Significance can mean a lot of things but it can be as simple as spending more time mentoring/playing with your kids, giving career advice to students, helping others make valuable connections, and going out of your way to play a key role in someone else's life.

I hope 2014 continues to be a remarkable year for you and look forward to connecting in the months to come. Please feel free to reach out to me any time. Thanks, and best wishes! - Brian

**this issue**

- Drone Technology
- Eyes on the Industry
- Industry Spotlight
- Great Sports Marketing
- Partnership Activation Big 50
- Thinking Outside the Box
- Hot Off the Press
- April Rising Stars
- 2014 Olympic Spotlight
- Thought Starters
- Grab Bag
- Idea Box

[PartnershipActivation.com](http://PartnershipActivation.com)

**INDUSTRY WATCH | DRONE TECHNOLOGY**

As the sports marketplace continues to embrace new forms of technology, the use of drones for sports photography, videography, and security purposes will soon be hot on everyone's radar.

Slated to be an \$89BN industry in the next decade, drone technology has been widely used in action sports and cricket across the globe, but there's been little adoption in professional sports as many stakeholders await approvals from the FAA and related aviation officials.

The use of drone technology could play a pivotal role in the sports marketplace as it creates new, sellable inventory opportunities for partners (e.g. airlines), unique camera angles / viewpoints for fans, enhanced video capture capabilities for teams/media partners, increased security measures, and more.

FOX Sports has been using drone technology (nicknamed The Foxkopter) for 2+ years now to enhance its broadcast coverage of the Big Bash League while Brazilian officials plan on using (2) drones to fly overhead live World Cup matches this summer as a security measure. The Washington Nationals, FI, Amazon, Dominos, and others have experimented with drone technology but it's only a matter of time before they're federally approved and seen as a key asset for many on game day.



See the Foxkopter In Action at a Big Bash League Match Here: <http://bit.ly/IgKSf5D>



## EYES ON THE INDUSTRY

### SPORTS TECH INSIDER

Manchester United recently partnered with Google+ to give fans worldwide a unique opportunity to virtually cheer on the team along the pitch during a live match vs. Liverpool. The execution, coined "Front Row", marked the first time in history that fans were able to utilize Google+ Hangout technology to join 76,000+ other supporters pitch side at Old Trafford. The execution further demonstrates how teams are continuing to work with technology partners to identify new ways to blend physical and virtual fan viewing experiences.

Here's a quick look at how the Front Row virtual experience was executed:

#### Who Was Involved:

- Team, Google+, Avid ManU supporters on Google+

#### How It Was Executed:

- ManU fans were asked to share a picture on Google+ showcasing their passion for the team using the hashtag #MUFrontRow
- Based on the social submissions, ManU and Google+ created a list of potential participants for inclusion on match day
- During the match 20 lucky United fans (from Mexico, Argentina, Malaysia, Russia, India, and beyond) were given the opportunity to cheer on their favorite team live via Google+ Hangouts and have it broadcasted live on the LED boards for millions of fans worldwide tuning in to see.

#### The Results

- While the hashtag #MUFrontRow certainly generated social chatter (and became a trending topic worldwide throughout the match) there were several key areas for Google+ to build upon in future matches, including:
  - Enhanced Live Exposure Opportunities During The Match (boards were shown 7 times)
  - Media involvement / commenter mentions
  - Increased opportunities for social participation / engagement in-match
- Nonetheless, it was an incredible execution by Manchester United and Google+ that truly enhanced the viewing experience for millions of fans worldwide, showcasing the plethora of opportunities to deliver new virtual fan engagements via LED technology in the years to come.

See Manchester United's  
"Front Row" Fan Experience  
Here:

- <http://bit.ly/1gH1TX0>
- <http://bit.ly/1gjUMtd>
- <http://bit.ly/1hjmOQm>



## THREE SPORTS TECH INNOVATIONS TO KEEP AN EYE ON

### The Launch of NFL Now

<http://on.nfl.com/1n4QFnH>



### TennisTV's FreeD Replays

<http://bit.ly/1IZ0wlj>



### Hands Free, 3D Shopping at Events

<http://bit.ly/1fOMF26>



### Why are Stadium Wireless Upgrades So Important?

A recent Cisco report revealed the Internet is as important as air, water, food and shelter to 1 in 3 college students & young professionals: <http://tek.io/1gqqe4p>

If you haven't seen #Socialnomics2014 yet, you better click here: <http://bit.ly/PhLdza>

## Are You Maximizing Your Email and Social Media Efforts?

FanBridge delivers a very user-friendly platform that enables properties to truly maximize and measure the effectiveness of their email and social media campaigns.



## INDUSTRY SPOTLIGHT

### How The "Pitch" Has Changed



*As the Vice President of Business Development for Navigate Research, Chris Todd oversees the outreach and management of Navigate Research's new and existing clients.*



The thick, spiral-bound sales deck. Both buyers and sellers are all too familiar with these gargantuan pieces of literature. Brand Managers and CMOs are tasked with reading them and Corporate Partnership Directors and Coordinators spend countless hours putting them together. But rarely do these 50-plus page deliverables speak directly to how a partnership will actually impact a partner's objectives and bottom line. The fact is, the vast majority of these decks are still about emotion and basic metrics, but with the partnership space maturing, that's no longer good enough.

Most anyone can find out how many attendees frequented an event, the number of Facebook "likes" for a property's page, or even recent television ratings. And while this information tells existing or prospective partners about the property, it does not demonstrate that the property knows anything about the partner's business objectives. The effective sales deck has changed. It now speaks in terms of the partner's business, identifying insights such as whether market share has increased (or has room to increase), the impact on brand attributes among the property's fans, and how awareness is being generated and converted into purchase funnel action.

There is exciting and persuasive data to be found and incorporated in these decks. At Navigate Research, we have conducted hundreds of studies in the partnership space and found that an average fan who is aware of a partnership is **THREE TIMES** more likely to purchase a sponsor's product or service, and **TWICE** as likely to recommend those same products or services compared to an unaware fan. For properties, this can be powerful information, especially when they can demonstrate where they specifically stack up.

More advanced metrics can also be incorporated into discussing things like the cost it takes a corporate partner to reach a fan (average is \$0.37 based on Navigate's Comparative Database) or the cost to reach an aware fan (\$1.01). With the right research, an organization can make the case that their property is not only effective for a partner, but cost-efficient.

Ultimately, a property's objective should be to help a partner build a business case that justifies why the partnership makes sound financial sense. By providing these metrics and analytics, properties can prove to partners that they are listening and understanding what drives marketing decisions in the brand's organization, and helping their direct contacts look like all-stars. In fact, we often hear from brand clients that our research allowed them to secure more money for their sponsorship budget, or that by demonstrating a return on investment, they were able to justify a renewal or even an expansion of their partnership. What we hear less often is a brand that is getting this story directly from the property, but it is starting to happen. Some of the more cutting edge properties are seeing the opportunity to be the bearer of this fantastic news, and they too are becoming internal all-stars.

For sales teams that want to start conveying these stories and speaking this language, there are many resources available. The key is learning a partner's objectives from the beginning of the relationship and creating a platform that allows for tracking and measuring the success of the partnership with key metrics. The cost to the property is relatively low in terms of time, effort and money (typically 1-3% of the sponsorship fee) and the end result can be a partner who attributes increases in market share directly back to the property and the partnership.



## LA KINGS ARENA DISPLAY

### SOCIAL CONTENT:



#WEAREALLKINGS

### POSTANO AMPLIFIES THE FAN EXPERIENCE

The LA Kings wanted to get the 2013-2014 season started off right: with a fresh and active social campaign. #WeAreAllKings was born during the first game of the season, where the hashtag was promoted on the big video display in the Staples Center and sponsored by Toyota.

Fans were invited to participate by posting to Twitter and Instagram with the new hashtag. The Kings' staff used the Postano Platform to curate and publish only the best fan content to dynamic social displays, encouraging more fans to share their love for the team.



## UVA CAVALIERS SOCIAL HUB

The University of Virginia launched Wahoo Central, a social hub on their website to aggregate, share and push fan-generated content.



*“Until Wahoo Central, there was not a single, unique community where fans could monitor and participate in the discussion.”*

—Todd Goodale, Virginia’s Associate Athletics Director

### SOCIAL CONTENT:



#WAHOO  
+ ALL UVA SOCIAL



**THREE THINGS YOU NEED TO SEE**



**A Projection to Remember**  
The Cleveland Cavaliers partnered with Quince Imaging to unveil a 3D floor projection system taking in-arena entertainment to new heights  
<http://bit.ly/1jdkUbs> / <http://bit.ly/1eB4zGe>



**Take Fans Where They've Never Gone Before**  
To date, 620 GoPro videos have generated 440M+ views, signaling strong demand for delivering unique perspectives of risk defying stunts. This is how it's done.  
<http://bit.ly/1nfBaXI>



**The A10 Raises the Bar High During March Madness**  
See how the conference made an impressive statement heading into the NCAA Men's Basketball Tournament  
<http://whowantsnext.com>  
<http://bit.ly/1mlK8VI>

**GREAT SPORTS MARKETING IDEAS IN THE NEWS**

**Business Leaders Get LinkedIn at TD Garden**

TD Garden recently announced a B2B program designed to help business leaders and premium seat holders connect, build relationships, and create new business opportunities. As part of the program, TD Garden will feature a LinkedIn Lounge within the arena to host unique networking events and a custom mobile app built via the LinkedIn platform that allows members to see LinkedIn contacts and group members in attendance at TD Garden events and digitally connect with one another.

TD Garden's industry-leading B2B efforts will also include an expanded B2B digital media presence, a dedicated content hub, and more.

**Read More Here:** <http://www.tdgardenbiz.com/>



**Adidas Celebrates O'Driscoll in Style**

adidas recently launched an incredible #ThankYouBrian campaign celebrating the career of Brian O'Driscoll, a legendary Irish Rugby, Six Nations, and Lions player who announced that he will retire at the end of the season.

As part of the campaign, adidas called on O'Driscoll's teammates to create an emotionally moving online vignette and empowered fans worldwide, using the hashtag #thankyoubrian, to share their favorite stories, pictorials, and memories from his career. The execution demonstrates how teams and partners can create very simple, yet impactful social campaigns to commemorate players and historic moments with storytelling catering to all fans worldwide.



**See More Here:** <http://bit.ly/OJ7Hcb> / <http://bit.ly/1nfFiXd>

**IBM Develops a Masters Plan to Connect with Golf Fans**

IBM recently leveraged its 12-year global partnership with The Masters golf tournament to introduce its new "Made with IBM" campaign in a huge, atypical way. IBM partnered with Ogilvy & Mather North America to develop an astounding 50 commercial "mini-stories" specifically numbered and designed to run throughout the tournament. The spots create an ongoing storyline showcasing how companies are collaborating with IBM to use its various services and technologies.

IBM sees the unique sports media strategy, featuring a mixture of adverts, as a means to present the totality of the body of evidence that companies should be investing in IBM's products and services. The Masters provided the perfect platform to execute the strategy because viewers follow the same roster of golfers throughout the 4-day tournament, increasing the likelihood that fans will see the majority, if not all of the ads.



**See More Here:** <http://onforb.es/RfW2Ui> / <http://nyti.ms/1hy3fZp> / <http://bit.ly/1p0qWt0>





# PartnershipActivation

The "Think Tank" for connecting brands with fans.

SPRING 2014 - ISSUE 50

## THE PARTNERSHIP ACTIVATION **BIG 50**

*IN CELEBRATION OF THE 50TH ISSUE OF THE PARTNERSHIP ACTIVATION NEWSLETTER, HERE ARE 50 OF OUR FAVORITE STADIUM ACTIVATION IDEAS FROM THE PAST 7 YEARS*

1. [Chick-Fil-A Fowl Pole](#)
2. [Denver Water - Stop Running Toilets](#)
3. [Carlton Draught Magnatron](#)
4. [7-Eleven / Chicago White Sox](#)
5. [TaylorMade / SD Padres Driver](#)
6. [Taco Bell's Steal A Base, Steal A Taco](#)
7. [Grasshopper Zurich / Duravit - Hot Tub](#)
8. [Heineken / MCFC - Walk in Fridge Suite](#)
9. [Nike Write the Future LiveBoard](#)
10. [The XFINITY Couch](#)
11. [Philadelphia Flyers - FLYERBOT](#)
12. [Sydney Swans / Volkswagen Karaoke](#)
13. [Miller Lite Club - Cowboys Stadium](#)
14. [TB Lightning - Season Ticket Member Jersey](#)
15. [St. George Bank Vault](#)
16. [Coca-Cola - Dorm Room Suite](#)
17. [CoverGirl - Nailgating](#)
18. [The Kraft Noodle](#)
19. [Jaguar / MCFC - Boot the Boot](#)
20. [Getafe / Burger King Kit](#)
21. [Continental Tire - The Cage](#)
22. [Atlanta Braves / Coca-Cola Bottle](#)
23. [Sky Sports - FanZone](#)
24. [FC Barcelona Fan Wall](#)
25. [Coldplay - Xylobands](#)
26. [Heineken Stadium of Dreams](#)
27. [Carlton Draught - Hot Air Balloon](#)
28. [Captain Morgan - Sky Bar](#)
29. [Trident - Projection Execution](#)
30. [ESPN's College Game Day](#)
31. [Skoda / IIHF - Rinkside Car Display](#)
32. [Lakers / Jack In the Box - We Want Tacos](#)
33. [Chick-Fil-A - Parachuting Cows](#)
34. [Miami Dolphins - Beacon Technology](#)
35. [Nike SHOUT](#)
36. [Hot Wheels / Indy 500 - Record Jump](#)
37. [Delta / MSG - Touch the Future of Travel](#)
38. [KPMG / Jaguars - Chip4Charity](#)
39. [Wimbledon - Twitter Mirror](#)
40. [Stockton Thunder - Paint the Ice](#)
41. [Nike - Fluorescent Tennis](#)
42. [Newcastle - Trapped in a Schooner](#)
43. [Hooters - Ball Girls](#)
44. [Vancouver Canucks' DPI Activation](#)
45. [Gila River Casinos KaChingko](#)
46. [The Coors Light Beer Box](#)
47. [Paddy Power Sky Tweets](#)
48. [LG Washing Tunnels](#)
49. [Ford Focus Cam](#)
50. [Durex Extra Time](#)

**USF**<sup>®</sup>  
UNIVERSITY OF  
SOUTH FLORIDA

Online  
MBA with a  
Concentration  
in Sport  
Business

Succeed  
in Sport  
Business.

LEARN MORE

[onlinesportmba.usf.edu](http://onlinesportmba.usf.edu)



## THINKING OUTSIDE THE BOX

### ONLINE

#### Bringing Energy to Your Fan Base

Reliant Energy partnered with Rockets forward Chandler Parsons to amplify their utilities offering for fans, delivering fun and engaging content, an exclusive Rockets plan for fans, and a promotional sweepstakes offering prize and an exclusive experience.

<http://on.nba.com/l dj9OL>



### ON THE COURSE

#### Showing BIG Support in the Gallery

Arizona Diamondbacks players supported teammate Aaron Hill in a **BIG** way when he competed in the pro-am at the Waste Management Phoenix Open. The promotional tactic serves as a great way to bring a little extra fun to the course, attract new audiences:

<http://bit.ly/l g1Tsui>



### IN THE LOCKER ROOM

#### Give Fans a Taste of Lights. Camera. Action.

The Golden State Warriors brought fans closer to the action than ever before in 2014 with their campaign, #WeAreWarriors. The team held a casting call for fans to participate in the campaign and placed the best fan/actors in some entertaining predicaments.

<http://bit.ly/l h6ibcJ> / <http://bit.ly/QkAJQq>

<http://on.nba.com/l gSSQ5z>

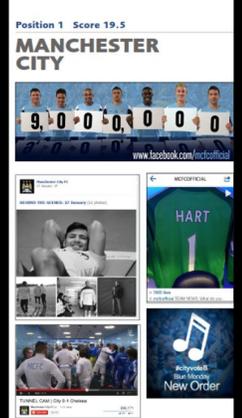


## SPORTS & SOCIAL MEDIA - YOUR MUST READ.

A must read for all sports marketers, Accepted Socially has released its 'Social Media in the English Premier League' report, a review of the digital activities of all 20 teams playing in this acclaimed soccer competition.

The report is unique in that the clubs have been assessed and ranked on four areas – creativity, engagement, commercialization and relevance – so unlike other such reports it is based on a qualitative assessment, not statistical data.

It highlights which clubs are successfully leveraging platforms such as Facebook, Twitter, YouTube, Instagram and Vine, and showcases the most innovative, engaging and creative social media strategies and approaches. It makes for fascinating reading, with Manchester City emerging as the champions.



Best of all the report is available for **FREE**. To receive a copy, click here: <http://bit.ly/l i4brMi>

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



**Everton FC Takes Care of a Fan's Misfortune**

<http://bit.ly/OKd71>



**Adidas Embeds Cameras Within a Ball to Deliver Unprecedented Viewpoints**

<http://bit.ly/l jCPoR8>



**The Abierto Mexicano Telcel Tournament Showcases a New Court For a New Era of Tennis**

<http://bit.ly/l mmJ0k5>



## HOT OFF THE PRESS

**Are you looking for the latest insights and analysis on new stadium technologies?**

The Mobile Sports Report recently released a very comprehensive Stadium Tech Report e-publication providing a detailed analysis of technology deployments across the NBA. The free downloadable report profiles how all 30 NBA organizations are beginning to deploy Wi-Fi, DAS, social media and team apps and outlines key trends, industry leaders, service gaps, and more. Per the report:

- 79% of NBA teams have fan-facing Wi-Fi, yet only (4) teams actively promote it on their websites.
- The NBA's leading facilities are seeing approximately 20% of attendees use Wi-Fi services on game nights

**Sign Up to Download the Report Here: <http://bit.ly/In3hXN>**



## CREATIVITY IN THE SPORTS MARKETPLACE



**Labatt found a great way to reward winners of the 7th Annual Labatt Blue Buffalo Pond Hockey Tournament**



**The NBA, Team GB, and the Milwaukee Brewers go the extra mile to make fans happy:**  
<http://bit.ly/1lcgCRD>  
<http://bit.ly/1QuRoRo>  
<http://atmlb.com/1sXckpG>



**Emirates featured an interactive display at the ATP Finals allowing fans to play a game of tennis by hitting various destinations**  
<http://bit.ly/1nM0qlz>



**Nike turned to Vine to deliver some really cool illusions promoting it's new Magista football boot:**  
<http://bit.ly/1dyRtIM>  
/ <http://bit.ly/1fNyIbf>



**A Wal-Mart store used a Gatorade POS display to mark a juice spill (h/t @cannonjw)**



**Red Bull Munchen gives new (sponsorship) meaning to the fist bump. A simple, yet fun, sellable, and memorable execution!**  
<http://bit.ly/1djZR4G>



**The Toronto Raptors stake their claim as #WeTheNorth in this brilliantly produced spot. A new, identifiable era of Raptors basketball is here...**  
<http://bit.ly/1llyR8y>



**Charmin found a unique way to deliver a message that resonated with NASCAR fans in Charlotte**



**FC Barcelona creatively used Storify to celebrate Lionel Messi making history**  
<http://bit.ly/1mlJib3>



**Sprint's NBA All-Star activation demonstrates how sports properties can creatively wrap / re-brand giant video board screens to promote new handheld mobile devices**

**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.



## RISING STARS

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

Partnership Activation, Inc. is excited to recognize the April 2014 recipients of the "Rising Stars Program", an initiative that honors four (4) young professionals each quarter ages 30 and under who are making an impact in the sports industry early in their career. The individuals nominated each quarter 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) April recipients of the Partnership Activation Rising Stars Program:



#### **Branden Templeton, Madison Square Garden (<http://www.TheGarden.com>)**

Branden is currently finishing up his fourth NBA/NHL season at Madison Square Garden, where he serves as Director of Strategic Planning in the Business Solutions & Marketing Partnerships Team. Branden is tasked with creating new and innovative revenue streams to integrate into 360 degree cross-divisional partnership platforms across MSG's venues, sports teams, media networks and other properties/productions. Over the past three years, Branden's primary focus has been on developing partnership strategies in an effort to monetize The Garden's billion dollar transformation and played a supporting role in the signing of MSG Signature Partners including SAP, Kia and Lexus. A native of Shelby, North Carolina, Branden received his Master of Science in Sports Business from New York University and received a Bachelors of Science in Parks, Recreation and Tourism Management (focus on Sports Management) from North Carolina State University.



#### **Preetam Sen, Brooklyn Nets (<http://www.NBA.com/Nets>)**

A graduate of the UMass Sport Management Program, Preetam has played a role in the opening of two state-of-the-art sports and entertainment venues. Sporting Park, home of Sporting Kansas City of the MLS and Barclays Center, home of the Brooklyn Nets of the NBA. He was named "Rookie of The Year" by Brooklyn Nets/Barclays CEO – Brett Yorkmark – during the 2012-2013 campaign for outstanding revenue numbers. In his current role as Manager of Premium Partnerships, he is responsible for generating high-level revenue through premium partnership sales with a primary focus on Loft Suites and Vault Suites inspired by Jay Z.



#### **Lisa Boaz, St. Louis Rams (<http://www.StLouisRams.com>)**

Lisa Boaz has been with the St. Louis Rams since August 2007. In her current role as Senior Manager of Marketing and Advertising, Lisa is responsible for the execution of Rams advertising, including the development of creative and the placement of ads throughout the St. Louis region. She oversees the development of Rams marketing initiatives with an emphasis on engaging new fans and enhancing the experience of existing fans across multiple lines of Rams business platforms. Lisa graduated from the University of Illinois with a degree in Business Administration and received her Master's in Business Administration from St. Louis University.



#### **Adam Friedman, Universal McCann (<http://www.UMWW.com>)**

At just 27, Adam is already a seasoned professional in the sports and entertainment industry; having gained experience in several key aspects of the industry, including sales, consulting, strategy development, and sponsorship management. Adam currently works at Universal McCann in their UM Studios Group as a Sports Marketing Manager, a position he has held since October 2013, where he works primarily with the Reese's brand, managing the media components of their sponsorship investments and provides strategic insight to identify new opportunities and optimize existing investments. Prior to joining Universal McCann, Adam was with Scout Sports and Entertainment, where he consulted on sports marketing strategy and managed sponsorship programs for brands like GEICO, Mohegan Sun, Corona and A&E. Finally, after college, Adam was a Sales Executive with Amplify Sports and Entertainment responsible for sponsorship development and revenue generation. Adam received a B.S. in Sports Management from the University of Florida.

**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)



**5 THINGS YOU NEED TO SEE  
FROM THE 2014 SOCHI WINTER OLYMPICS**



**MEGAFON - FACES**



Megafon featured an incredible display that allowed 170,000 fans to take selfies and have them magnified 3,500 times in 3D for all to see. The execution, developed by renowned architect Asif Khan, showcased the two most important components of Megafon's business: high-tech innovation and people.

<http://bit.ly/NBevbc> / <http://bit.ly/1evSDZI>  
<http://bit.ly/1gnwzCg>

**PROCTER & GAMBLE - FAMILY HOME**



P&G brands came together to create a home away from home for 1,200+ moms and families of Olympians in Sochi, providing hair styling, makeovers, manicures, shaves, homecare products, and more. The Family Home execution marked the 3rd straight Olympic Games that P&G has supported it's *Thank You Mom* campaign with a VIP experience for moms and families of competing athletes at the Games.

<http://bit.ly/1h3Uy4t> / <http://t.co/5kRWjKVRhM>

**VOLKSWAGEN - LIVE MEDAL COUNT**



Volkswagen Group Russia generated buzz worldwide during the 2014 Sochi Winter Olympic Games with a live medal count wall featuring 60 professionally trained dancers performing choreographies and digital animation on a 540 square metre LED screen. The activation showcased how brands can create unique entertainment experiences for fans around live sporting events.

<http://bit.ly/1hQATqg> / <http://bit.ly/1kQZSN4> / <http://bit.ly/1dlK7hu>

**LIBERTY MUTUAL - RISE**



Liberty Mutual delivered one of the finest marketing executions of the 2014 Sochi Olympic Games when it reacted quickly to create a film/commercial highlighting the story of Heidi Kloser, a Team USA skier who crashed during a run prior to the Olympic Ceremonies. Kloser's story seamlessly aligned with the brand's RISE campaign, recognizing individuals who worked to overcome adversity & setbacks in life.

<http://bit.ly/OpHQ9J> / <http://bit.ly/1h3Xu0U>

**TEAM CANADA - #WEAREWINTER**



The Canadian Olympic Committee created a huge splash with a holistic #WeAreWinter campaign featuring some of the boldest, most compelling video / social content around the Olympic Games.

The campaign, designed to inspire Canadians everywhere, originated from conversations the COC had with Canadian athletes who all said the same thing - that Winter defines them and who Canada is as a country. The resulting content showcased the drive, determination, and grit of Canadian athletes as they trained for the Olympic Games, generating 1M social mentions, 500K views, and 3M online visitors.

<http://bit.ly/1exYeOH> / <http://bit.ly/1lxkids>

**THE BEST OF THE REST**



Here's 6 Other Amazing Executions:

**Surprise Torch Run:** <http://bit.ly/1ioLWsf>

**USA House:** <http://bit.ly/1dBAEx6>

**Molson Beer Fridge:** <http://bit.ly/1gTKord>

**Dos Equis (Ambush):** <http://bit.ly/1qYKZuK>

**XXL:** <http://bit.ly/1glYbxd>

**Guinness:** <http://bit.ly/1eLhJG1>





# Partnership Activation

The "Think Tank" for connecting brands with fans.

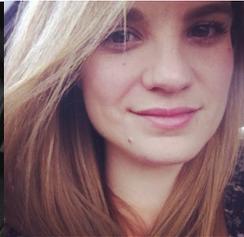
SPRING 2014 - ISSUE 50

## #SPORTSBIZ ON TWITTER

5 HANDLES YOU MUST FOLLOW



@JimAndrews\_IEG



@WarJessEagle



@Sponsor\_Insider



@p\_mcclellan



@markjburns88

## THOUGHT STARTERS

Looking to leverage official satellite radio partners? Here's 10+ activation ideas to consider:

- Scoreboard promotions (Name That Tune, Fans Songs Played During Intermission)
- Feature exclusive broadcast coverage / programming on-air to fan subscribers nationwide
- Feature a deejay / radio remote inside or outside the venue
- Profile team / player music playlists (online, on scoreboard during warm ups, flyer distribution to fans)
- Offer exclusive discounts for season ticket holders (or free service around jewel events)
- Offer presenting sponsorship of pre-game / post-game concerts or team-hosted music festival events
- Feature cross-promotional opportunities for athletes / sponsors to participate in live music festivals
- Create opportunities to message to targeted groups of fans (women, ethnic minorities, millennials, etc.)
- Distribute headphones to fans attending games (to listen via mobile phone)
- Distribute "Tune In and Win" vouchers to fans tailgating in parking lots (via parking lot hang tag)
- Create promotional opportunities for fans to call live games (broadcasted via team website)
- Feature an "ownable" live game day set / mobile tour



## A CLOSE LOOK AT NIKE'S WE RUN SINGAPORE



See More Here: <http://bit.ly/INC38V>





**WELCOME TO THE PARTNERSHIP ACTIVATION GRAB BAG**

Here's 8 New Ways To Think About Activating Brands. Steal Which Ones You Like Best... But Just Give Us a Little Credit!

**I. Improve the Speed of Concessions**

Teams soon will be able to benchmark a new mobile technology that Starbucks is set to roll out in 2015 that allows consumers to "Shake-to-Pay" as a means to expedite the ordering process. Starbucks Rewards members who have their app open will be able to shake their phone from any screen to pull up the barcode of their Starbucks card, make a payment, and tip.

<http://bit.ly/1kQV22k>



**II. Offer Game Day Challenges for Fans**

Brands activating within the baseball space have an opportunity to give fans sitting in the outfield bleacher seats a little extra inspiration each season. During the season, brands can create cash rewards (on Opening Day, Friday nights throughout the season, etc.) for fans who catch a home run ball with their bare hands during a designated inning. The execution helps create an ownable positioning that is memorable, enhances the fan experience, and can live in-stadium, in-broadcast, and online: <http://bit.ly/1eumHXR>

**III. Create a Unique Mile High Club for Fans**

Teams/leagues can align with airline partners to create once-in-a-lifetime opportunities for fans to sit next to players, coaches, legends, broadcasters & media personalities, mascots and more while traveling 35,000 feet in the air and learn key inside tips about their favorite sport. The program, mimicking Delta's Innovation Class platform, could serve as a great way to drive sustained awareness and engagement around an airline partner throughout the season: <http://bit.ly/1qNtJH5>

**IV. Bring the Noise**

Mobile technology provides new ways for teams to allow millions of fans worldwide to impact/enhance the live game experience. Per the link below, opportunities exist to allow fans to impact stadium noise levels as well as other factors, including in-stadium music and entertainment, post-game interview questions (selecting 1 of 3), player MVP nominations, and more. <http://bit.ly/1hycEQK>



**V. Upsell with Value (In a Box)**

As teams look for new ways to drive ticket sales around premium events, they should consider creating a premium "Game in a Box" package that includes tickets, vouchers for unique experiences, commemorative items (autographed photo from a past game), pre-recorded messages, and more. This concept could also work well for holiday games including Valentines Day, Mothers Day, Fathers Day, and Christmas: <http://bit.ly/1fPRo3A>  
There's also opportunities to create surprise and delight experiences for fans with a "Mascot in a Box" offering: <http://bit.ly/1n28Kmq>



**VI. Make Branded Sections a Reality**

Teams have an opportunity to work with corporate partners to create live, branded sections at games - similar to Doritos' recent Super Bowl execution, where 30 fans were given an opportunity to attend the game as long as they wore an orange outfit, collectively forming the image of a Doritos chip in the stands (that was picked up during the live broadcast). Partners would simply need to pay for youth groups to attend/wear comp'd gear but it could be a great way to create a lively, philanthropic-related presence at each game: <http://bit.ly/1fPSoEF>



**VII. Fuel Social Conversations Around Games**

Fans can amplify social conversations throughout the season by wrapping seat cupholders with messaging designed to encourage fans to share their experiences with friends along the lines of, "Love Attending Miami Heat Games? Tell the World and Hashtag Us. #HeatGame / @MiamiHeat". At the end of the day, fans love sharing their experiences... they just need to be directly told what to do sometimes.



**VIII. Create Snap 'n' Win Opportunities for Fans**

Teams can incent social photo sharing on game day by creating designated areas throughout the stadium encouraging fans to take photos (best ballpark view, most scenic view, famous statue shot, selfie zone) and tag the team's Instagram / Twitter handles for the chance to win a free camera/phone.





# Partnership Activation

The "Think Tank" for connecting brands with fans.

SPRING 2014 - ISSUE 50

## BRANDED ENTERTAINMENT ... AT ITS FINEST

**Dick's Sporting Goods -  
Sports Matter**

<http://bit.ly/OGPZq8>

**Emirates Airlines -  
All-Time Greats**

<http://bit.ly/1ljHT5x>

**Finish Line / Grantland -  
Steve Nash Comeback**

<http://bit.ly/1ioGYMH>

**Nike -  
Make Every Yard Count**

<http://bit.ly/1sX5iuL>



## IDEA BOX



### Let Fans See the Game Through the Eyes of the Coach

Liga de Futbol Profesional is partnering with Google to allow coaches to wear Google Glass devices during live matches to track real-time statistical insights about their team and the opposition. Atletico assistant coach German 'El Mono' Burgos was the first to use Google Glass with an app called 'MediaCoach' during a recent match vs. Getafe. The move signals an opportunity for teams / brands to deliver new, unique viewpoints of coaches from practice, games, and on the road.

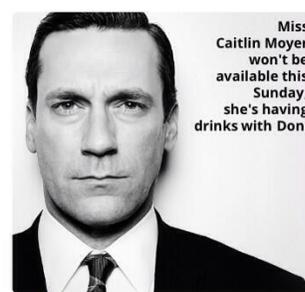
<http://bit.ly/1hc4lFi>



### Deliver New Camera Angles for Fans "On the Go"

Teams can benchmark a recent creative execution from The Rugby Championship and partner with a leading automobile partner to create new viewing opportunities for fans. Per the photo above, Renault equipped a mini replica of its Duster SUV 4x4 with a GoPro camera and worked with league officials to allow it on-field to deliver unique viewing angles during the live broadcast. The creative execution demonstrates how teams can continue to identify new, sellable partnership inventory that truly enhances the fan viewing experience.

<http://bit.ly/1jmBA5f>



### Win the Social War With Creativity

As teams / sponsors look for new ways to penetrate fans' social channels, many are finding that personalization, simplicity, boldness, and timeliness are instrumental to content success. The social execution above, shared by Caitlin Moyer of the Milwaukee Brewers, showcases how teams can create social assets with personalized value that fans can post as their profile picture during key games / jewel events throughout the season.



**For More Information, Please Contact:**

**Brian Gainor**

E: [Bgainor@PartnershipActivation.com](mailto:Bgainor@PartnershipActivation.com)

Twitter: @BrianGainor

<http://www.Linkedin.com/in/partnershipactivation>

**Partnership Activation** 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.