



**Do You Want to Know
What Assets Sponsors
Are Looking For?**

(according to a recent
National Sports Forum
Corporate & Industry Survey)

- Event Activation
- Usage of Marks and Logos
- Local Market Initiatives
- Media Advertising
- Internet
- Official Product/Service Status
- Online Marketing Activation
- On-Site Sponsorships
- B2B Opportunities
- Tickets
- On-Site Facility Advertising
- In-Store Merchandising
- Ability to Incorporate User-Generated Content
- Hospitality
- Player Involvement
- Naming Rights

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

PARTNERSHIP ACTIVATION 2.0

Welcome to the February '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 am pleased to announce that my wife Laura and I will soon be relocating to Milwaukee, WI to start the next chapter in our lives. We have been so fortunate to live in the city of Charlotte, where we have built lifelong relationships and have thoroughly enjoyed all the terrific things that the South has to offer (SEC football, Chick-fil-A, Zaxby's, etc.), but we are excited to have an opportunity to build new friendships and enjoy a new way of life. Please reach out if you ever find yourself traveling to/through Milwaukee as we would love to connect with you!

This month, please take a moment to pass the newsletter along to (3) colleagues at work who may enjoy the creativity, innovative thinking, and tactical insights included in this issue. Please feel free to reach out to me at bgainor@partnershipactivation.com if I can ever be of assistance. I would love to hear from you and hope to have the opportunity to connect with you all in the near future!
Best Wishes, Brian

this issue

- Fan-Athlete Challenges **P.1**
- Eyes on the Industry **P.2**
- A Sign of the Times **P.3**
- Hot Off the Press **P.4**
- February Rising Stars **P.5**
- Social Media Watch **P.6**
- International Sports Biz **P.7**
- ESPN Thought Starters **P.8**
- Idea Box **P.9**

Looking for more?
Check out
PartnershipActivation.com

INDUSTRY WATCH | SIDEWALK CHALLENGES

Are you looking for ways to engage consumers living in major media markets?

In 2009, ESPN turned to some of the world's leading creative and digital agencies to create an engaging street-level campaign designed to promote the network's exclusive coverage of Monday Night Football. Three agencies—Monster Media, Wieden + Kennedy, and MacDonald Media collaborated to create a cutting-edge, interactive display that effectively engaged consumers working in/visiting some of the nation's busiest markets (New York City, Chicago, Boston).

The interactive sidewalk challenges offered consumers a chance to test their responsiveness and related skills in a contest against players from other cities. The exercise forced consumers to "get in the zone" (forgetting what was taking place in their day-to-day duties) and focus on their football skills. The exhibit proved to be very popular with consumers and served as a great way for ESPN to tout their upcoming programming in a very engaging manner.

The thematic of the exhibit also tied in nicely with the standard creative of ESPN's outdoor marketing campaign for Monday Night Football.



Check out ESPN's innovative sidewalk challenge below:

<http://www.monstermedia.net/portfolio.php#291>



EYES ON THE INDUSTRY

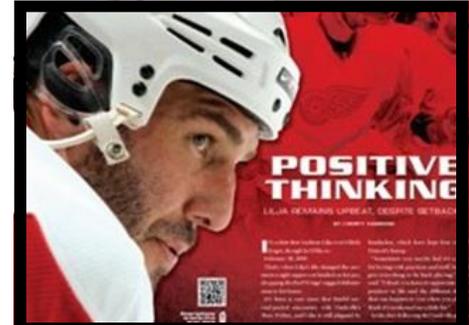
PRESENTED BY



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

Have you considered experimenting with **augmented reality**? The Detroit Red Wings are generating some serious buzz after deciding to include QR codes in their in-arena Red Wings Today game program. In an effort to make their game day program interactive, the team embedded a QR code (which resembles a bar code) into one of their stories, offering fans a chance to watch a supporting video.

Fans can scan the QR code on their mobile phone to pull up a video. The Red Wings are driving fan participation by airing an instructional video on the big screen during games and featuring "Smartphone interactive, scan here" messaging in the program ads.



The Results? Mobile devices are now the #1 viewing medium fans are using to see videos, accounting for 22% of fans viewing linked videos nearly 2,000 times all the way through.

Learn More About the Red Wings' Augmented Reality Initiative Here: <http://is.gd/8PlzJ>



Discover New Strategies To Make Your 2010 Sponsorships Successful

Sponsorship Unbound

IEG's 27th Annual Sponsorship Conference
March 21-24, 2010

If you're ready to mix it up and take bold steps to start growing again, then join 1,200 of the best and brightest in sports, entertainment and event marketing for the groundbreaking new frameworks that will help you deliver **unprecedented & sustainable bottom line results** in 2010 and beyond.

- 150 learning sessions
- Special interest groups for sports organizations
- Pre-scheduled personal meeting with a sponsor
- Networking with organizations such as: Chicago Bears, Kansas City Wizards, LPGA, Canadian Football League, University of Dayton Athletics, US Sailing, AT&T, Caterpillar, Gatorade, GM, Allstate Insurance Company. Visit us online for the list of organizations attending

To register or for more information, visit www.IEG2010.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

7 Tips for Bringing Your In-Venue Signage to Life for Consumers

1. Complement logo branding with team-specific micro site URL
2. Enhance the size of your featured text (e.g. phone #//URL) on signage
3. Utilize sport/event related terminology
4. Promote Sweepstakes/Promotions
5. Feature sports-related imagery
6. Tie Signage to Team Performance/In-Game Activity (e.g. "Hit It Here" Signage)
7. Leverage Marks from Multiple Team Partnerships in the Marketplace



KEEPING AN EYE ON... VANCOUVER





HOT OFF THE PRESS

Are you looking to follow the latest sports business insights from the UK?

A group of sports business professionals, led by Daniel McLaren, started the UK Sports Network in November 2009 as a means to share sports industry best practices, social media insights, and the latest developments in sports. The site features some terrific content (and a new perspective from across the pond) for **FREE**.

Since its inception, 600+ professionals from across sports (teams, NGB's, marketing, PR, media, etc.) have begun following the UK Sports Network on Linked In (The UK Sports Network Group), Twitter (@uksportsnetwork), and Face book.



Check out the UK Sports Network here: <http://www.theuksportsnetwork.com/>

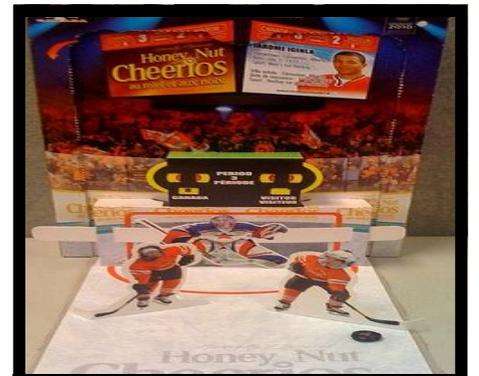
CREATIVITY IN THE SPORTS MARKETPLACE



MasterCard featured a special holiday zamboni at Vancouver Canucks games played around Christmas



As an official Vancouver 2010 Olympics partner, McDonald's outfitted its stores in Vancouver with gold medals



Honey Nut Cheerios leveraged affinity for the Olympics by creating packaging that folded into a hockey rink cutout



Pepsi featured a really cool "Drink Up Rock Out" stage at a recent E3 expo that could prove to be a very popular concept in the sports space



The New Jersey Nets sold an additional piece of inventory underneath the courtside LED to Wrigley's



Ducks fans received a special premium giveaway that resonated well with their team affinity



RISING STARS

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

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



Kyle Hudson, Phoenix Suns (<http://www.nba.com/suns>)

Kyle began working for the Phoenix Suns and Phoenix Mercury in February of 2005, and has worked her way up from an Inside Sales position to her current role as Director of Account Experience. She oversees the service and retention efforts for the Suns and Mercury, all in an effort to maintain customer loyalty. She is very passionate about what she does, so she feels very lucky to be in the position that she's in, working for such a great organization. Kyle graduated from Arizona State University with a degree in Communications. While she was in school there, she worked with ASU Athletics in their sales and marketing department, and played Lacrosse all four years.



AJ Poole, Philadelphia Eagles (<http://www.philadelphiaeagles.com>)

A.J. Poole has always subscribed to the mantra "If you love what you do, then you'll never work a day in your life," and that mantra continues to hold true as he begins his tenure as a Manager of Corporate Partnerships with the Philadelphia Eagles. In his new role, A.J. will be responsible for creating comprehensive marketing strategies for many of the nation's most recognizable brands. Prior to his work with the Eagles, he was a member of the Columbus Blue Jackets corporate sales team. He holds an MBA, MSA, and B.S. in Broadcast Journalism, all from Ohio University.



Anthony Caponiti, Activ8Social (<http://activ8social.com>)

Anthony Caponiti is a Co-Founder and Partner at Activ8Social, a sports word of mouth marketing and social media agency that specializes in building digital brand equity through highly customized online assets, promotional campaigns, and online sponsorship activation. Activ8Social works with professional athletes, agencies, teams, and brands, such as Red Bull and Super Bowl champion Reggie Bush, to create measurable and effective social media strategies. Anthony received his BBA degree from Emory University's Goizueta Business School while competing as an all-academic NCAA track & field student-athlete.



Ashley Read, FundSport.com (<http://www.fundsport.com>)

Ashley is the co-founder of FundSport.com a soon to be launched grassroots sport community providing sport clubs and athletes from around the world with professional, easy-to-understand advice and articles on all aspects of grassroots sport including sponsorship, fundraising, the Internet, social media, club management, PR and marketing. - he believes "Whilst many clubs may be semi-professional or amateur in name, there really is no substitute for having a professional approach." As well as being passionate about the development of grassroots sport Ashley also has a keen involvement in the sports social media industry - writing about the subject for both the UK Sports Network and his personal blog AshRead.com.

Would You Like to Nominate a Rising Star in the Industry for their Exceptional Work?

Send a two (2) paragraph nomination to bgainor@partnershipactivation.com



SPORTS SOCIAL MEDIA WATCH

Are you creating Facebook apps that cater to your target demographic?

Molson Canadian launched a tremendous Facebook application in support of Canada hosting the 2010 Vancouver Olympic Games that enables consumers to create a customized Team Canada jersey that they can showcase in their Facebook profile. The app, launched in conjunction with the Opening Ceremonies, attracted 16,000 users in less than 24 hours and has proven to be one of the best examples of ways that brands are effectively leveraging the passion of Olympics online (158K+ have now used the app). The customized jersey profile app serves as a novel concept that many sports properties could model to drive fan engagement, online awareness, and new inventory for corporate partners!

The screenshots show the following steps in the 'Gear Up for Gold' app:

- Step 1: BECOME A FAN** - User selects a jersey (number 77) and clicks 'MAKE MY JERSEY'. Text: 'CANADIANS GEARED UP FOR GOLD', 'It's time to gear up Canada and cheer on our team as we go for gold in our own backyard.', 'Support Team Canada and rock a Vancouver 2010 Winter Games Ice Hockey Jersey as your profile pic. Just hit Make My Jersey to get yours now.', 'vancouver 2010 OFFICIAL SUPPLIER FOURNISSEUR OFFICIEL', 'MAKE MY JERSEY'.
- Step 2: ALLOW ACCESS** - User is prompted to allow access to their profile. Text: 'ACCESS ALLOWED'.
- Step 3: PREVIEW JERSEY** - User previews the jersey (number 04). Text: 'PREVIEW'.
- POST TO PROFILE** - User tags the jersey in their profile picture. Text: 'POST TO PROFILE', 'Your jersey is ready. To make it your profile pic, just click Tag My Jersey, and on the next screen, click Make Profile Picture.', 'Tag This Photo', 'Edit This Photo', 'Delete This Photo', 'Make Profile Picture', 'Chat: 2/7', 'TAG MY JERSEY'.

Check out the "Gear up for Gold" App Here: <http://www.facebook.com/apps/application.php?id=274748407249>

KEEPING AN EYE ON... NBA ALL-STAR 2010





**CREATIVE
ACTIVATION
IDEAS**



Chick-fil-A rewards fans at Washington Wizards games if opponents miss consecutive free throws at the line



Guinness thrilled customers walking into Flannery's with some unique rugby activation



Coca-Cola leveraged branded drums to drive excitement behind its Olympics torch relay

INTERNATIONAL SPORTS BUSINESS WATCH
2010 Australian Open



EVENT FACTS AND INSIGHTS

Tournament Dates: January 18-31, 2010

Major Sponsor: Kia Motors (Major Sponsor) **Associate Sponsors:** ANZ, Jacob's Creek, Rolex
Official Partners: Lacoste, MLC, IBM, Optus, Victorian Government **Official Partners:** Powerade, Australia Post, Evian, Panasonic, V Australia, Heineken, Wilson, Cussons Pure

Revenue: The Australian Open is expected to generate \$140MM (US), up from \$80MM in 2005 (an '07 study showed the tournament provided GEB of \$241.6MM to Victoria and generated 4,600 jobs)

Tourism: The Australian Open attracts 600,000+ tourists annually to Melbourne Park

Tickets: The game attracted a sellout crowd of 46,020 fans at McMahon Stadium (all tickets for the game, with tickets ranging from \$195-\$370 apiece, were declared sold out in August 2009)

Viewership: Peak viewership was 6.3MM viewers (60% of the Australian Open's viewers live in Asia)

Did You Know? 165K ice cream bars were consumed by attendees at the '06 Australian Open



**HAVE YOU HEARD ABOUT THE OHIO SPORTS
BUSINESS ACADEMY?**

<http://www.sportsad.ohio.edu/undergrad/academy/>

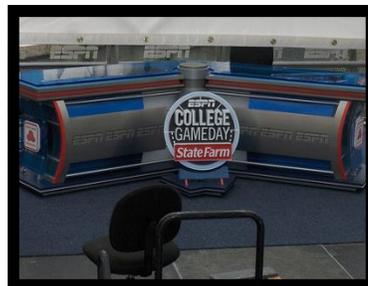
SIGN UP NOW!!!



THOUGHT STARTERS

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

ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Spell Out Big Properties/Events for Consumers

In recent years, Arsenal FC and the Super Bowl organizing committee have done a tremendous job promoting their premier events with giant landmark destinations using verbiage/Roman numerals. These destinations serve as great photo opportunities for fans and can serve as an effective awareness driver in the marketplace (off-site).

Looking to Drive Sales at the Bowling Alley?

Are marketers striking out at bowling alleys across America right now? The Heineken example (above) demonstrates how brand marketers should be leveraging their product messaging in multiples to coincide with the ten (10) pins participants are trying to knock down. After all, that is what they are focusing all their attention on!

Take Full Advantage of Hotel Chain Partners

Sports properties need to consider ways that they can fully leverage their hotel chain partnerships. Examples can include: door hangers (above), exclusive television content, personal care products (from other partners), complimentary game/concessions vouchers for guests, bed races (on-court), façade branding, etc.



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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.