



Looking to Gain New Social Media Followers?

20 Teams with the Largest Social Media Followings

- FC Barcelona
- Real Madrid
- Los Angeles Lakers
- Manchester United
- Liverpool FC
- Fenerbahce
- New York Yankees
- Boston Celtics
- AC Milan
- Besiktas
- Dallas Cowboys
- Boston Red Sox
- Orlando Magic
- Pittsburgh Steelers
- New England Patriots
- New Orleans Saints
- Chicago Bears
- Chicago Cubs
- Marseille
- San Francisco Giants

Per **SPORTS FAN GRAPH**

"Build partnerships, not sponsorships."

**Brian Corcoran,
Shamrock Sports Group**

PARTNERSHIP ACTIVATION 2.0

Happy Holidays and welcome to the December '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 recently had the pleasure of attending the Nike 2010 Football Media Summit at Cowboys Stadium and couldn't have been more impressed with the way Nike manages its relations with media and bloggers from across the globe. Nike put on a tremendous event that was first-class in every way, including travel and hospitality accommodations, ample player access, and insightful content. Nike clearly "gets it" when it comes to Media Relations. Take a moment to check out a recap of the Nike 2010 Football Media Summit on PA.com, as it was a truly remarkable event!

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

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Looking for more?
Check out
PartnershipActivation.com

INDUSTRY WATCH | THE NIKE VAULT

Are you looking to take stadium retail destinations to the next level?

In late October, Nike introduced Los Angeles Lakers fans to its newest retail project on the West Coast - the Nike Vault. The Vault is a compact retail space located within the confines of the Staples Center that truly serves as a gameday destination for fans. The space sells exclusive Kobe Bryant gear, features wallscapes filled with Bryant-themed art, and even touts its own Twitter handle (@nikevault) and Facebook page to alert fans about special events.

The Nike Vault is one of the most technologically advanced retail destinations in sports. The store features an interactive Microsoft Surface tabletop where consumers can view Kobe's greatest videos, pictures, and highlights as well as an official "Kobe Wall" where fans can write virtual messages (via a tablet) to Bryant that are featured on a giant screen for onlookers to see.



Nike is remodeling the Vault for Heat-Lakers on Christmas Day to include a replica of a 10-ft Black Mamba snake

Check out all the features of Nike Vault LA here: <http://is.gd/itl6B> / <http://is.gd/itLEP>



EYES ON THE INDUSTRY

PRESENTED BY



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

Are you keeping an eye on creative tactics across the NHL?



With corporate partners and fans seeking a greater return on their investment, NHL 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 league:

I. Calgary Flames / EA Sports - NHL Slapshot Showdown

The Calgary Flames teamed up with EA Sports to create an NHL Slapshot Showdown promotion that provided one (1) lucky fan with a chance to take on the Calgary Flames dressing room champion in a game of NHL Slapshot on Wii. The winner also received a Wii console and a Calgary Flames Prize Pack. The promotion offered fans a chance to win a truly unique behind-the-scenes experience. Check out the details here: <http://is.gd/iADPr>

II. Dallas Stars / Restaurant Partners Program

The Dallas Stars teamed up with twelve (12) local participating restaurants to create a really cool "Dallas Stars Restaurant Partners Program". Fans can log on to Stars.nhl.com and download a printable Restaurant Partners card that they can show to receive an exclusive discount at several participating restaurants. Check out the details here: <http://is.gd/iAFt1>

III. Chicago Blackhawks / University of Phoenix - B Better for Blackhawks High School Reward Program

University of Phoenix leverages its partnership with the Chicago Blackhawks by offering a "B Better for Blackhawks" promotion that rewards high school students who mail in a copy of their "B" or better report card along with an official entry form that is available on the team website. University of Phoenix awards (7) high school students with a pair of tickets every regular season game. Check out the details here: <http://is.gd/iAEzu>

IV. Vancouver Canucks / Terasen Gas - Ugly Holiday Sweater Contest

Terasen Gas and the Vancouver Canucks teamed up to offer an Ugly Holiday Sweater Contest that allows fans to submit a picture of their not-so-stylish attire for the chance to win either free tickets to the Blackhawks game on February 4th or a Vancouver Canucks jersey. To win, fans just have to upload a picture of themselves wearing their ugliest holiday sweater by December 24th. Check out the details here: <http://is.gd/iCqgR>

V. Montreal Canadiens / Clorox - Design Carey Price's Goalie Mask And You Could Win It!

The Montreal Canadiens partnered with Clorox to create a promotion where fans can design the mask of the team's goalie, Carey Price, and upload it on the team site for the chance to win two (2) tickets to see him wear it live at the Bell Centre! To enter, fans can download a template of the goalie mask on the team's promotional website, design it using a graphics program or art supplies and upload it online or mail it in. Click here for more details: <http://is.gd/iCxJs>

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 ways to capitalize on the holidays?

Holiday events throughout the calendar year can serve as a great time for sports organizations and their corporate partners to deliver value for fans in new ways. While jewel events, rivalry games, and special promotional nights garner the majority of attention during a season, sports marketers should consider building strategic plans that include online, on-site, and mobile activation around key holiday events.

Sports Authority recently capitalized on the shopping craze surrounding Black Friday by creating an innovative mobile promotion that enabled (20) winners nationwide to win a \$500 store gift card by simply "checking in" on Foursquare! Between 10am-3pm EST on Black Friday, Sports Authority offered a "Check-In to Cash In" promotion that gave away (4) \$500 gift cards per hour to consumers who "checked in" at the store and waited for the chance to hear their name called over the intercom.

After seeing Sports Authority promote the contest via Twitter (@SportsAuthority), my wife (@LauraGainor) and I headed to the local store in Eden Prairie, MN to "check-in" for a chance to win. Sure enough, luck was on our side that day and we went home with a \$500 gift card!

While there was some speculation on Twitter around the execution and success of the contest (e.g. profiling and ROI), Sports Authority did in fact randomly select 20 winners with a wide ranging level of klout (from 50 followers to 5,000+) and one has to imagine that Sports Authority easily recouped the costs of the promotion (\$10,000 in prizing) simply by the number of media impressions, tweets, and overall publicity the retail chain received on Black Friday. The promotion was primarily promoted through chain's social media channels.

SPORTS AUTHORITY GOES MOBILE TO ENGAGE CONSUMERS AROUND THE HOLIDAYS



For more info, click here: <http://is.gd/iA18G>

MESSAGING TACTIC OF THE MONTH

Are You Gaining New "Fans" At the Ballpark?

Brands looking for new ways to encourage sports fans to sign up for their social media platforms (Facebook, Twitter, YouTube) should consider tweaking their stadium signage to drive interest. Utilizing just one (1) piece of stadium signage, McDonald's was able to effectively deliver three (3) messages to Tigers fans attending games at Comerica Park:

1. Become a fan of the McDonald's Angus Burger
2. Become a fan of McDonald's on Facebook (simply by giving the messaging some context with a hand pointer and underlining the text)
3. McDonald's is a proud sponsor of the Detroit Tigers (leveraging team marks)



BEST PRACTICE SUBMISSION OF THE MONTH

A special thanks goes out to Scott OBrien of Explore Engage (who is based in Australia) for submitting some cutting edge augmented reality work that his company did on behalf of HSBC in the rugby space.

OBrien and teamed created an augmented reality experience that allowed users to attempt rugby kicks using a real life player. Participants had to angle their rugby kicks based on wind direction, ball placement, and crowd noise. The game is believed to be one of the first (if not the first) sports augmented reality experiences that allow users to control a sports player captured via video (versus a typical 3D model). The game served as an interactive way for HSBC to leverage their affiliation with the Waratahs rugby club in Australia.



Check out Explore Engage's AR Here: <http://is.gd/iA7MZ>



HOT OFF THE PRESS

SPONSORSHIPMAG.COM

Are you looking for new, unique sponsorship insights from across the globe?

SponsorshipMag.com is a tremendous resource that provides an in-depth look at the emerging Australian sponsorship marketplace. With unique insights regarding sponsorship rights, measurement, ROI strategies, trends, and best practices, Sponsorship Mag has amassed a readership of nearly 100,000 subscribers.

Realizing the value and future growth potential of this publication, I began writing an exclusive bi-monthly feature for Sponsorship Mag in October 2010 that details sponsorship/activation best practices, trends, and insights from across the globe. I have been extremely impressed with the content included in this publication and would encourage you to consider adding it to your portfolio of sponsorship resources!



Check out SponsorshipMag.com Here: <http://www.sponsorshipmag.com/partnership-activation>

CREATIVITY IN THE SPORTS MARKETPLACE



Tickets distributed for the ACC Championship Game were creatively designed to drive awareness of Dr. Pepper's title sponsorship



Tottenham Hotspur of the Barclays Premier League created a captivating fan wall that demonstrates the avid loyalty of its fanbase



Soccer fans love seeing players run out of the Energizer Battery tunnel at River Plate Stadium in Buenos Aires



The Bucs use a team branded backdrop to drive interest in live music on gameday



The Lions promoted their All You Can Eat seating with impactful messaging in the concourse at Ford Field



Dr. Pepper featured an interactive football toss at the ACC Championship Game in Charlotte



TCU welcomes the student section at home football games with some colorful gameday signage



RISING STARS

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

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



Brittany Gilman, BG Sports (<http://www.bgsportsmarketing.com>)

Brittany Gilman is well known today as one of the hardest working women in the sports industry. Her experience began as a former assistant strength coach for USC Football, and Auburn University Olympic Sports, as well as training numerous professional athletes. Brittany established BG Sports in 2007, and since then has become highly recognized throughout the country as a top Sports Marketing, Public Relations and Management agency. In addition, Brittany is herself a sports and fitness model, appearing in numerous television programs and print media. Brittany was a member on the US Junior Olympic Snowboard Team, and competed professionally on the half-pipe circuit for many years.



Claudio Borges, Manchester City FC (<http://www.mcfc.co.uk>)

Claudio Borges is currently the Commercial Strategy Executive of Manchester City. In this role, Claudio is responsible for creating competitive advantages for the club in the areas of ticketing, hospitality, partnerships and media. Manchester City has been leading the European football market in terms of added value for fans with initiatives such as the Family Stand, CitySquare, and City promise, and continues to build a strong reputation on and off the pitch. In the area of strategic commercial planning, Claudio's work also focuses on analyzing trends in the sports marketplace and ideating new ways for the club to create innovative offers geared towards its supporters. Prior to Manchester City, Claudio worked for IBM as a Business Consultant and Esporte Interativo, and as a Marketing Manager for a Brazilian sports broadcaster, before attaining an MBA degree in Football Industries at the University of Liverpool. His work is driven by his personal belief that football (soccer) is the greatest game and product on earth.



Mallory Glosier, Learfield Sports (<http://www.learfieldsports.com>)

In keeping with the Learfield Sports mantra to "Build the Team, Grow the Company and Have Fun", Mallory attempts to do all of these things in her role as Director of Corporate Development. Mallory began her career with Learfield as an intern with Mizzou Sports Properties through grad school at the University of Missouri and moved into a role focusing on sales resources for the Sports division of the company. At the age of 25, she currently manages the relationship with NACDA as the title sponsor of the Learfield Sports Directors' Cup and serves as the primary liaison with Levy Restaurants as their new partner in the concessions business.



Adam Schemm, University of Rhode Island Athletics (<http://www.gorhody.com>)

Adam Schemm, is the Director of Marketing & Sales with the University of Rhode Island Rams. Adam leads all of the marketing and ticket sales initiatives for the athletic department while also assisting with the activation of corporate sponsorships. Since joining URI Athletics in August 2010 his emphasis has been on developing the Experience Rhody brand, enhancing the game day entertainment and generating revenue through ticket sales. Prior to joining the Rams this fall, he was the Assistant Director of Marketing with the Milwaukee Panthers and a Marketing & Sales Representative with the Marquette Golden Eagles. Adam received his undergraduate degree in Sport Management from the University of Wisconsin-Parkside.

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



SOCIAL MEDIA WATCH

Looking for new ways to incorporate team partners in team social media initiatives?

The Carolina Panthers teamed up with Allen Tate to create one of the finest social media competitions seen in the sports marketplace to date. The Panthers created a Panthers Pursuit event that featured 32 teams of participants battling head-to-head in a social media competition, tasked with solving riddles and interacting with team partners and non-profits within the local community on Saturday, October 23rd. With a trip to see the Panthers play the Pittsburgh Steelers on the road and a number of secondary prizes at stake, teams were very engaged throughout the event.

From 1-5pm EST, Panthers Pursuit participants ventured to 12 team partner retail locations, where they had to solve three (3) challenges at each destination that were documented via social media (videos, photos, tweets, Facebook posts, YouTube posts). At each of the locations, the participants' wit, athleticism, and social media skills were put to the test. At Bojangles, participants had to compete head-to-head against a paper football champion named Jerry and tweet their score. Before teams were allowed to get their next clue, they had to also collect empty sweet tea containers using only their elbows and place them in a Bojangles tailgate recycling bag before time expired. At Allen Tate, participants had to strike a Heisman pose with a real estate agent on-site and post the picture on Allen Tate's Official Facebook Wall.

Panthers Pursuit participants engaged with a number of team partners, including Goodwill, Classroom Central, Sports Clips, AAA of the Carolinas, AutoBell Car Wash, Queen City Audio Video Appliances, and more. Awards were also given for best uniform, best costume, most team spirit, and teams that finished in 2nd and 3rd place. Hats off to Mike Mahoney and team for putting on such an incredible event!



Here's a terrific recap of Panthers Pursuit:

<http://is.gd/iAcO1>



A CLOSE LOOK AT FAN ENGAGEMENT AT THE CONSOL ENERGY CENTER





CREATIVE ACTIVATION IDEAS



Chevron featured an urban mini golf course at L.A. LIVE to drive interest in the 2010 Chevron World Challenge tournament



Johnny Rockets featured a custom built mobile restaurant unit at Redskins Training Camp



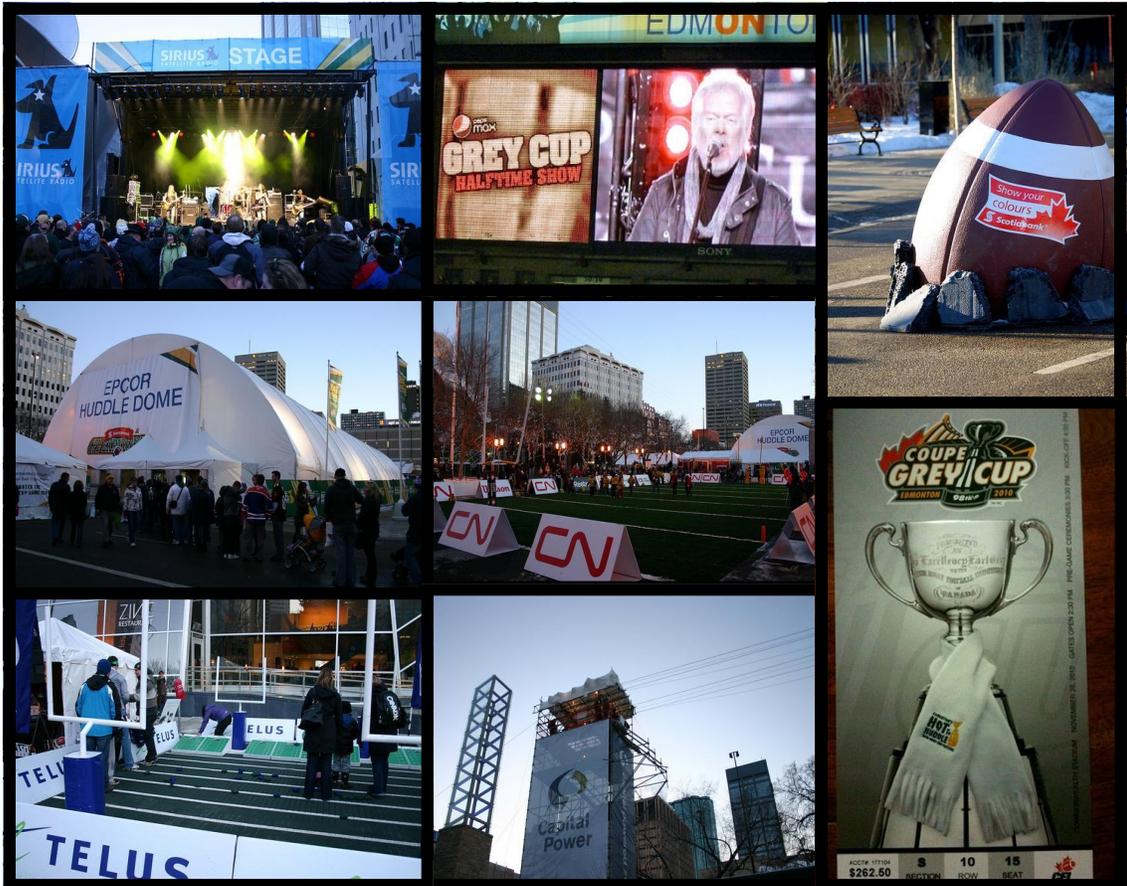
Questar Gas features a memorable inflatable that soars in the air at Utah Jazz home games played at the EnergySolutions Arena

INTERNATIONAL SPORTS BUSINESS WATCH THE 98TH GREY CUP (CFL)



EVENT FACTS AND INSIGHTS

Event Date: Saturday, November 27, 2010
Event Location: Commonwealth Stadium, Edmonton
Premier Partners: Scotiabank, Molson Canadian, Save-on-Foods Alberta, EPCOR, Boston Pizza, The Government of Alberta, TELUS,
Platinum Partners: Capital Power, CAT, Edmonton City Centre, CN, Nissan, Reebok, Edmonton
Gold Partners: Purolator, Rexall, Sirius Satellite Radio
Silver Partners: Canadian Direct Insurance, Gibson's, Lay's, Pepsi Max, Ticketmaster, William Huff
Attendance: Game: 63,317 (stadium record) / Hot to Huddle Downtown Festival: 400-500K
Interesting Facts: The 98th Grey Cup was expected to generate over 140 million for the City of Edmonton, surpassing totals from 2009 in Calgary. The game was preceded by a week of festivities, including a street festival, a Grey Cup festival parade, a gala dinner and concert, and CFL player awards



Check out the Capital Power Zipline Here: <http://is.gd/itgE3>



Partnership Activation

The "Think Tank" for connecting brands with fans.

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#SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



@DarrenRovell



@mhigginsjets



@DigitalRoyalty



@cannonjw



@GregAiello

THOUGHT STARTERS

Looking for unique ways to leverage the Holidays? Here are some tactics to consider:

ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Is Your Team Supporting Fan Avidity via Twitter?

Consider offering Twitter wallpapers for fans to download and post on their profiles. Free custom Twitter wallpapers can serve as a great way to drive fan loyalty/interest and potentially leverage the marks of a team partner willing to spend to "own team SM initiatives. Check out how the Tampa Bay Lightning are capitalizing on Twitter: <http://lightning.nhl.com/club/page.htm?id=60064>



Little Acts of Kindness Go A Long Way With Fans

In an effort to support season ticket holder retention, teams should look to implement small acts of kindness that can go a long way with their most loyal fans. Examples of tactics include exclusive concessions lines and stadium entrances, premium giveaways, scoreboard mentions (1 per season), VIP parking vouchers, and merchandise/concessions discounts.



Bring Beverage Partners to Life With Life-Sized Displays

Organizations looking for new ways to drive awareness for alcoholic beverage partners should consider featuring realistic, life-sized displays throughout the concourse, etc. Properties can drive further engagement by placing a member of the dance team inside and allowing fans an opportunity to have their picture taken with her inside the bottle.



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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.