

PartnershipActivation

The "Think Tank" for connecting brands with fans.

JANUARY 2010 | ISSUE 18

Looking to Stay On Top of the App World?

15 Team Apps to Watch Heading into 2010

- My Madrid (Real Madrid)
- Toronto Maple Leafs App
- Panthers Hockey 2009/2010 (Florida Panthers)
- The Rider App (Saskatchewan Roughriders)
- KU Athletics iPhone App
- Cowboys 09 (Dallas Cowboys)
- WhoDatApp (N.O. Saints)
- Bronx Baseball (NY Yankees)
- Bright Side of the Sun (Phoenix Suns)
- Arsenal FC App
- Clips Nation (L.A. Clippers)
- Pounding the Rock (San Antonio Spurs)
- Official New York Knicks App
- MSU Spartans iPhone App
- Iowa Hawkeyes App

“Build partnerships, not sponsorships.”

Brian Corcoran,
Fenway Sports Group

PARTNERSHIP ACTIVATION 2.0

Welcome to the January '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.

2010 is going to be a terrific year. Take a moment to reflect on how you can be a better person in 2010. Could you stay an extra 10 minutes after work to write a thank you note or refer a young professional looking for help? Could you spend an extra 15 minutes at home enjoying your wife and kids? Could you donate some of your time for a good cause? I hope you find 2010 to be a very rewarding year and if I can ever help you, please let me know!

This month, please take a moment to pass the newsletter along to your dearest friends in the industry as a new resource they can use to guide their creativity, innovative thinking, and knowledge of the marketplace. 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
- Navigate Marketing P.3
- Hot Off the Press P.4
- January Rising Stars P.5
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- T-Mobile Thought Starters P.7
- Idea Box P.8

Looking for more?
Check out
PartnershipActivation.com

INDUSTRY WATCH | FAN-ATHLETE CHALLENGES

Are you looking for ways to challenge and entertain fans on game day?

Brands and sports organizations continuously looking for ways to entertain fans on game day should consider creating exhibits that allows them to compete in a head-to-head battle against their favorite athletes. Nike set the golden standard for creating this type of exhibit in 2008 when it teamed up with CityScape to create an interactive challenge that provided consumers an opportunity to compete in a race against Belgian track star Kim Gevaert in a virtual demo.

The collaborating parties installed a 20-meter wide Mega-screen (with 200 LED panels) inside a high-traffic shopping center in Antwerp, Belgium that presented consumers with an opportunity to race in a realistic head-to-head battle against an animated Gevaert. The exhibit enabled consumers the chance to feel and experience Kim Gevaert's speed first-hand and test out the Nike Zoom Victory+ running shoe.

Consumers were provided with a professional photo of their head-to-head race as a memorable takeaway from the experience. Check out the links below to see the exhibit first-hand... CityScape did a tremendous job teaming up with Nike to execute such a first-class consumer experience!

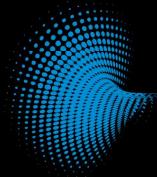


CityScape

Check out Nike's innovative Kim Gevaert exhibit below:

<http://www.youtube.com/watch?v=SkIQQjI3Ncg>

<http://www.youtube.com/watch?v=EchCLNRT3ZQ>



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EYES ON THE INDUSTRY

PRESENTED BY



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

The Joliet Jackhammers of the Northern League recently created in a stir in the city of Chicago when the team posted a billboard campaign along Interstate 80 that leveraged religious messaging to sell tickets. The team, looking to drive awareness and ticket sales, created a campaign that mirrored the "message from God" billboards prominently seen along major highways across the nation.

The team first erected a "Buy Jackhammers Tickets Today. - God" billboard, which attracted a significant amount of media attention. The Jackhammers followed up the campaign by team erecting another billboard on the opposite side of I-80 that featured a message from the Devil. The billboards were positioned in a way that it appeared a message from God was situated on one shoulder of the highway and a message from the Devil was on the other. The controversial initiative helped sell a few hundred tickets but more importantly, it helped put the Jackhammers organization on the map in Chicago!



Chicago Tribune

Check out a terrific Chicago Tribune article detailing the campaign here: <http://is.gd/6s2sg>

This Month's Must Attend Event – **IEG's 27th Annual Sponsorship Conference**

Sponsorship Unbound

Register by January 31st to Save at Least \$200

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.

IEG's 2010 Conference will be the most important professional event of your career. Here are just a few of the sessions that will empower you to immediately increase the value and salability of your sponsorship offers:

- Taking Established Sponsorship Programs to the Next Level
- Making Customers Fans and Fans Customers
- 10 Things You Must Do To Successfully Sell Sponsorship
- The Intersection of Sponsorship and Social Media

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

Get the lead
on what's next
for partnerships
from Pepsi's
Frank Cooper



Unbound

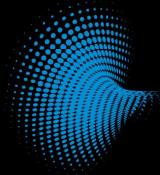
IEG's Annual Conference
March 21-24, 2010

Register Now!

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.



This Month's Measurement Topic - The NY Jets Alcohol Ban

After the New York Jets banned alcohol sales in their stadium for the final regular season game, most news coverage focused on Majorska Vodka's *underhanded (although successful) attempt to garner publicity*¹ from the incident: the company's petition campaign concerning the booze ban in sports bars across New Jersey demonstrated the success a topical grassroots campaign can have for a sponsor. Still, the Jets' decision represents a potentially hazardous situation that sports sponsors and partners could face if their vendor pulls a last-minute game changer.

Alcohol and professional football have traditionally gone hand-in-hand – the Jets certainly realized this when they opted for a sober Sunday game. This relationship makes football sponsorship deals attractive for beer companies, with an end goal of associating a beloved sports franchise with a specific beer right in the stadium.

If this link is severed, as it was in the Jets game, that association cannot be so easily made. Without beer salesmen walking the stands and fans wielding their logo-marked cups, exposure of the brand becomes limited. One game may only be a blip on a brewery's bottom line radar. In any event, when a vendor makes this type of autonomous decision, it devalues the partnership between themselves and their sponsors.

Though Majorska Vodka is not a partner of the Jets or *sold in the stadium*², its publicity stunt still offers actual sponsors and partners a great example of the capacity to gain fan and media attention through off-site efforts.

Sponsors and partners tied down in multi-year deals with vendors may not have a lot of leverage when it comes to isolated organizational decisions that impact their business. With a little creativity and foresight, however, brands can take advantage of unique opportunities to activate their sponsorship off-site.



AJ Maestas is the president of Navigate Marketing, a firm dedicated to research, valuation and sponsorship ROI.

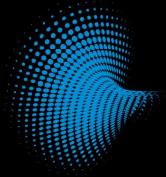
¹http://adage.com/adages/post?article_id=141281

²<http://www.cnn.com/2010/LIVING/01/01/jets.booze.ban/index.html>

For more information, check out Navigate on the web at:
<http://www.navigatemarketing.com/>

bluwheel photography.com

photography + design



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HOT OFF THE PRESS

Are you looking for sponsorship insights?

Ron Seaver, owner of the Seaver Marketing Group and President of the National Sports Forum, recently began distributing a terrific Sponsorship E-Tips newsletter that provides a collection of industry insights. The E-Tips newsletter is distributed in conjunction with Ron's new Sponsorship Sales System services and provides insider tips and advice that will surely help you in your career. For more tips and insights, follow Ron on Twitter (@ronseaver) and Facebook (<http://www.facebook.com/ron.seaver>). Look for more initiatives to come!

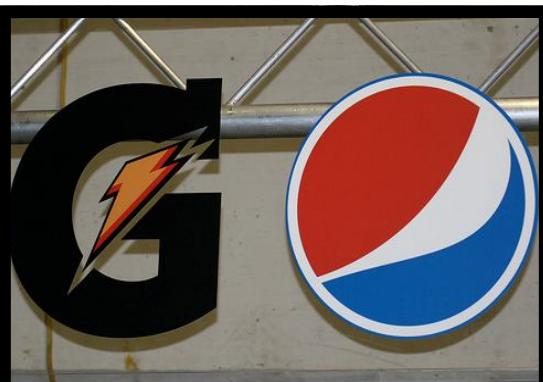
Subscribe to Ron Seaver's Sponsorship E-Tips Emails Here: <http://www.sponsorshipsystem.com/>

Ron Seaver's
"Brought to you By..."
The Ultimate Sponsorship Sales System

CREATIVITY IN THE SPORTS MARKETPLACE



Dr. Pepper called on Cowboys RB Felix Jones to deliver a powerful billboard message at the new Cowboys stadium



PepsiCo leveraged multiple brands to create some unique messaging at the 2010 IIHF World Championships



The Hiroshima Carp feature yoga/relaxation mats in the outfield at Mazda Stadium



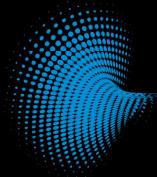
The Detroit Pistons and Detroit Shock (WNBA) teamed up to creatively brand a giant oil tank along the Fisher Freeway in Detroit



One notable F1 team gave the topiary outside their headquarters a unique "racing-feel"



AT&T featured two Seahawks in an advertisement to remind moviegoers that silence is golden



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RISING STARS

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

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



Jeff Handler, GMR Marketing (<http://www.gmrmarketing.com>)

Jeff works in the sports division of GMR Marketing, with 5+ years focused on the management and activation strategy of sports property partnerships and promotional platforms (NCAA/BCS, NFL, Olympics). Currently leading athlete and partnership management of Procter & Gamble client's U.S. Olympic Committee sponsorship in advance of Vancouver, Jeff has also managed partnership marketing fulfillment for Fox Sports client's 4 years as television rights holder of the Bowl Championship Series. In addition to his work for GMR clients, Jeff was a co-founder of SGBTMS in the Charlotte area. When discussing his career to date, he is quick to point out that he has been fortunate to have guidance from various mentors at every step. Prior to his time at GMR, Jeff also worked in a variety of roles with Velocity, Canada Basketball and the San Diego Chargers.



Kynon Codrington, ESPN RISE (<http://www.espnrise.com/football>)

Kynon Codrington is an Associate Manager of Football Events and Digital Content for ESPN RISE. Codrington coordinates and executes over 30 national high school events a year for clients such as Nike, EA Sports, Champion, and US Army, while providing content for www.espnrise.com. His transition over to ESPN was via the ESPN Acquisition of Student Sports. The Atlanta native got his start in the industry as a football/facility operations intern for the Miami Dolphins. Kynon played one year of college football as a defensive back at Catawba College (Salisbury, NC) before transferring and earning his B.S. degree from Georgia Southern University in Sport Management with a minor in Business Administration. His senior year he was named Sport Management Student of the Year.



Andrew Brown, Cincinnati Bengals (<http://www.bengals.com>)

Since joining the Cincinnati Bengals as a seasonal ticket sales intern, Andrew Brown has used hard work and determination to pilot his ascension through three promotions with the Bengals and to his current position as Manager of Ticket Sales with the team. During the 2009 NFL season, Andrew and his staff of nine reps were able to extend the team's sell-out streak of Paul Brown Stadium to 53 consecutive regular season and playoff home games, a franchise record. Andrew has been with the Bengals since his graduation from Xavier University with a BSBA degree in Marketing in May of 2003.

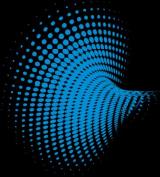


Jay Bavishi, iSee Research (<http://www.iseeresearch.com>)

Jay is Founder & CEO of iSee Research -- an India-focused sports business advisory firm currently helping properties and brands connect with Indian-Americans. His previous work entailed sponsorship consulting and athlete marketing with Octagon & Helios Partners; he was based in Helios' Beijing office from June to August 2008. Jay was first bitten by the Olympic bug while working for the Ivy League from 2003-2006, authoring a book about Ivy Leaguers in the Olympic Games called *Ivies in Athens*. He is a proud graduate of Boston College and is based in Princeton, N.J. while in the United States and Ahmedabad (Gujarat) while in India.

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



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CREATIVE ACTIVATION IDEAS



Qdoba offers a dice game at Milwaukee Bucks games that offers a full section the chance to win free burritos



Subway featured a cool football toss promotion on-field at a Montreal Alouettes game in '09



Bridgestone featured a unique exhibit that challenged the skills of fans at the NHL Winter Classic

INTERNATIONAL SPORTS BUSINESS WATCH 2009 Grey Cup (CFL)



EVENT FACTS AND INSIGHTS

Game: November 29, 2009 at McMahon Stadium (Calgary)

Premier Sponsors: Safeway, Calgary Herald, Scotiabank, Enmax

Community Sponsors: Alberta, City of Calgary, Molson Canadian, Gibson's Winery, Nissan, PennWest, Reebok, Southland, Pepsi Max, Ruffles, SportChek, ABCRC Community Champions Program

Revenue: The Grey Cup was expected to generate \$50MM in financial spinoffs for the city of Calgary

Tourism: The Grey Cup attracted 20,000 tourists to Calgary (primarily from Saskatchewan)

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)

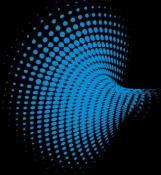
Viewership: The game was broadcasted on TSN and carried in the U.S. on ESPN 360 (6.1MM ratings)

Did You Know? The 2009 Grey Cup was the CFL's fourth title game held in the city of Calgary ('75, '93, '00)



Scholarships now available!
Get your seat today.

For More Info, check out: <http://ousports.poweredbyedmap.com/wis-schol-fm1>



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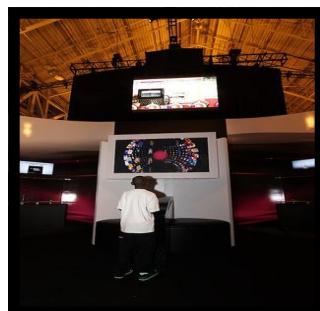
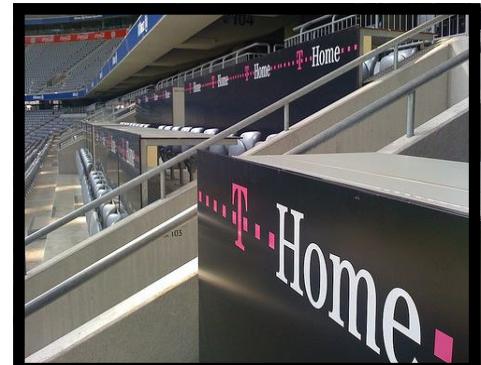
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THOUGHT STARTERS

Looking for unique ways to leverage T-Mobile as a corporate partner? Here are some tactics to consider:

ACTIVATION AND BRANDING





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WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



"Google This" Billboards

Sports organizations looking to drive awareness for a season/playoff campaign or team slogan should consider posting billboards in the local marketplace that say, "Google this: (insert slogan)" to drive instant attention/web hits!

Teams can also consider doing this to drive promotions/sweepstakes entries or to promote a marquee free agent signing.

Want People to Look at Your Message? Put it on a Giant iPod

There is no question that consumers nationwide gravitate to the catchy music and innovative technology featured in every Apple commercial.

Why not capitalize on this by communicating messaging (either static or audio/video) on signage that resembles iPod devices? You might find that fans pay greater attention to your message.

For More Information, Please Contact:

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309 Plantation Place

Charlotte, NC 28209

P: 704.526.5148

E: bgainor@PartnershipActivation.com

Partnership Activation, Inc. provides sports business professionals with creative ideation insights, unique activation tactics, and innovative ways to drive incremental revenue for their business.

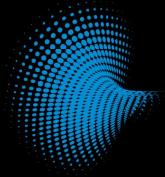
Founded in February 2008, PartnershipActivation.com has rapidly become one of the industry's most valuable resources for sports business professionals to obtain unique partnership ideas and industry updates.



Leverage the Holidays

Sports organizations should actively look for ways to engage corporate partners around the holidays. A creative exhibit like the Heineken Christmas tree shown above could drive more memorable impressions for a brand during a 3-week time period than static concourse signage might over the duration of a season!





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KEEP AN EYE ON... THE 2009-10 PARTNERSHIP ACTIVATION RISING STARS!

July 2009



Pictured (L to R)
Chris Chaney
Harrie Bakst
Wade Martin
Aldo Kafie

August 2009



Pictured (L to R)
Shawn Bennett
Lewis Howes
Carolyne Savini
Brett Klasko

September 2009



Pictured (L to R)
John Semeraro
Darren Heitner
Michael Lake
Jason Belzer

October 2009



Pictured (L to R)
Kris Mathis
Uzma Rawn
Darryl Dionne
Bill Fagan

November 2009



Pictured (L to R)
David Oestreicher
Rachel Mech
Brent Schoeb
Justin Lyons

December 2009



Pictured (L to R)
Todd Fischer
Frank O'Brien
Sean Dennison
Jason Buckner

January 2010



Pictured (L to R)
Jeff Handler
Kynon Codrington
Andrew Brown
Jay Bavishi

- Nominate a Rising Star in the Industry by Sending a two (2) paragraph nomination to: bgainor@partnershipactivation.com
- Criteria: The Partnership Activation Rising Stars initiative honors the industry's finest, future leaders (ages 30 and below)