

Looking to Learn from the Best in 2013?

A List of 15+ Top Sports Business Conferences Across the Globe

- National Sports Forum
- World Congress of Sports
- International Sports Conference
- Ivy Sports Symposium
- IEG's Annual Sponsorship Conference
- Beyond Sport
- NACDA / NACMA
- Sports Marketing 360
- SportAccord Convention
- PACnet
- Sport is Fantastic
- Sports Media & Technology
- MIT Sloan Analytics
- Intersport Activation Summit
- Michigan Sport Business
- Sport and New Media
- IMG Sports Marketing Symposium

"Build partnerships, not sponsorships."

**Brian Corcoran,
Shamrock S&E**

PARTNERSHIP ACTIVATION 2.0

Welcome to the January 2013 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.

As we head into 2013, I encourage you to think about whether your team/brand is relevant to consumers. What is your brand story? Have you communicated it recently to consumers? Is your team/brand part of the daily conversation in your fans' lives? If not, why? ... And how can you better address it moving forward?

I'd encourage you to take a quick look at the work the Western Bulldogs and Collingwood FC of the Australian Football League have done to communicate their brand story and purpose to fans:

- Western Bulldogs: "Our Heartland" - <http://bit.ly/VSahxu>
- Collingwood FC: "It's Us Against Them" - <http://bit.ly/YgdYiN>

I truly hope Partnership Activation can serve as an inspiration to you on a daily basis. As you come across sponsorship/marketing "best practices" please feel free to email them to me at:

bgainor@partnershipactivation.com.

Thanks and Best Wishes, Brian

this issue

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INDUSTRY WATCH | ATHLETE BRANDING

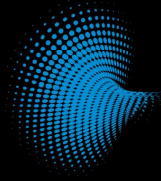
As we enter into a new era of marketing and content delivery, athletes (like teams) are quickly capitalizing on opportunities to build their personal brand in an effort to attract new endorsement deals, fans, media exposure, and financial benefits. This paradigm shift is forcing team/brand marketers to make some tough decisions about how to effectively embrace, promote, and leverage the power of their athletes to create win-win-win opportunities for everyone involved.



In the United States, Nets PG Deron Williams is leading the charge, hiring a team of personal beat writers to power his website with compelling content on a daily basis and integrating all of his social channels to create one authoritative channel of communication for his sponsors and fans. D-Will's team of beat reporters personalize all of the content for his site, profiling his brand and lifestyle on and off the court, integrating his name in nearly every headline, and providing unique insights from his point of view.

Which begs the question, where will teams draw the line? Will they begin to grant credentials and media access for all of their players' personal journalists? Will they continue to promote their players' social channels in rosters, pre-game introductions, exclusive content, television broadcasts, and more? Or will we begin to see a bit of backlash where player brands become too disruptive to handle? Only time will tell but for the time being, continue to keep a close eye on how players like Deron Williams, Kobe Bryant, LeBron James, and Messi build their brands on a global stage.

Check Out Deron Williams' Site Here: <http://www.deronwilliams.com/>



EYES ON THE INDUSTRY

THE BARCA MUSEUM - INTERACTIVE FAN TECHNOLOGY

The passion and spirit of game day should be felt 365 days per year... which leads to the question - is your team delivering it? From the cheers and rituals of fans to the greatest moments on the playing field, teams (and corporate partners alike) should be using new forms of technology to instill this passion 24/7, 365 through digital/ social media, interactive displays, stadium displays, videos, and more.

In the sports marketplace, FC Barcelona has unquestionably done the best job recreating this experience for all their fans visiting the official Barca Museum. Here, fans can listen to hundreds of fans singing the Barca anthem in unison, text their friends in 30 different languages, relive the best moments in team history on interactive table screens, experience thrilling plays on a 35 meter screen, enjoy interactive trophy display cases, and more. Check out the links below!



See More Here: <http://bit.ly/XfcFjD> / <http://bit.ly/ZSkCNe> / <http://bit.ly/VYcti1> / <http://bit.ly/S3x3mj> / <http://bit.ly/V3sMNS>

SPORTS CONTENT INSIDER

10 KEY TIPS TO DEVELOPING ORIGINAL CONTENT



When it comes to sports business, content is king... but it certainly requires resources, expertise, and creativity. As we head into 2013, it's important to remember that to be remarkable, your brand must be worth talking and sharing about... and it's on you to fuel the fire.

Here are a few tips from our Freshwire team to help your organization create compelling content that will win over fans.

- I. Create branded video content series - <http://bit.ly/VCLRr4> / <http://bit.ly/Z9yyMQ>
- II. Turn box scores into data visualizations - <http://bit.ly/VLhSds>
- III. Highlight game statistics in a compelling manner - <http://bit.ly/UxWwBn>
- IV. Share stadium secrets - <http://bit.ly/VhKM5n>
- V. Highlight Stadium Chants / Celebrations - <http://bit.ly/UCInE5>
- VI. Repurpose Press Conference Quotes - <http://on.fb.me/WlfxeY>
- VII. Create exclusive slideshows - <http://on.knicks.com/113QDkW>
- VIII. Feature exclusive camera angles - <http://bit.ly/TDNrll>
- IX. Infuse humor with team-themed cartoon series - <http://bit.ly/13b4swN>
- X. Pass the microphone to your team's most charismatic players - <http://bit.ly/WlGOfz>



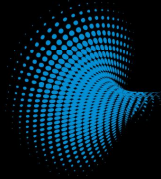
Need Assistance With Content Strategy, Creation, and Distribution? Our Freshwire Team Is Your Go-To Specialists.

Email Me at Brian.Gainor@Freshwire.com!

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

Thinking Big: College Deals Going Campus-Wide



AJ Maestas is the founder and President of Navigate Research, an agency dedicated to measurement, research and sponsorship ROI. Maestas built his expertise while working with hundreds of sponsorships spanning all of the major leagues and sponsorship categories of note. His professional experience includes working with the sponsors, properties and agencies of the NFL, NBA, MLB, MLS, NHL, AVP, NASCAR, IRL, Champ Car and NCAA.



For many years, college athletics were my greatest love as a fan and my greatest frustration as a professional. I always preferred a Saturday of football to a Sunday, but I wanted to see schools catch up to pro teams in terms of business operations, specifically as it pertained to sponsorship revenue generation. Early in my career, there was virtually no research or strategy in college athletic sponsorships, and most universities were still selling things like naming rights to donors for pennies on the dollar. In the past decade, many athletic departments started getting smarter, as a new generation of athletic directors began to see the true value of their inventory – especially with naming rights and multimedia rights – and began to pursue that revenue. As great as those strides were for the industry, an even newer day is dawning now in the college space and its potential is enormous. I'm talking about the campus-wide deal.

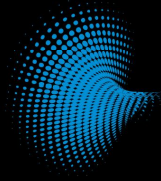
Whereas athletic sponsorships include a variety of assets that will primarily reach fans of a school's football and basketball teams, campus-wide sponsorships can reach all students, alumni, faculty and employees, providing an incredible reach for the partner. Of course, many campus-wide deals still include athletic assets, thereby reaching the passionate sports fans that are so valuable. But these deals also utilize numerous pieces of inventory throughout the campus, and not just traditional signage or media. Many can include inventory that is integral to campus life, such as student IDs (an example I'm about to cover), and many can cover categories like telecom or energy or insurance, which involve procurement and in-kind trade and are budget relieving. These deals are truly the future of college sponsorships.

One example we worked on at Navigate was Arizona State's banking deal, which was signed this past summer. The university already had an athletics sponsor in MidFirst Bank, but it saw the possibility for more and both sides realized that a campus-wide partnership could be mutually beneficial. Together, they created a deal that gave MidFirst Bank a larger presence within athletics and a dominant presence on campus as a banking option for students. The primary asset of this new package is the aforementioned student ID cards, which can now also be MidFirst Bank debit cards. For the bank, the benefit is obvious – access to students as they begin the transition to adulthood, which includes developing a brand preference in banking. For the university, there is revenue for each new student account in the first year (\$15), revenue for each account in additional years (\$2.50 per year), and revenue each time the card is used for a purchase (\$0.04). That has the potential to add up at the nation's largest university by enrollment.

Arizona State is not alone in pioneering these campus-wide deals. Several other schools [Navigate is currently working with more than 3 BCS schools] are also working on partnerships across their campuses, and some of these long-term deals have the potential to reach a total of nine figures. With budget shortfalls across the country forcing colleges and universities to actively seek new revenue streams, it seems inevitable that many more schools are soon to follow. The beauty of this is that academic institutions are meant to foster innovation, and the most forward-thinkers – many of them from athletic departments – are now getting a chance to shine. Very soon, they will be the ones rising up through the ranks at their respective schools, and the days of colleges remaining behind the pros will be behind us.

Check Out Navigate Research's Cutting-Edge New Sponsorship Software (with Nielsen/Scarborough):

<http://bit.ly/PJQG1h> / <http://prn.to/Rf0LjJ>



THREE THINGS YOU NEED TO SEE



Go Behind-the-Scenes
Chelsea FC produces a terrific online video series called "Chelsea Unseen: Behind-the-Scenes" that provides fans with fun & unique perspectives
<http://bit.ly/UgQcyg>



Go For The Gold At Retail
Gillette generated excitement around the Olympics by surprising shoppers with a unique podium celebration that made them feel like gold
<http://bit.ly/YN3KRS>



Project Your Message on Gameday in a Bold Way
Trident leveraged projection technology to entertain Spanish soccer fans attending a live match directly on the field: <http://bit.ly/ZSYouy>

GREAT SPORTS MARKETING IDEAS IN THE NEWS

Silence is Golden at Taylor University

Over the past 20 years, Taylor University has leveraged the beauty of silence to establish one of the finest annual traditions in all of sports. While most organizations create an electric game day atmosphere by pumping in music and fan cheers at high decibels, Taylor University fuels the passion and adrenaline of its fans with silence.

Each year, Taylor hosts a Silent Night Men's Basketball Game prior to finals that is signified by the entire crowd sitting in complete silence until the 10th point of the game has been scored. Once that moment occurs, the entire arena erupts in absolute mayhem, creating a truly unique, unforgettable game atmosphere. Properties and brands alike should consider ways to benchmark this practice to create new, unforgettable game day experiences.



See Taylor University's "Silent Night" Spectacle Here:
<http://bit.ly/WduAAS>

Adidas Preaches Teamwork to Fans

As the official kit sponsor of the British & Irish Lions, adidas recently celebrated the launch of the team's new uniforms in unique fashion.

Adidas erected a giant display just outside the team's stadium that encouraged fans to work together for the chance to receive one of the team's new jerseys for free. The stunt served as a great way for the brand to generate interest, excitement, and buzz about the kits on game day and leverage some of the unique principles of sports to create an unforgettable experience for fans.



Check Out adidas' Tactic Here:
<http://bit.ly/VrOIQW>

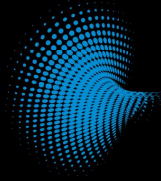
TECHNOLOGY TO KEEP AN EYE ON: LASER GRAFFITI

Adidas is capturing the interest and attention of young consumers across Germany with a spectacular laser graffiti tour featuring a team of professionals projecting popular/submitted messages and tags onto the walls of the largest buildings in Berlin, Hamburg, Frankfurt, and Leipzig.

The art of laser graffiti is becoming a widely recognized practice, presenting several potential opportunities for organizations to capitalize on from a consumer engagement and marketing perspective. Teams can use the technology to allow fans to project tweets, spirited messages, and memories onto the façade of their venues (as well as within the concourse) and can also consider utilizing it to promote events, announcements, and news throughout the city as part of an ambush marketing stunt. Consider ways to use virtual messaging to create a lasting impression!



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



Partnership Activation

The "Think Tank" for connecting brands with fans.

JANUARY 2013 - ISSUE 45

THINKING OUTSIDE THE BOX

It's time to get noticed at traditional events. Get creative.

Farmers Insurance recently leveraged social media to create a huge splash around its 54th entry to the iconic Tournament of Roses Parade by hosting a "Dream Wedding" atop of its "Love Float" in the parade. While most participating brands settle for standard impact, coverage, and visibility, Farmers took an alternative route to capitalize on the opportunity in front of a national audience of 54 million viewers.

In September 2012, Farmers launched a social media contest (supported by local agents and digital assets) in search of the perfect couple to marry live on national tv, generating hundreds of captivating submissions.

After an exhaustive selection process, Farmers helped Nicole and Gerald of Chesapeake, VA celebrate their big day in a special way with America watching. The effort resulted in 516 million impressions, 586 media placements, 113,000 page views, 82,000 Facebook likes, and 100,000 YouTube views... A huge win for the brand!



Check Out Farmers' Execution
Here: <http://bit.ly/XNbMLO>

TALKIN' #SPORTSBIZ

Looking to explore the latest trends, insights, and best practices from the world of sports social media?

There are two outstanding conferences right around the corner that you should definitely take advantage of. I will be speaking at both conferences and would love to connect with you live if you will be in attending!

NATIONAL SPORTS FORUM

- January 27-29 (Orlando, FL)
- <http://www.sports-forum.com>

PACnet

- February 10-13 (Newport Beach, CA)
- <http://pacnet.paciolan.com/>

Go From The Front Of The Class To The Front Office.

At SMU, our one-year graduate degree in Sport Management gives you access to real-world learning, case studies, professors with vast industry experience and hands-on internships. All in Dallas/Fort Worth—a top-five sports market. Attend night and weekend classes where you'll meet top sports industry executives and learn from faculty at the SMU Cox School of Business, highly ranked by leading business publications. It's the first step to a big-league career.

To learn more, visit <http://www.smu.edu/SportManagement>

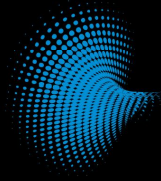
SIMMONS SCHOOL OF EDUCATION & HUMAN
DEVELOPMENT AND COX SCHOOL OF BUSINESS



SMU



CLICK HERE TO LEARN MORE: <http://www.smu.edu/Simmons/AreasOfStudy/APW/SportManagement>



HOT OFF THE PRESS

Are you looking for ticketing and marketing best practices?

During the Fall, Paciolan launched an official Pinterest page that features a compilation of the best marketing, ticketing, and related digital/social promotions in the industry. The page is a tremendous resource, offering 100+ best-in-class examples that properties can benchmark to enhance their existing efforts.

As we look to evolve our industry practices, we should all consider how we can mirror Paciolan's efforts here and develop extensive resources that facilitate idea sharing and revenue generation. Check out their official Pinterest page and be sure to save it as a favorite within your browser!



CREATIVITY IN THE SPORTS MARKETPLACE



A Wisconsin bar found a unique way to remind their rivals, Adrian Peterson and the Minnesota Vikings, that they fell short of their goals (and history) in 2012-13



The Nets surprised free agent Deron Williams with a Happy Birthday card outside his Manhattan home while courting him during the offseason



Livestrong distributed unique cheering signs that fans could write personalized messages on... a great tactic for teams to use to celebrate multiple championships



McDonald's used cheesehead straw holders to upsell consumers in Wisconsin



The Idaho Potato Bowl featured an appearance by the largest tater in the world (12,000 lbs)
<http://www.bigidahopotato.com/>



The Brewers show how airlines can leverage team logos and marks beyond typical aircraft branding



Delta signifies its partnership of the NY Yankees with a giant co-branded cap display at Yankee Stadium

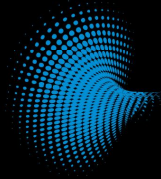


Carnival created an elaborate Halloween display at the N.O. Boo at the Zoo
<http://bit.ly/TF5pZJ>

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.



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 2013 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) January recipients of the Partnership Activation Rising Stars Program:



Jimmy Small, NASCAR (<http://www.NASCAR.com>)

As Manager of NASCAR Team Services, Jimmy Small serves as a direct liaison to its national race teams across the Sprint Cup, Nationwide, and Camping World Truck Series. Jimmy's responsibilities include assisting teams in business development strategy, creating additional value, identifying and sharing best practices, and generating new business. Additionally, Jimmy is an integral part of NASCAR's unprecedented Industry Action Plan (IAP). The IAP is comprised of dozens of critical action items and corresponding strategic plans, organized around 7 key development platforms: Youth, Gen Y (18-34), Multicultural Development, Driver Star Power, Event Experience, Digital/Social Media, and Product Relevance. Prior to joining Team Services, Jimmy started his career at NASCAR in its Industry Operations department. He planned and executed event operations such as the national anthem, flyover, command to start engines, and victory lane celebration at NASCAR racetracks across the country. Jimmy is a graduate of The University of Notre Dame, and currently resides in Charlotte, NC.



Allison Doughty, Atlantic Coast Conference (<http://www.theACC.com>)

Allison currently serves as the Director of Football Operations and Event Management with the ACC specializing in administration of all conference football operations and scheduling, management of conference football relationships and execution of all football special events, championships and programs. Event Management duties include organization of non-football Conference Championships and other Conference ancillary events. Prior to working for the Atlantic Coast Conference, Doughty served in Event Assistant roles with both the ACC Football Championship game Local Organizing Committee in Jacksonville, FL and Chick-fil-A Bowl & Atlanta Sports Council in Atlanta, GA, implementing the planning and execution of all bowl related events and the inaugural Atlanta Sports Awards. Allison received a B.A in History from the University of Virginia in 2005 and a master's degree in Sports Administration from Ohio University in May, 2012.



Jez Ratliff, Wasserman Media Group (<http://www.WMGLLC.com>)

Jez Ratliff, a Director of Consulting at Wasserman Media Group, has been instrumental in developing a global sports marketing strategy for PepsiCo, enabling different markets across the globe to use a consistent set of metrics to evaluate sponsorship opportunities. Prior to joining Wasserman, Jez spent time working at both the Atlantic Coast Conference and NIKE. Jez received her MBA and MSBM degrees from the University of Central Florida's DeVos Sport Business Management Program and received a B.S. in Sports Management from Florida State University where she was a captain and four-year starter on the top-ranked women's soccer team.

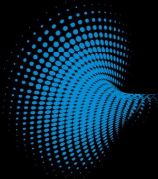


Ben Levy, Navigate Research (<http://www.NavigateResearch.com>)

After graduating from Arizona State University with honors in May 2012, Ben took a position with Navigate Research in Chicago, the industry leader in sports sponsorship measurement and valuation. Ben works in marketing and business development and is responsible for developing and executing sales strategy, new product marketing, and client servicing. In his first six months at Navigate, sales have dramatically increased by 255% compared to the first half of 2012. Prior to joining Navigate, Ben led the Sports Business Association at ASU and interned for the NFL Players Association, Octagon Basketball, The Artigue Agency, Phoenix Suns, Cincinnati Reds, and worked on the Gatorade account at Fleishman-Hillard.

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 SPOTLIGHT

Looking to incentivize fan loyalty and passion via Instagram?

Sports organizations looking for new ways to leverage tourism partners should consider benchmarking a recent "#ShowYourMilwaukee" promotion that the Milwaukee Bucks executed to welcome one of their rookies, John Henson, to town. The Bucks encouraged fans throughout Wisconsin to post their best photos of Milwaukee to Instagram (with a designated hashtag) for the chance to win free tickets to a game (along with 30 others) and a meet-n-greet with Henson himself.

Interested in benchmarking this idea? Consider the following fan call-to-actions:

- Ask fans to post their best tailgating photos, game day photos, favorite personal photos of a player/coach, stadium/campus photos, game day apparel, and more!



PARTNERSHIP SPOTLIGHT

Forget jumbotron ads... When was the last time you considered some creative product placement?

On a night where there's 48 minutes of action, 60+ team partners activating, and 20,000 fan distractions, how does your brand get noticed?

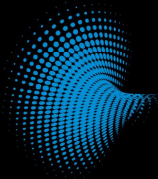
It's certainly a tough proposition but one that brand marketers need to actively address on an ongoing basis. For when it comes to stadium activation, it is essential that brand marketers think closely about how they can stimulate fan interest and create conversations - and unique product placement executions may just be the answer.

A great example of this is the Washington Wizards' Cookie Challenge - a video board segment that features guard John Wall attempting to put a cookie in his mouth within a 1 minute time-span (without it falling off his face) to win a free prize pack for a lucky fan in attendance. The in-game feature is entertaining, buzz worthy, and memorable - 3 facets that would truly make the asset valuable to an official cookie partner (if there was one involved here)... versus a standard :30 spot that often gets overlooked.



A CLOSE LOOK AT THE CHICK-FIL-A BOWL





#SPORTSBIZ ON TWITTER

5 HANDLES YOU MUST FOLLOW



@ChrisErb



@AyoTaylorDixon



@HevCollart



@SportsPro_Mag



@UOPintens

THOUGHT STARTERS

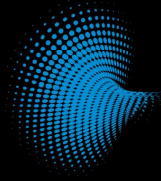
Looking for ways to leverage formal attire partners? Here's 15+ activation ideas to consider:

- Create an official "formal" team photo - <http://bit.ly/Rz8200>
- Host a team-related fashion show (creating exclusive content involving team stakeholders walking down the runway)
- Utilize team marks/colors to create exclusive attire (ties, etc.)
- Integrate formal wear into pre-game player introductions
- Outfit all stadium ushers / coaches / suite employees
- Sponsor a pre-game red carpet feature
- Outfit players' with free pre/post game attire and promote with press backdrop branding / CTA
- Run a promotion offering fans a chance to go to the team's annual black tie event / awards ceremony
- Incentivize all fans who wear formal attire to a game with the chance to sit in the box with the team owner
- Host "formal" watch parties / networking events
- Outfit the in-game host (featured on the videoboard) and incentivize him to reward the best-dressed fans with exclusive experiences
- Distribute exclusive ties, cuff links, etc. to season ticket holders
- Create a promotion where fans need to run a 40-yard dash wearing a suit (ala Rich Eisen) in under 5 seconds to win a prize
- Interview players giving their best fashion tips to fans (and distribute via the team's social/digital channels)
- Allow fans to "suit up" for the game with Buy 1, Get 1 specials on game day (or with the redemption of a ticket stub post-game)
- Leverage inactive players (wearing suits on the sidelines) to do meet-n-greets, sign autographs, and take photos with fans
- Profile the best dressed player each game (showcasing photos of players as they get off the team bus)
- Allow fans to try on players' suits / attire worn on game day

See Footage From MCFC's Formal Team Photo Here: <http://bit.ly/Rz8200>



See How the Miami Heat Integrate Fashion Into Their Pre-Game Intros: <http://bit.ly/ZqLR0v> / <http://bit.ly/ScIU2B>



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The "Think Tank" for connecting brands with fans.

JANUARY 2013 - ISSUE 45

MOLSON DELIVERS A WAKEUP CALL FOR FANS

When it comes to sports, there's nothing better than having the opportunity to see a game played live. However, the difficulty is when your favorite team is playing halfway across the world in a notable tournament or competition.

Hockey fans across Canada encountered this issue in December when they wanted to watch their favorite players compete in the 2013 IIHF World Junior Hockey Championship, which took place in Ufa, Russia. Realizing this, Molson Canadian came to the rescue and offered a free wake up call to fans from TSN hosts Jay Onrait and Dan O'Toole before every game. To receive a complimentary wake-up call, consumers just had to log on to the Molson Canadian website and select the games and mobile number they wanted an alert sent to.

The initiative was outstanding because it was ownable, memorable, and valuable for passionate fans in desperate need of their hockey. In addition, it strengthened the brand's link with TSN's Sportscentre program and helped Molson become top of mind amongst fans as they tuned in for the game. It would be great to see more teams and supporting partners offer similar alerts to fans about when home/away games are being played (especially during the playoffs) and around milestone moments throughout the year.

Check Out the World Jr. Wake Up Here
<http://wakeup.molsoncanadian.ca/>

HEINEKEN DELIVERS A MESSAGE IN A BOTTLE

Teams looking to generate new revenue dollars from their beer/beverage partners should consider how they can create iconic, interactive displays inside their venues. While party decks (sponsored by beer partners) have become a standard fixture in venues worldwide, advancements in social and digital interactivity provide new opportunities to enhance existing efforts.

Heineken recently demonstrated this by turning the façade of the Heineken Experience Museum in Amsterdam into a massive interactive light installation comprised of 5,000 bottles - each filled with an LED light inside. As a celebration of the brand's 140th anniversary, the Heineken Bottle Wall displays a compilation of messages submitted by the brand's Facebook fans. While teams couldn't necessarily recreate the Heineken Bottle Wall holistically, they should look to find ways to create smaller applications that allow fans to bring their game day experience to life in new ways.

Check Out the Bottle Wall Here:
<http://bit.ly/UUBQDU>

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



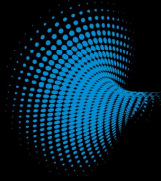
Red Bull takes extreme to a whole new level by riding on satellite dishes
<http://bit.ly/VhIGT5>



Adidas uses projection mapping to launch a new Spain soccer jersey in style
<http://bit.ly/U5yFg5>



Arizona delivers all the sounds of gameday from Arizona Stadium
<http://bit.ly/Ujq6ZG>



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. Show Off Your Players' Moves

As teams look to deliver new value for season ticket holders, they should create and distribute exclusive, original content of players teaching fans how to execute their favorite moves on the court/field (especially if they've been working on a new move for the upcoming season).



II. Showcase Players On and Off the Field

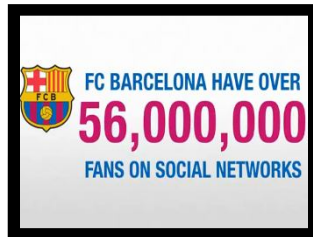
Teams should benchmark this PGA Tour spot and create online video series that provide fans with a 360° of their favorite players on and off the field



<http://bit.ly/S3w71g>

III. Celebrate Your "Wins" In the Social Space

As teams continue to gain traction generating followers, engagement, and sharing in the social space, they should consider creating 1-2 minute video montages celebrating those wins. Therein turn, teams can help fans recognize and appreciate their social savviness, as depicted below.



<http://bit.ly/Rse3fM>

IV. Finding Value in Feuding

Teams can create a memorable game day experience by allowing fans to compete in a live game of "Family Feud" against a team of former players and personalities in the concourse. The content can involve corporate partners and serve as a win-win-win for all!



<http://bit.ly/TF6hh4>

V. Give It a Shot

As the PGA looks to drive excitement around its portfolio of young, exciting phenoms, they should consider hosting a fun, sponsor-driven golf challenge that can be exclusively shared out across their social/digital platforms. Teams can also consider doing this with players during the offseason.



<http://bit.ly/WZIOnK>

VI. Blending In

In the golf space, marketers should take the lead from Nike and think differently when it comes to their inventory on the course. Brands looking to make a memorable, lasting impression might want to consider ways they can actually blend in...



<http://bit.ly/WhWdKS>

VII. If You Follow, They Will Come

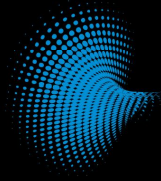
Teams looking to generate more social followers should create a viral spot where they have a mascot or player dress up in disguise and literally follow fans around on game day. The stunt could send a fun, healthy message to both avid and casual fans and attract incremental interest overnight! <http://bit.ly/RMErAX>



VIII. iSold More Inventory

As teams look to sell new forms of signage inventory attracting high media exposure, they should consider featuring iPads with revolving partner logos on the table during post-game press conferences.





PartnershipActivation

The "Think Tank" for connecting brands with fans.

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BRANDED ENTERTAINMENT ... AT ITS FINEST

Adidas - Predator Lethal Zones

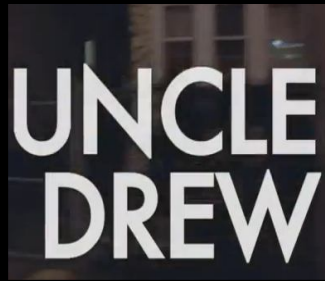
<http://bit.ly/VGX3Ai>

Foot Locker / Adidas - Rubio

<http://bit.ly/UVp21Z>

Pepsi Max's Uncle Drew Campaign - Part I and II

<http://bit.ly/UjJTtH> / <http://bit.ly/Tv28NW>



IDEA BOX



Link Game Day Activation with Your National Ad Campaigns

Brand marketers should find identifiable items in their national television campaigns and incorporate them into their game day activation.

Allstate recently did this at the 2013 Sugar Bowl, giving out bandages (recognizable from its Mayhem campaign) to all fans in attendance. The result? Thousands of fans decided to wear the bandages on their faces throughout the game, picking up some nice incremental television exposure for the brand at very low cost.



Add Value to Race Day with Head-to-Head Entertainment

As NASCAR looks to attract new, young fans to the sport, it would be exciting to see them deliver some new, fun pre-race entertainment on the track.

For example, the sport could allow 2 pickup trucks pulling branded billboards (Miller Lite vs. Budweiser) to race head-to-head in a 1-lap challenge simply designed to create a thrilling experience for fans, mirroring the success of the Sausage / Presidents race in baseball.

<http://bit.ly/SvLcsl>



Let Fans See the Action Up Close

In the sports marketplace, one of the most untapped opportunities is the use of player vision. As fans demand more unique content, teams need to find ways to deliver... and do so in a way that seamlessly ties in a partner.

The Charlotte Checkers' Player Vision Presented by Horizon Eye Care is a perfect example of this. Whether it's Derek Jeter's viewpoint from shortstop during practice or an assistant coach's POV from the bench, the opportunities are endless for teams to deliver 1st person perspectives.

<http://bit.ly/VEPEob>



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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.