



Are You Looking to Enhance Your Community Relations Efforts?

The Top 15 NFL Community Relations Sites

1. St. Louis Rams
2. Tampa Bay Buccaneers
3. Seattle Seahawks
4. Baltimore Ravens
5. San Francisco 49ers
6. Chicago Bears
7. New York Giants
8. Houston Texans
9. Cleveland Browns
10. Cincinnati Bengals
11. Jacksonville Jaguars
12. San Diego Chargers
13. Pittsburgh Steelers
14. Dallas Cowboys
15. Philadelphia Eagles

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

Partnership Activation 2.0

Welcome to the second edition of Partnership 2.0, a newsletter that provides sports business professionals with industry insights, creative activation tactics, and new ways to generate incremental revenue for their organizations.

Thank you for your continued support for www.PartnershipActivation.com and the Partnership Activation 2.0 newsletter. The interest and feedback has been outstanding and I wanted to take a moment to thank you for passing the publication along to your industry friends and colleagues. With the help of your support, the newsletter is now distributed to nearly 2,000 sports business professionals across fourteen (14) countries (5 continents).

If you need assistance with creative ideation and/or identifying new ways to generate incremental revenue for your business, please feel free to contact me at bgainor@partnershipactivation.com. Thank you for your continued support! Best Wishes, Brian

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INDUSTRY WATCH | RINK-SIDE BRANDING

- **Who: Skoda**
- Skoda devised a unique branding strategy at the 2007/2008 IIHF Hockey Championships to activate its position as the "Official Main Sponsor" of the tournament
 - Skoda featured two (2) rink-side car displays in the range of the main television camera
 - Skoda featured models of its cars in the corners of two (2) arena where the IIHF tournament was being played; light boxes identified the product models displayed
 - This exclusive rink-side opportunity granted Skoda combined product and brand promotion
 - The 2008 IIHF tournament enabled Skoda to provide a first glimpse of its new product line to an estimated 700MM television viewers
- Who can benefit from implementing similar tactics?
 - Minor league/college hockey organizations who do not fill their arenas to full capacity
 - NHL sponsors willing to pay a premium for exclusive display space (an investment that would need to total a greater amount than the annual ticket sales for that section)



Looking for Other Applications?

- **NASCAR (Infield Grass)**
- **Tennis (Courtside Corner)**





SPONSOR WATCH | LI-NING



Why?

- Li-Ning has begun to make its mark in the United States, signing three (3) prolific NBA players to partnership agreements over the past three (3) years
 - 2006: Shaquille O'Neal (5-year deal), Damon Jones
 - 2008: Baron Davis
 - Li-Ning uses billboards, retail, and outdoor advertising campaigns in China to build the global profiles of its athlete endorsers
 - Li-Ning recently sponsored the Spanish and Argentine basketball teams in the 2008 Beijing Olympics and received a significant amount of publicity when Li Ning (a former Chinese Olympian and founder of the company) lit the Olympic Torch at the Opening Ceremonies
- Li-Ning's corporate vision is to become a world leading brand in the sporting goods industry. The company owns 10% market share in China (versus Adidas (16%) and Nike (17%)).
- The company spends 17% of its overall revenue on marketing annually and will look to gain further penetration in the United States in the near future.

CREATIVE ACTIVATION IDEAS



The Seattle Mariners and Nintendo have teamed up to offer fans a unique Nintendo Fan Network Service at Safeco Park



The Hiroshima Carp, a Japanese baseball team, features a Cup Noodle truck that drives around the field during innings



The Arizona Diamondbacks take "70's Night" to the next level by transforming player video board profiles to have a '70s feel

This Month's Activation Tip - Provide Unique Experiences For Fans

Which out-of-the-box ideas are you implementing to enhance the game day fan experience?

Let Fans Cut (Down) the Nets

Have you ever attending a sporting event and wondered, "How fun would it be to cut down the nets?" Similar thoughts resonate through the minds of thousands of consumers when they watch the NCAA National Champions cut down the nets to the tune of One Shining Moment.

As a sports marketer, consider ways that you can replicate similar experiences (ideally at a minimal cost). Prior to a game against the Atlanta Thrashers in 2008, the Tampa Bay Lightning sectioned off a part of their concourse where they let fans cut a piece of a game-used hockey goal net. What a great takeaway for fans attending the game! Team representatives can create similar unique experiences for corporate partners, suite holders, or the general fan base prior to games. Consider the following elements:

- Hockey: Hockey nets, player jerseys
- Football: Field Goal Net, player jerseys
- Baseball: Dirt from the pitchers mound
- Basketball: Nets, player jerseys, court
- Racing: Track, sheet metal, Checkered/Caution Flag
- Tennis: Net





Where Are You Going for Your Sports Information?

Twenty Great Sports Reads

1. The Sporting News
2. Sports Business Daily/Journal
3. ProFootballTalk.com
4. The Big Lead
5. Deadspin.com
6. Withleather.com
7. The Wall Street Journal
8. Sports Biz Feed
9. ESPN.com
10. CNBC's Sports Biz (Darren Rovell)
11. Sports Biz Feed
12. Yahoo Sports
13. SportsIllustrated.cnn.com
14. SportsMarketing20.com
15. PartnershipActivation.com
16. Sponsorship.com
17. CollegeFootballTalk.com
18. Sports Marketing & PR Roundup (Joe Favorito)
19. Veritix Sports Newsletter
20. TheBusinessofSports.com

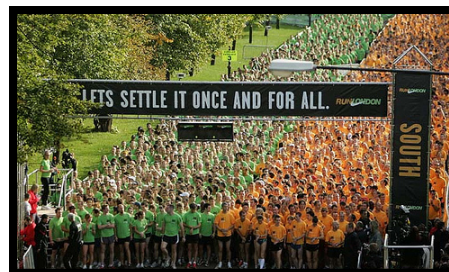
Looking to Stimulate Interest in Your Running Events?

Sometimes you have to look half way around the world to find a great idea.

In 2006, Nike created and executed the North vs. South 10K Challenge in Britain. The 10K challenge pitted competitors from North Britain against South Britain in a battle to see which side of the river could boast the fastest average time. Nike divided the course by region at the starting point, challenging participants to not only run for themselves but for their peers. Nike tracked performance times by having all runners place an official Nike 10Km Run London chip into their shoes. Participants were given a t-shirt representing either the North or South London teams. All in all, the event attracted 35,000 participants to Hyde Park... 35,000 new Nike advocates!

Nike devised a creative marketing scheme to spur interest in the event. Ads and billboards displayed across Britain challenged consumers, "Go head to head in one 10K run. Fastest average time wins. Which side are you on?", "Only one team can win" and "Let's settle it once and for all". The company also featured a variety of creative messages along the race path to keep consumers engaged and entertained.

What else has Nike done in London? In 2004, Nike challenged London runners to "Go Nocturnal". The company's evening 10K race attracted 30,000 runners wearing luminescent yellow long-sleeved running tops—a group of individuals willing to brave near winter conditions to partake in the event.



Have You Seen This?

As corporate sponsors in the United States look for new ways to ingrain their brand at the performance level, we have yet to see a Major League Baseball team willing to allow a sponsor to brand the outfield grass (an unlikely act given the backlash that Major League Baseball received for attempting to brand the bases to promote Spider-Man 2).

However, we have seen such branding tactics implemented by baseball teams in Mexico. With MiLB teams more apt to investing in such unique strategies, it wouldn't be surprising to see a similar tactic implemented in the United States in the coming years.





Looking to Show Your Team Apparel Providers Incremental Value?

Organizations looking to enhance their apparel partnerships should consider ways that they can leverage their team mascot. As demonstrated by the picture on the right, mascots can provide apparel companies with an extremely visible outlet to promote their product in-venue.

Sponsors can use mascots to help promote new product launches (shoes in this case, but also team/performance gear, etc.) as well as drive brand affinity by using these public characters as a means to cater to children and teenagers.

Organizations can sell this inventory as a leverage able component or use it as a "value-add" asset to help close a deal with interested companies.



CREATIVITY IN THE SPORTS MARKETPLACE

**Adventure Aquarium
Campbells Park—Wall Signage**



Adidas Billboard Promoting Chelsea FC



**Millersville University
Branded Foul Pole
Lancaster Barnstormers**

**Nike branded NYC taxis to promote the
company's Grapple in the Apple event**



**Baltimore Ravens SWAT Vehicle
(Stop Working and Tailgate)**



Looking for new ways to entertain fans at your venue?

A horse racing venue in Mexico created a unique way to entertain consumers attending (and betting on) races at the track. Track representatives branded each of the bathroom stalls with a different horse color/number (to give race fans feel that they were racing against one another when going to the bathroom).

This simple, yet extremely creative entertainment tactic can be implemented by venues and organizations in a variety of different means:

- **Horse Racing** - Implement a similar tactic using the branded signs representing the horses racing in the day's featured race
- **NASCAR** - NASCAR tracks could feature an extremely similar tactic using the numbers/colors of fan favorite drivers on the circuit (e.g. a #20 orange/black sign hanging over the toilet representing Tony Stewart alongside a blue/yellow #48 sign representing Jimmie Johnson, etc.)
- **NBA/NFL/NHL** - These organizations can create numbered stalls representing players on the home/visiting team. Believe it or not, there are Boston Celtics fans out there who would like to say that they went to the bathroom in Kevin Garnett's stall during halftime.
- **MLB** - Offer a "Match the toilet with the Inning" promotion, where fans have a chance to be rewarded for their bathroom experience. Teams can brand nine toilets (#1-9) and feature a receipt machine near each toilet. During each inning the machine will give a redemption receipt to fans who use that toilet. If the home team scores the most runs during the 1st inning, fans who use toilet #1 can redeem their "redemption receipt" the next game for a discount on beer/non-alcoholic beverage at a select concessions stand.



Does this idea sound interesting but your organization/venue doesn't want to pay the costs? Bring on a print vendor, local print/copy service, and/or bathroom/plumbing provider to serve as the presenting sponsor!

Looking to Advertise to Thousands of Sports Business Professionals?

INSERT YOUR BANNER AD HERE

Very Affordable Opportunities

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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.