



Looking to Create An iPhone App for Your Organization?

Fifteen (15) of the Best iPhone Sports Applications

- ESPN Pod Center
- Major League Baseball's "At Bat"
- March Madness iPhone App (CBS & MobiTV)
- Nike Women - Training Camp
- Nike Goal
- Sports Tap
- Real Soccer 2009
- iFitness
- Y!Fan (Fantasy Sports)
- Audi A4 Driving Challenge
- UEFA's European Football Vodcast
- F1 Mobile
- iReferee
- Volkswagen Polo Challenge 3D
- ESPN Cameraman

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

Partnership Activation 2.0

Welcome to the March 2009 issue of the Partnership Activation 2.0 newsletter. I hope you enjoy some of the creative activation tactics, signage concepts, and branding initiatives included in this issue.

I wanted to take a quick moment to thank the Ohio University Sports Ad Program and its incredible network of alumni (Class of '07) for their continued support for the publication and PartnershipActivation.com.

If you wouldn't mind, please take a moment to pass the newsletter along to all of your friends and fellow colleagues in the industry who may also enjoy some of the content featured in this issue. If I can ever be of assistance, please send me an email at bgainor@partnershipactivation.com.

I would love to hear from you. Best Wishes! Brian

this issue

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INDUSTRY WATCH | DIGITAL BENCH SIGNAGE

When will digital signage behind team benches become mainstream in sports?

Over the past few years, the Ottawa Senators of the National Hockey League have featured backlit rotational signage behind both of the team benches at their arena, Sociabank Place.

The rotational signage provides a way for the team to offer an additional premium signage piece to corporate partners looking for incremental ways to receive television visibility. The backlit signage is captivating on both television and in-arena, where the attention of fans is constantly directed at the players and the action on the ice.

The Senators' signage raises the question, when will we see more teams and leagues adopt backlit rotational and digital LED signage behind team benches? The inventory piece seems like a logical fit for MLB, MLS, and other NHL teams to model. Check back soon for additional examples of teams following this trend in the sports marketplace!





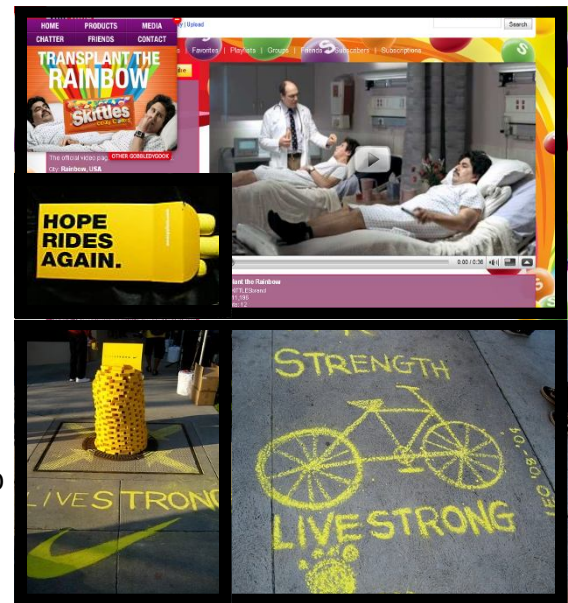
SPONSORSHIP WATCH | BRANDS PUT FANS IN CONTROL

Are you letting consumers decide your brand DNA?

As brands continue to experiment in the social media space, Skittles recently drew waves of attention when it completely converted its website into a creative platform that essentially aggregates all of its social media channels... all in an effort to put consumers in control of their brand DNA.

Now, when consumers go to the Skittles website to learn more, they are directed to Skittles-related YouTube videos, brand-specific Facebook pages, Wikipedia pages featuring product descriptions, and discussions people are having about the brand on Twitter.

The theory of "putting fans in control" is steadily becoming prevalent in the sports space. At a recent "Hope Rides Again" cycling event put on by Nike and Lance Armstrong (to benefit LAF), Nike distributed free chalk to fans and offered them the opportunity to express their passion for Nike as a brand, cycling, and life by creating chalk designs around the finish line. Consider new ways to put your brand in the hands of consumers!



This Month's Activation Tip - Enhance Your Mobilization Efforts

Are you outfitting your mobile vehicles with simple, yet fun entertainment?

VitaminWater has done a tremendous job outfitting its field marketing vehicles with simple, yet engaging forms of entertainment to stimulate interest in its sampling programs. VitaminWater actually found a way to creatively build two (2) interactive games directly into the side of some of its mobile fleet vehicles (as displayed in the pictures on the right):

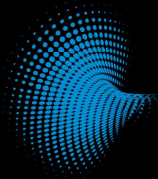
- **Hydropoly** - VitaminWater offers Hydropoly, "a healthy drinking game", that enables consumers to partake in a spin-the-bottle game to meet their VitaminWater product match (and receive a free bottle based on where the spin wheel lands)
- **Drinko** - VitaminWater provides fans the chance to play Drinko (its version of Plinko) for the chance to drop a chip in and fuel up with a free bottle of VitaminWater (based on where the chip lands). The Drinko board features subtle messaging about the product, the importance of recycling, and living a healthy lifestyle



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CREATIVE ACTIVATION IDEAS



A Los Angeles Auto Dealer Dangled a Lakers Branded Corvette from a Crane to Drive Awareness in the Marketplace



In Mumbai, Adidas Created a Large Cricket Encouragement Jersey for Fans To Sign and Pose for Pictures



The Tulsa Oilers (CHL) Featured Army Vehicles and Camouflage Jerseys on the Ice on Military Appreciation Night

TEAM PARTNERSHIP SPOTLIGHT SAN ANTONIO SPURS



PARTNERSHIP ACTIVATION HIGHLIGHTS

- **"Whataburger Flying Fries"** - Blake Skinner and his Corporate Partnerships team with the San Antonio Spurs collaborated with Whataburger to create a compelling on-court promotion for fans. The promotional contest features two (2) select contestants competing against one another in a 24-second large-sized fry throwing competition.

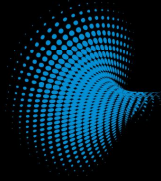
The winner of the competition receives a Whataburger gift card and the chance to shoot a fry at the bonus bucket. If the contestant hits the bonus shot, one (1) full section of fans win free Taquitos from Whataburger.

- **"SWBC Terrace Level Bar & Internet Café"** - The Spurs teamed up with SWBC, a financial services company, to brand the entire Terrace Suite Level at the AT&T Center. As part of the initiative, SWBC created and branded a secondary bar and Internet Café that has become a very popular place for Spurs fans to lounge before games and during stoppages of play. SWBC added some flavor to the bar by creating its own drink, the SWBC Bluetini, which instantly became a fan favorite in San Antonio.

- **"Valero/Nesquik Bowling for Cash"** - During select timeouts, the Spurs organization features an interactive Valero/Nesquik Bowling for Cash on-court promotion. One lucky contestant is given the chance to choose one (1) of three (3) Nesquik bottles positioned on the court.

After making his/her selection, a card is drawn from that bottle that determines how much cash they are playing for and where they are given a chance to bowl from. Contestants are given two (2) chances to try to knock down all the pins and win the cash. In this game, no one goes home a loser—if contestants don't win, they still receive a gift card to the Spurs team store.





Do Your Pre-Game Introductions Feature State-of-the-Art Elements?

For properties looking to enhance their pre-game entertainment, consider modeling the efforts of the Los Angeles Lakers. After the away team's starting five players are announced prior to the game, the Lakers turn off the lights and drop a giant curtain down from the top of the center hung scoreboard.

Using a projector technology, the team features a :45 second introduction displayed on the curtain, magnifying the pre-game experience for fans. At the end of the introduction, the curtain drops and the Lakers players are introduced.

In the past, the Lakers have branded the introduction video (with a sponsor logo being featured at the end of the clip). However in recent times, the team has chosen to use this more as a pure entertainment vehicle.



The Lakers' pre-game production is incredible. See it here: <http://www.youtube.com/watch?v=BMWAXoEZNfQ>

CREATIVITY IN THE SPORTS MARKETPLACE



Lufthansa Passengers Felt the '06 World Cup Frenzy at the Airport in Dusseldorf, Germany



A Life-Sized Chris Bosh Bobble Head is Featured at the Air Canada Centre



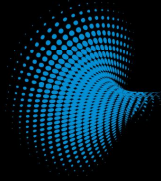
Nike Featured Non-Traditional Out-of-Home Branding for the 2006 Homeless Soccer World Cup



Players Can Hit a "Homer" At Phoenix Stadium



The Minnesota Wild Outfitted the Xcel Energy Center with Their Team Slogan



Which Messaging Campaigns Are You Following In Q1?



STATE FARM, LEBRON JAMES

Are You Taking Your Brand to the Fans?

McDonald's took advantage of the NHL All-Star Game Jamboree being held in Montreal during the month of January by taking its coffee product and services to the fans. McDonald's featured staffers sporting insulated mobile coffee pots on their backs, roaming the parking lots of the Bell Center and distributing product to fans looking to stay warm in the frigid wintry temperatures.

McDonald's connected with consumers through multiple touch points during the NHL All-Star Jamboree weekend, including:

- Featured the Line Up Program, where 12 lucky minor league players have the opportunity to join the starting lineups on the ice for the '09 NHL All-Star Game
- Served as the title sponsor of the Open Practice
- Served as the presenting sponsor of the NHL Accuracy Shooting competition
- Served as the presenting sponsor of an Interactive Skill competition at the NHL Jamboree



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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.