

Looking For New Stadium Elements?

Fourteen (14) New/Future Venues to Benchmark

- The New Yankee Stadium
- Citi Field (NY Mets)
- The New Cowboys Stadium
- NY Giants/Jets Meadowlands Stadium
- Soccer City Stadium (Johannesburg, WC '10)
- London Olympic Stadium (2012 London Olympics)
- Liverpool FC's Stanley Park
- Chivas de Guadalajara's Estadio Chivas
- Minnesota Twins Ballpark
- FK Zenit SPb's Zenit Stadium (St. Petersburg)
- Juventus FC Arena
- Panathinaikos' Marfin Green Arena
- Univ. of Minnesota's TCF Bank Stadium
- Oakland Athletics' Cisco Field

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

Partnership Activation 2.0

Welcome to the April '09 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 wanted to take a moment to thank you for all of your support during the month of March/April when the site was shut down due to some domain issues. Thanks to the assistance of Michael Streb, we were able to work everything out and now have the site back up and running as both PartnershipActivation.com and PartnershipActivation.net.

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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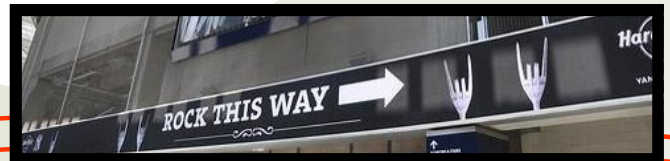
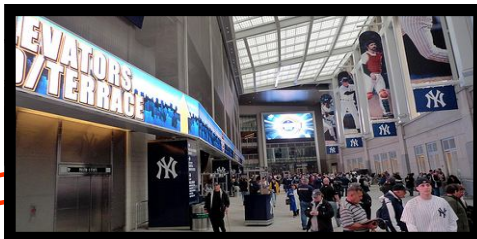
INDUSTRY WATCH | LED CONCOURSE SIGNAGE

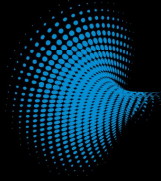
Will LED concourse level signage emerge as a new trend in the sports marketplace?

The new Yankee Stadium, an immaculate state-of-the-art \$1.6BN facility, boasts a collection of new amenities and technological features. With one of the world's largest video boards and 1,100 HD monitors located throughout the venue, it would be very hard for Yankees fans to miss a single pitch during the game. However, one of the stadium's most astounding and unique features (that might be overlooked by fans) is the 5x383 foot 10mm LED ribbon board located in the venue's Great Hall concourse level.

The LED concourse level signage, created by Daktronics, serves as an effective medium to guide fans to venue destinations (e.g. Hard Rock Café), provide directional signage to seating levels, and alert attendees of exclusive promotional offers. The signage also provides corporate partners with an interactive messaging means that directly speaks to consumers as they head to purchase concessions, enjoy the team gift shop, and use the restrooms before/after the game and between innings.

As the arms race continues, it will be interesting to see if LED ribbon board technology becomes a staple feature in stadium concourse levels across the globe.





SPONSORSHIP WATCH | ALIGNING WITH TOURISM AGENCIES

Has your organization considered aligning with an international tourism group?

As the state of the economy continues to force consumers to put their vacation plans on hold, professional organizations are venturing out to form partnerships with international tourism agencies in an effort to dangle VIP trip sweepstakes for fans to enjoy. Here is a quick look at some ways that teams are leveraging their tourism partnerships:



Orlando Magic / Islands of Guadeloupe - The Magic organization teamed up with the Islands of Guadeloupe (home of Magic G Mickael Pietrus) to offer a ten week contest that enabled one lucky winner and three of his/her guests to travel and experience the Islands with Pietrus for five days.

- To enter for a chance to win, fans had to correctly answer a three-question test about the Guadeloupe Islands - thus, fans have to learn about the Islands of Guadeloupe to win! Fans could submit one (1) entry each week for the duration of the ten (10) week contest. The prize package included airfare, hotel accommodations, and transportation to and from the airport

Los Angeles Lakers / Beijing Tourism Administration - The Lakers teamed up with the Beijing Tourism Administration to offer a sweepstakes that rewarded one lucky Lakers fan with a free six day/five night trip to Beijing. For a chance to win, fans had to complete a registration form online at Lakers.com between March 16th and March 31st.

- The \$5,510 prize package included: round trip airfare for the winner and his/her guest, hotel accommodations for six days/five nights, two (2) upper level game tickets and complimentary parking to the Lakers vs. Rockets game on April 3rd (where the team announced the winner during a pre-game presentation)
- The prize package did not include: taxes, surcharges, or external expenses (shopping, food, ground transportation, etc.)

In Related News:
The Boston Red Sox, NESN, and the Deutsche Bank Championship recently announced a partnership with Bermuda Tourism

This Month's Activation Tip - Incorporate Your Products Into Interactive Exhibits

Are you showcasing your products in your interactive exhibits on-site?

adidas showcased a creative soccer kick exhibit as part of its activation around the 2008 Danone Nations Cup, the world's top soccer tournament for children ages 10-12 years of age. The sportswear manufacturer challenged consumers to kick down a display featuring fourteen (14) of adidas' signature shoeboxes. The company featured the interactive exhibit in a cube-shaped footprint designed to drive awareness for the company's Predator footwear.

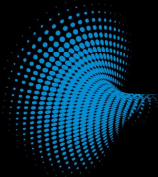
By incorporating its famous three-stripe shoeboxes in the interactive exhibit, adidas effectively places its brand in a memorable experience for consumers (such a simple, yet effective tactic). The next time each of the consumers who interacted with the footprint head to retail to buy a new pair of shoes, how could they forget the sharp look of adidas' shoeboxes? Consider new ways your brand can use its products to influence a consumer's interactive experience!



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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.



CREATIVE ACTIVATION IDEAS

TEAM PARTNERSHIP SPOTLIGHT ARIZONA STATE UNIVERSITY



PARTNERSHIP ACTIVATION HIGHLIGHTS



Allstate teamed up with Kevin Burke PR to mobilize Allstate's Good Hands college football branding initiative



The Miami Dolphins Offer Rides to Fans on Rickshaws Prior to Games - The Branded Rickshaws Serve as Mobile Billboards for Advertisers



Food City Features a Giant Motorized Shopping Cart on Display at Bristol Motor Speedway

Z'Tres for Trios - The folks at Arizona State University collaborated with Z'Tejas to create a unique promotion to drive awareness and affinity for the chain's signature appetizer, the Z'Tejas Trio. Each time the Sun Devils made ten three-point baskets while playing at home, all fans in attendance could redeem their ticket stub for a free Z'Tejas Trio with the purchase of an entrée (ASU averaged 8.2 three-point baskets per game). To build excitement in-area, ISP featured a Z'Tejas countdown banner that revealed the number of three-point baskets converted during the game.



AT&T Behind the Team - When the Sun Devils traveled to Miami to compete in the NCAA Men's Basketball Tournament for the first time since 2003, AT&T featured a "Behind the Team" promotion that provided ASU fans with exclusive, behind-the-scenes content. As the exclusive wireless partner, AT&T partnered with the Sun Devil Sports Network broadcast team, Tim Healey and Brad Nahra, to deliver daily text messages chronicling their experiences in Miami (to receive the exclusive content, fans just had to text "Devils" to **72645**).

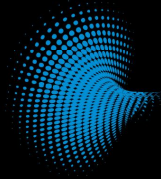


- Tim Healey, the voice of the Sun Devils, produced a "Tim's Tidbits" message that provided fans with unique information on the team as they prepared to compete
- Brad Nahra, the color analyst, debuted "Brad's Beat", providing fans with a taste of the sights and sounds of Miami

Swap-U "Stripe Out" - Swap-U, an online classifieds service for students, teamed up with Arizona State to "stripe-out" the student section before the UCLA men's basketball game.

In an effort to create a festive student section for the game's broadcast on ESPN, Swap-U distributed striped t-shirts to all students in attendance. The t-shirts became so popular with students that they continued to wear them around campus and to other sporting events (continuing the brand awareness campaign for Swap-U). Swap-U leveraged the "stripe-out" night by featuring a display at the student entrance that introduced their product and showcased the "stripe-out" shirts on their company website the week following the game for students who were not able to receive one.





Have You Considered Taking Your Branding and Activation Vertical?

When was the last time you thought about taking your signage and activation vertical? It just might be the best way to help your brand escape the clutter (and maximize limited space opportunities in high density areas). Here are two (2) examples of vertical branding in action:

Smirnoff Ice, Toronto Maple Leafs - As the "Official Cooler of the Toronto Maple Leafs", Smirnoff Ice kicked off the '08 season with a game of vertical hockey on a 60' billboard situated ten (10) stories above Yonge-Dundas Square in downtown Toronto. The interactive billboard, featuring a one-on-one matchup between a forward and a goalie, attracted the attention of hundreds of pedestrians. Smirnoff complemented the vertical billboard activation on the ground with a Smirnoff Ice skills competition that offered fans a chance to win free tickets. Smirnoff's vertical activation modeled similar tactics implemented by adidas and Vodafone in the soccer space.

Arizona Cardinals - The Arizona Cardinals outfitted a long pillar inside the University of Phoenix Stadium with a non-traditional vertical branding piece touting the club's history. The vertical format really makes the signage piece stand out amongst the stadium clutter (especially in the rafters).

Watch Smirnoff's execution here: <http://www.youtube.com/watch?v=DxmJfDNtucE>



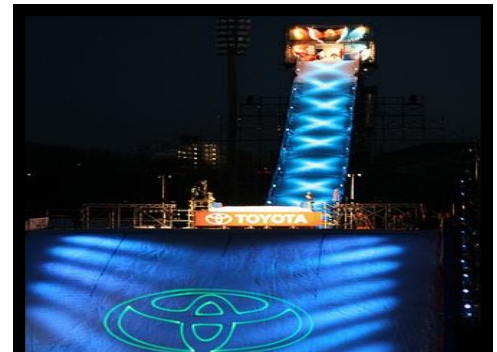
CREATIVITY IN THE SPORTS MARKETPLACE



Guinness Distributed Special Jersey Coasters to Promote its Title Sponsorship of the Rugby Club



adidas Painted the Ceiling of Cologne's Train Station to Look Like a Soccer Cathedral in Preparation for the 2006 World Cup



Toyota Featured Distinct Branding Tactics at the '09 Toyota Big Air Snowboarding Event in Sapporo



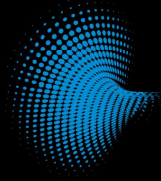
The NHL Iced Down Jerseys at the '09 NHL All-Star Game



Red Bull's F1 Hospitality (The Energy Station) in Monaco is out of this world



Vitamin Water Capitalized on the OJ Simpson Ruling With a Creative Billboard Campaign



PartnershipActivation
The "Think Tank" for connecting brands with fans.

HOT OFF THE PRESS

Joshua Duboff recently released the inaugural issue of The Sports Business Exchange, a publication that features a collection of insightful articles written by young sports business professionals.

The April piece is extremely well done and I encourage you to check out the TSBX's Official Site, www.thesportsbusinessexchange.com, and download the publication. The Sports Business Exchange is a forum for intellectual articles on issues and concerns in the world of sports business.



A MUST READ!

This Month's Measurement Tip - Overcoming Challenges to Measure ROI

Major Challenges to Measuring Sponsorship ROI

- **Isolating the impact of the sponsorship**
- **Correlating profit and marketing metrics**
- **Measuring changes without a baseline**

Navigate

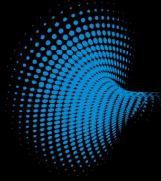
One of the main reasons many companies do not track ROI for their sponsorships is that arriving at a final figure involves a complex process and many challenges. The process can be time-consuming and costly, especially if the results are erroneous and important decisions are made based on inaccurate data.

For instance, one challenge of accurate ROI measurement is the difficulty of directly attributing increases in profit to a specific sponsorship because sponsorship and advertising are rarely done in isolation. Oftentimes, companies advertise through numerous marketing channels and mediums along with owning a diverse sponsorship portfolio, making it extremely difficult to distinguish how much each investment contributes to the company's marketing goals. One of the ways that Navigate has looked to isolate the impact of a single sponsorship is by measuring the awareness level of each investment within a company's portfolio and adjusting the final results by a related factor.

Another major challenge is the difficulty of properly quantifying return on objective (ROO) figures. For example, if a company's goal is to increase the awareness of a specific product due to a sponsorship, how does that effort translate to additional sales?

Perhaps one of the most common ROI measurement challenges is not having a true baseline measurement to compare how the sponsorship has changed customer behavior or brand perception. This makes the accurate measurement of sponsorship impact a more difficult task. Navigate recommends that companies perform a market research study before the sponsorship takes effect to create the baseline measurement for future analysis. If a true baseline is not available, results can be compared to other sponsorships across the industry or region or based on the size of investment.

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



Which Messaging Campaigns Are You Following In Q2?

Nike - "Ready for Your :45?"



The NCAA Steals the Show with its Branding at the Final Four

With millions of consumers filling out brackets, organizing parties, and tuning in to see which teams of the nation's finest teams will compete in the Final Four, the NCAA has done an excellent over the past twenty (20) years building excitement for March Madness.



While the NCAA devotes a significant amount of attention to its media coverage on CBS, some of its best work is displayed through its Hoop City activation, local marketplace community initiatives and in-arena branding tactics.

In 2009, the NCAA turned to its exclusive printing vendor, Sport Graphics, to bring its "The Road Ends Here" thematic to life for fans attending the Final Four at Ford Field. Sport Graphics did a tremendous job creating attention-grabbing road maps, decorative signage, and captivating banners that truly made Ford Field feel like the tournament's final destination. Check out their work below:



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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.