

**Looking to Activate Within Sports?**

**20 Brands Leading the Way in Partnership Activation**

- Chick-fil-A
- adidas
- Nike
- MillerCoors
- Coca-Cola
- Visa
- Red Bull
- AT&T
- State Farm
- T-Mobile
- Anheuser-Busch
- ING
- Carlsberg
- Heineken
- Kia
- Guinness
- McDonald's
- Samsung
- Skoda
- Sprint

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

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the July '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 am very excited this month to announce the launch of the Partnership Activation Rising Stars Program, an initiative that will honor four (4) young professionals each month who are making an impact in the sports industry early in their careers. Individuals recognized as "Rising Stars" will join an exclusive group designed to help young leaders in the industry network and develop lifelong relationships with one another. For more information on the program and this month's recipients, check out Page 5 of the issue.

This month, please take a moment to pass the newsletter along to **two friends outside of the industry** who may also enjoy some of the content featured in the issue. If I can ever be of assistance, please send me an email at [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com). I would love to hear from you. Best Wishes! Brian

**this issue**

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**Looking for more?**  
Check out  
[PartnershipActivation.com](http://PartnershipActivation.com)

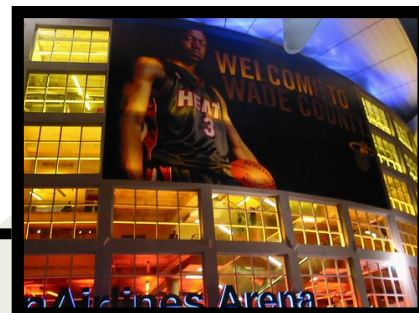
**INDUSTRY WATCH | LED MESH TECHNOLOGY**

**Are you looking to create more out-of-venue inventory opportunities for partners?**

In January 2009, the Miami Heat became the first U.S. sports franchise to invest in MediaMesh, a next generation outdoor media system designed to promote sponsors and upcoming events. MediaMesh is a transparent, waterproof mesh LED technology that provides sports organizations with a means to turn static walls into dynamic billboards.

Convinced the MediaMesh technology would serve as a phenomenal promotional tool, the Heat invested a large sum of dollars (\$700,000) to install the 3,400 square-foot mesh system on the front exterior façade of the American Airlines Arena. MediaMesh can display still and moving text as well as full-color video and graphics, yet it doesn't block the view of consumers situated inside or outside the venue (the mesh is 70% transparent).

The innovative MediaMesh technology is made by a German-based GKD and marketed in the United States by A2aMedia. The state-of-the-art billboards are just beginning to gain traction in the United States despite having been adopted by various organizations across Europe (Italy, Germany).



**Check out the Miami Heat's incredible mesh billboard here:**

<http://www.youtube.com/watch?v=zOE0UDpVzTw>



## EYES ON THE INDUSTRY

PRESENTED BY



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

### Top 10 Current Industry Trends to Keep an Eye On

#### TREND WATCH

1. How the Sports Industry is Faring During Economic Times
2. The Implications of Social Media in the Sports Marketplace
  - 2b. The Conglomeration of Social Media Websites
3. Charitable / Cause Marketing Initiatives
4. The Microsite Movement
5. Teams/Leagues Streaming Media in Regional Markets
6. Global Penetration
7. Sonic Branding
8. Technological Advancements in Outdoor Advertising
9. The Green Movement in Sports
10. Organizations Outsourcing Travel/Ticket Operations

#### INFORMATION TO "ZERO-IN" ON:

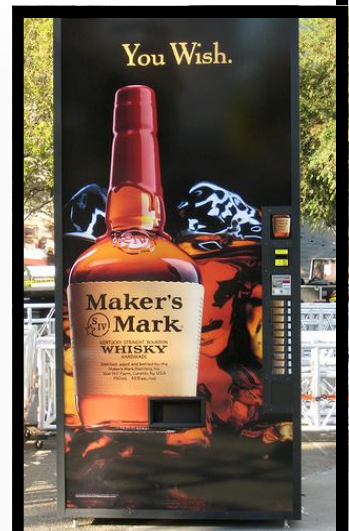
- Corporate Spend/Athletic Departments Under a Microscope
- Twitter, Social Video, Facebook, Flickr, YouTube, etc.
- Fantasy Sports Ventures (FSV) Leads the Charge
- An Act Prominently Showcased at the '09 MLB All-Star Game
- Recruiting (DukeBluePlanet.com), Events (SixOvertimes.com)
- The New York Yankees Lead the Charge
- Teams/Leagues Focus on Global Penetration Efforts
- Banshee Music Providing New Revenue Streams for Properties
- The University of Kentucky, Advancements in Bluetooth
- LEED Certification/Recycling Programs on the Rise
- Fenway Sports Group (Travel), The Aspire Group (Tickets)

### This Month's Activation Tip - Make Fans DESIRE Your Product on Gameday

#### *Are you looking for ways to influence consumer behavior in venue settings?*

To successfully activate on-site, brands must build and retain consumer desire - something that is oftentimes easier said than done. Realizing that the majority of fans have a moderate level of disposable income to spend on gameday (although it may not be much in today's age), brands need to do more than just feature signage on-site to drive consumers to purchase their goods (either before, during, or after events). Consider a few ways to effectively do this:

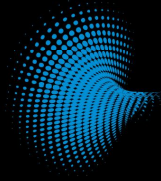
- **Feature an in-game promotion that rewards fans based on team performance**
  - E.g. If the Lakers score 100 points, all fans in attendance receive a free taco from Taco Bell
- **Leverage in-game inventory (videoboard, LED) to drive post-game traffic**
  - E.g. Alert fans via an LED ribbon board that they can bring their ticket stub to a local Hooters within 48 hours of the conclusion of the game to receive 10 free wings
- **Tease fans with something they cannot have until after the game**
  - E.g. Feature a Maker's Mark/Jim Beam/Jack Daniels vending machine on-site



#### Interested in signing up for the newsletter?

Send an email with "Subscribe" in the subject line to [newsletter@partnershipactivation.com](mailto:newsletter@partnershipactivation.com).

In the body of the email, please include your name, company affiliation, and contact information when subscribing.



**CREATIVE  
ACTIVATION  
IDEAS**



**Heineken lets consumers experience what it's like to have their picture taken inside a beer label at the Heineken Factory**



**Consumers Dribbled Basketballs to Win Prizes as Part of T-Mobile's Dribblefest during NBA All-Star Weekend**



**The Atlanta Braves Featured a Customized Delta Vehicle Circling the Warning Track at Turner Field**

**PARTNERSHIP SPOTLIGHT**

Chicago White Sox



**PARTNERSHIP ACTIVATION HIGHLIGHTS**

Over the past 25 years, the Chicago White Sox have been recognized for their promotional prowess. From "Turn Back the Clock Day" (a promotion that recreated a baseball game as it would have been played in 1917) to the team's creative 7-Eleven incorporation (where they started playing home games at 7:11pm), the White Sox have created a number of ingenious ideas over the years. Here are two (2) promotions the club currently has in the works:

**MillerCoors - Beer Vendor of the Year**

The Chicago White Sox have teamed up with MillerCoors to create an innovative text messaging initiative that offers fans the chance to vote for their favorite beer vendor. MillerCoors is encouraging fans during the third inning of White Sox home games played in month of July to text the name of their favorite beer vendor to a designated code to help their candidate be named "Beer Vendor of the Year".



The White Sox will announce the winning beer vendor during the team's home game against the Yankees on July 31st. The winner will be given the opportunity to toss out the first pitch at a White Sox game played in August and have their likeness used for a 2010 Miller Lite promotional bobble head giveaway that will be distributed to 20,000 White Sox fans. The promotion was designed and launched by GMR Mobile on behalf of MillerCoors.

- Which passionate baseball fan wouldn't want to vote for their favorite beer vendor?  
<http://www.youtube.com/watch?v=8SUGCR38x04>

**Jim Beam - Take the Mound Sweepstakes**

The Chicago White Sox are partnering with Jim Beam to create a "Take the Mound" sweepstakes that will enable one (1) lucky winner to have the opportunity to throw out the first pitch at a White Sox game, enjoy four (4) tickets to watch a game from the U.S. Cellular Jim Beam Club, and receive autographed White Sox memorabilia. Fans can enter the promotion, available only to Illinois residents 21 years of age, online at:

<http://www.jimbeam.com/takethemound/Default.aspx>

**WIN A ONCE IN A LIFETIME OPPORTUNITY**

- THROW OUT THE FIRST PITCH AT A WHITE SOX GAME
- ENJOY THE GAME WITH 4 TICKETS TO THE EXCLUSIVE JIM BEAM CLUB AT U.S. CELLULAR FIELD
- GET AUTOGRAPHED WHITE SOX MEMORABILIA





## HOT OFF THE PRESS

Are you looking to subscribe to a valuable weekly sports business resource detailing the latest insights in ticketing, promotions, and fan relations?

Doug Sell (doug.sell@veritix.com) has done a tremendous job creating the Veritix Sports Marketing Newsletter, a free weekly publication that delivers detailed, brief summaries of relevant sports business insights geared to help sports organizations increase revenue and strengthen fan relationships. The newsletter, distributed every Thursday, serves as a terrific way for Veritix to showcase news and best practices implemented by its clientele as well as other sports organizations (an effective medium to provide incremental value for current partners and establish relationships with others in the industry).

### How To Subscribe:

Send an email to [doug.sell@veritix.com](mailto:doug.sell@veritix.com) with "Subscribe" in the subject line. Include your name, company affiliation, and contact information when subscribing.



For More Information about Services Provided by Veritix, Check out <http://www.Veritix.com>

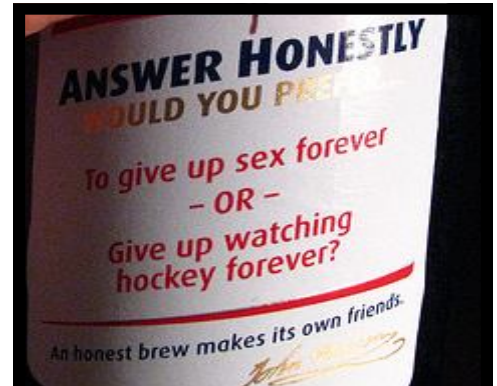
## CREATIVITY IN THE SPORTS MARKETPLACE



Purina demonstrated its support for the 2009 MLB All-Star Game in a big way at its company headquarters in St. Louis



adidas received some great guerrilla publicity in the London Marathon



Beer companies have mastered the art of packaging to peak consumer interest



adidas helps consumers feel good about purchasing their products with a unique messaging campaign



DHL turned heads with participants in the '08 Airtel Dehli Half Marathon



The Dodgers leveraged LA celebs to drive buzz around town



## RISING STARS

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

Partnership Activation, Inc. is excited to announce the launch of the "Rising Stars Program", an initiative that will honor four (4) young professionals each month who are making an impact in the sports industry early in their career. The four 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) inaugural recipients of the Rising Stars Program:



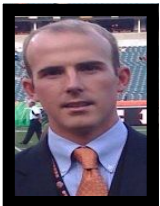
#### **Chris Chaney, Chaney Sports Group (<http://www.chaneysports.com>)**

Chris founded Chaney Sports Group, LLC in February 2008. He loves to build things, and is a tireless doer seeking innovation and progress in the sports industry. In addition to providing sponsorship sales and international business development services, his company is currently developing various sports properties in the United States and around the world. A native of Germany, Chris completed his undergraduate studies at Princeton University in 2007.



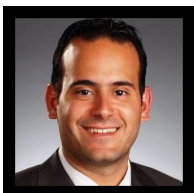
#### **Harrie Bakst, Carnegie Sports & Entertainment (<http://www.carnegiese.com>)**

Harrie is the founder of Carnegie Sports & Entertainment and has transformed the world of philanthropy by integrating sports and entertainment business platforms with altruistic endeavors. He has worked with some of the top organizations and properties in the world, including Coca-Cola Co., CBS, PUMA, Chipotle, GM, and Major League Soccer. Harrie's remarkable story is highlighted in the book *A Race Like No Other*, where he overcame cancer, started Carnegie, and ran the NYC Marathon 5 months after his final treatment.



#### **Wade Martin, Cincinnati Bengals (<http://www.bengals.com>)**

Since graduating in 2007 from the Ohio University Center for Sports Administration, Wade Martin has spent over two years developing sports marketing partnerships at the college and professional level. Wade joined the front office of the Cincinnati Bengals in 2008 working as the Senior Corporate Sales Manager. Since joining the Bengals, Wade has worked to develop a new "green" initiative in Cincinnati branded as the "Bengals First & Green" program.



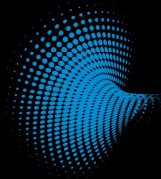
#### **Aldo Kafie, Octagon (<http://www.octagon.com>)**

Coming from a diverse background, Aldo hopes to devote his career to the growth of soccer and the Hispanic sports marketing landscape in the United States. His experience includes work on both the property and agency side, as well as a stint in the research and measurement field while at Navigate Marketing. Aldo recently accepted an account manager position at Octagon, focusing on The Home Depot's nationwide soccer sponsorships.

**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](mailto:bgainor@partnershipactivation.com)**





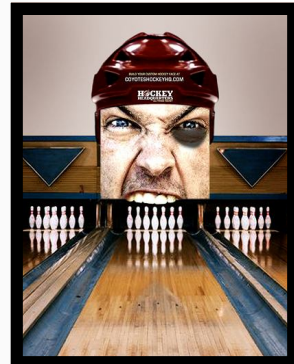
# THOUGHT STARTERS

Looking for unique ways to drive awareness? Here are some guerrilla marketing tactics to consider:

## IN-VENUE ACTIVATION AND BRANDING



## NON-VENUE ACTIVATION AND BRANDING





## WHICH CAMPAIGNS ARE YOU FOLLOWING IN Q3?



## LOOKING FOR WAYS TO LEVERAGE PARTNERS THROUGH NON-PROFIT EVENTS?

Caroline Smith and the Charlotte Regional Sports Commission (CSRC) recently put on a River Roar fundraising event at the US National Whitewater Center that enabled companies to challenge one another down a gushing channel while competing for the fastest time. CSRC staffers took numerous photos throughout the event and the post-awards ceremony, which they then used to create a follow-up video to feature on the CSRC site (as shown below).



The follow up video proved to be a hit with the event's corporate partners- showcasing the beverages, food, signage, and t-shirts all supported by their investment. The Charlotte Regional Sports Commission is now spreading the word to new partners by sharing it on YouTube, Twitter, and Facebook. Congrats on a job well done!

**Check out the Charlotte Sports Commission's River Roar Event Here:**

<http://www.youtube.com/watch?v=ENk2IUL7V40>

## SPONSORSHIP INDUSTRY FACTS AND INSIGHTS

- **Pet Companies** - Despite the recession, just 20% of pet owners say that they have reduced their expenditures on pet supplies
- **Grocery Retailers** - 61% of people plan to clip or download grocery coupons in the next 6 months; 59% plan to take better advantage of store loyalty programs
- **Eyewear** - The world's 65+ population will triple by 2050 (from 39MM to 89MM in 2050) - look for this industry to boom
- **Auto** - The top 5 markets for green autos include: San Francisco, DC, NY, Boston, and San Diego



**For More Information, Please Contact:**

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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.