

**Looking to Stay On Top of the Industry's Hottest Trends?**

Here are some of America's Hottest Brands (as reported by Advertising Age)

- 2K Sports
- 5 Hour Energy
- Subaru of America
- Banes & Noble
- DiGiorno
- Bing
- Panera Bread Co.
- Pabst Blue Ribbon
- Walmart Great Value
- Cover Girl
- Virgin America
- DiGiorno
- MTN Dew
- Five Guys
- Kettle Foods
- Zico
- Jameson (liquor)
- Jet Blue
- Jordan Brand

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

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the November '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.

On December 4th, I will be attending the Princeton Sports Symposium, one of the industry's premier conferences and networking events, especially for young professionals. Chris Chaney of the Chaney Sports Group has done a tremendous job developing this event over the past three (3) years and we are excited to announce that we will be featuring a Partnership Activation Rising Stars Discussion Panel at this year's event. I hope to meet and connect with many of you there!

This month, please take a moment to pass the newsletter along to **(3) new industry contacts** 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**

- Canstruction Events **P.1**
- Eyes on the Industry **P.2**
- Partnership Spotlight **P.3**
- Hot Off the Press **P.4**
- November Rising Stars **P.5**
- International Sports Biz **P.6**
- Corona Thought Starters **P.7**
- Idea Box **P.8**

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

**INDUSTRY WATCH | CANSTRUCTION EVENTS**

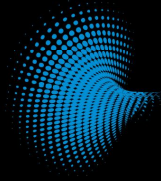
**Are you looking for new ways to drive excitement for community initiatives?**

The New Jersey Devils recently teamed up with the American Institute of Architects to host a unique "Canstruction" event that highlighted the team's Jersey Hockey Fights Hunger night on November 14th. As part of the initiative, the team collected thousands of canned goods and built a collection of immense 10x10x8 team/sport related statues (Zamboni, Goalie, Hockey Stick/Puck, Devils Mascot) that were displayed in the concourse level of the Prudential Center.

The "Canstruction" program serves as a great way for many organizations to showcase the impact/quantity of fan donations, support canned-good/cpg corporate partners (by creating concourse displays that enhance the fan experience), and drive awareness for cause-related initiatives. Look for more organizations to implement similar tactics in the near future!



Check out more pictures of the Devils' "Canstruction" here:  
<http://devils.nhl.com/club/gallerylanding.htm?id=10165>



## EYES ON THE INDUSTRY

PRESENTED BY



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

**Are you looking for new ways to sell more team merchandise? *Give it Meaning.***

As stakeholders in the sales funnel continuously looking for new ways to demonstrate added value for consumers, two of the world's leading brands are placing a greater emphasis on creating storylines behind their apparel. Nike recently released a captivating viral piece that detailed the meaning behind its' official TCU "Don't Back Down" t-shirt while adidas unveiled an innovative online campaign that helped consumers realize that "Every Team Needs a Jersey with a Story". The campaign, which features an online video game, was created to support its new World Cup Teamgeist kits.

Sports organizations should adopt these trending practices and consider creating storylines behind select items being pushed in the team store (e.g. "Item of the Week", "Official Team T-Shirt"). By using a quick :15-:30 video board spot (e.g. a guerrilla cam spotting a player wearing select items out on the town), teams can effectively provide a call-to-action for fans to purchase!



**Check out Nike and adidas' storyline tactics below:**

**Nike:** <http://www.youtube.com/watch?v=1M-dW6EAmc4>

**adidas:** [http://www.adidas.com/campaigns/adidasdfb/content/?strcountry\\_adidascom=us](http://www.adidas.com/campaigns/adidasdfb/content/?strcountry_adidascom=us)

## This Month's Activation Tip - Let Fans Live In The Shoes Of Their Favorite Stars

**Have you considered ways to help fans experience the life of a superstar?**

Sports organizations looking for ways to enhance the game day experience for fans should consider creating ways to help them feel like they are living the life of a superstar.

As an example, teams can align with a preferred camera/electronics partner to create an exclusive red carpet experience for fans in the concourse level. The exhibit can include a life-like billboard featuring images of the paparazzi that take pictures (with flashes of light) when triggered by the motion of fans passing by. Teams can drive traffic online (either on the team website, official Flickr page, Facebook page) by posting pictures of fans and their different poses and reactions.

Teams can support this red carpet display with a luxury automobile that fans can have their picture taken in in front of via PictureU green screen exhibit that shows the exclusive parking lot where the team's players park.

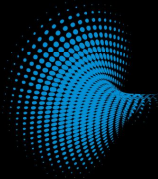


Nikon created a similar guerrilla marketing display in Korea to promote its new D700 camera. Consumers were led down a red carpet into a store where they could purchase the item.

**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.



# HSSAA ACTIVATION IDEAS



Farmers Insurance agents presented the game ball at the 2009 IHSAA Football State Championships at Lucas Oil Stadium in Indianapolis in front of a record crowd of 40,800 for the day's session



Farmers Insurance and the OH-SAA co-branded "3-point" cards so all those seated in the student section at the 2009 OHSAA Basketball Finals



Farmers Insurance distributed water and best wishes to fans and athletes at the 2008 OHSAA Track & Field Championships held on Ohio State's campus

## PARTNERSHIP SPOTLIGHT

### Farmers Insurance Group / High School State Athletic Associations

Brands looking for new platform opportunities to connect and engage with consumers should closely consider active alliances with state high school athletic associations across the nation. These alliances present grassroots sponsorship opportunities that can generate significant exposure via comprehensive onsite marketing programs, official partnership opportunities, and electronic media outlets.



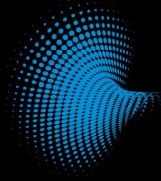
Farmers Insurance Group, a fully-owned subsidiary of Zurich Insurance, serves as a best-in-class example of a brand that effectively leverages its partnerships in the high school athletics space. In just three (3) years, Farmers Insurance has partnered with 17 high school athletic associations to create an extensive community outreach program that supports its local agents. By aligning with several high school athletic associations across the nation, the company is able to receive exposure at state-of-the-art venues in large cities (LA, Dallas, Indianapolis, St. Louis, Columbus) as well as heartland communities and inner city events.

While Farmers Insurance forms partnerships on a state-wide level, the focus of its programs lie at a local level where agents look to leverage their HSSAA to build lasting relationships with families, high schools, and members of the overall local community. The company receives on-site exposure at multiple levels of competition (regular season matches/meets, state championships) as part of its partnerships, but it does not view this exposure (nor lead generation) as key measures of success for the program.

Farmers Insurance's primary goal in the high school athletics space is to place their agents in the community in a position where they can have an opportunity to get involved and really be able to make an impact. The program helps Farmers Insurance agents build trust with members in the community and develop long-term relationships.

Specifically in Ohio, Farmers Insurance is a core sponsor of the Ohio High School Athletic Association - an alliance that provides access to 800+ member high schools, 330K student athletes, and 5MM+ fans annually. With similar access to high school supporters across 17 states, Farmers Insurance is able to reach an audience of 38MM+ on an annual basis.





# Partnership Activation

The "Think Tank" for connecting brands with fans.

NOVEMBER 2009 | ISSUE 16

## HOT OFF THE PRESS

Are you looking for insights on specific areas of sports business?



In 2007, Maury Brown and a team of industry professionals created four (4) tremendous websites (Biz of Baseball, Biz of Basketball, Biz of Hockey, and Biz of Football) that comprise the Business of Sports Network. Each of the websites contain an in-depth analysis of business-related issues as well as interviews, special columns, and industry facts and figures. The Biz of Baseball provides the most comprehensive analysis of the four (4) sports-related sites (but all serve as valuable resources).

Check out the Business of Sports Websites Below:

**Biz of Baseball:** <http://www.bizofbaseball.com>

**Biz of Hockey:** <http://www.bizofhockey.com>

**Biz of Basketball:** <http://www.bizofbasketball.com>

**Biz of Football:** <http://www.bizoffootball.com>

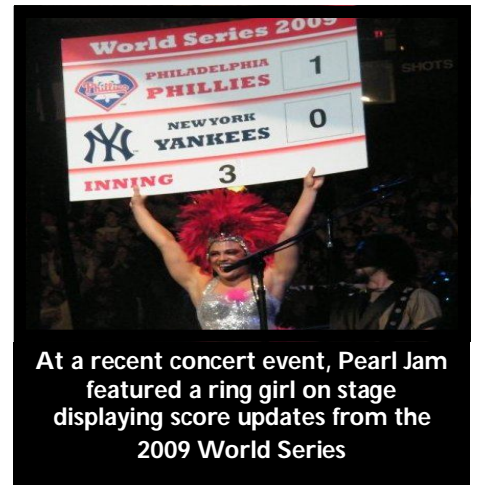
## CREATIVITY IN THE SPORTS MARKETPLACE



The Orlando Magic Use Their Video Board to Show Fans In-Arena All of The Ways They Can Connect With the Team Online



The Mariners found a unique way to showcase the talents of their star players... the videoboard.



At a recent concert event, Pearl Jam featured a ring girl on stage displaying score updates from the 2009 World Series



adidas created a cool nametag signature wall at one of its recent running events in South America

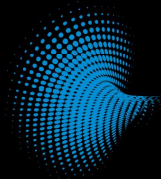


The Nets promote their Kids Country section (presented by Nickelodeon) on the stairs at the IZOD Center



Rocky T. Bull welcomes fans attending South Florida football home games (Source: Christopher Taylor, Flickr)





## RISING STARS

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

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



#### **David Oestreicher, American Collegiate Intramural Sports (<http://www.ACIScollege.com>)**

David joined ACIS in 2007 where he connects national brands with college students through unique on-campus programming. After just two years, he was promoted to Director of Business Development and has acquired numerous new clients including PepsiCo's Aquafina, Perry Ellis, State Farm, and the property's title partner: Slingbox. David's creative marketing has been featured in Brandweek, IEG Sponsorship Report and Event Marketer, and he was recently selected to speak on the Rising Stars panel at next month's Princeton Sports Symposium. A 2007 graduate of Indiana University's Kelley School of Business, David also hosts an annual networking event at his alma mater for students interested in sports marketing.



#### **Rachel Mech, PROVentures (<http://www.ProVenturesGroup.com>)**

As a member of ProVentures' corporate consulting team, Rachel develops sports and entertainment strategies for the firm's clients - Gillette, Red Bull, Kentucky Fried Chicken and Champion Schools. Rachel leads the company's Premium Hospitality business and oversees the company's social media partnership with Activ8social. Prior to ProVentures' inception, Rachel was selected for the Octagon Experience and worked in Corporate Business Development. She interned in Public Relations for the Washington Redskins and worked for the Baltimore Bayhawks as Manager of Fan Activities. Rachel competed as a student athlete and graduated Magna Cum Laude from Georgetown's McDonough School of Business with a degree in Management and Marketing, and completed her Masters in Corporate Communications and Public Relations at Georgetown.



#### **Brent Schoeb, San Francisco 49ers (<http://www.49ers.com>)**

Brent Schoeb has been fortunate enough to work for a MLB, NBA, and NFL franchise all before the age of 29. Brent was a Corporate Partnership Sales Manager for the Memphis Grizzlies for 3½ years before recently accepting his current corporate partnership sales position with the San Francisco 49ers. While graduating from the Ohio University Center for Sports Administration program in 2006, Brent interned for the Washington Nationals in their inaugural season. In a cooperative effort with the Grizzlies EVP, they put a stamp on FedExForum when they flipped the Box Office to the "Toyota Pick-Up Center" featuring a full-size Toyota Tundra and branding... deemed an NBA Best Practice.

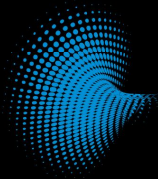


#### **Justin Lyons, National Basketball Association (<http://www.nba.com/nbacaress>)**

Justin works with NBA Cares, the league's global social responsibility program. His key responsibilities include supporting the NBA's international community outreach efforts, overseeing NBA Cares marketing collateral pieces and digital assets, and driving partnerships with non-profit and government organizations. Basketball's global popularity has also provided Justin with the chance to host community events across the world, from a basketball clinic for Special Olympics athletes in Phoenix to the opening of a new basketball court and computer room in Istanbul. Additionally, he has worked with local non-profit organizations abroad as well as the UN Foundation, the Ad Council, American Red Cross, the U.S. State Department and Special Olympics. Justin received his B.A. in Journalism and Mass Communication from the University of North Carolina at Chapel Hill.

**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)**



## CREATIVE ACTIVATION IDEAS



**Muscle Milk Let Fans Test Their Muscles on Gameday at LSU**



**A Wire Nike Air Max Shoe Display was Featured at an Event in London**



**MillerCoors featured some unique product placement in a recent Parada del Sol Rodeo event**

## INTERNATIONAL SPORTS BUSINESS WATCH

### NFL International Series 2009



#### EVENT FACTS AND INSIGHTS

**Game:** New England Patriots vs. Tampa Bay Buccaneers (Oct. 25, Wembley Stadium)

**Corporate Partners:** Pepsi Max (title), Gatorade, Monster.com, Canon, GMC, Reebok, Marriott, Visa

**Tickets:** 86,000 tickets sold for the event (20,000 within the first (7) minutes tickets went on sale)

**Television:** CBS (U.S.), Sky Sports (U.K.) / **Radio:** BBC Radio 5Live

**Entertainment:** Pre-game tailgate party for 20,500 fans (largest NFL-organized tailgate outside U.S.)

- Featured NFC/AFC Team Villages, Hall of Fame Exhibit and 3D Cinema

#### Net Worth of the Game's Competing Teams and their Owners:

- New England Patriots: \$1.4BN / Tampa Bay Buccaneers: \$1.1BN
- Robert Kraft: \$1.5BN / Malcolm Glazer: \$2.2BN

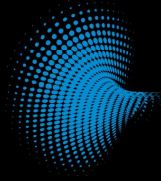
*Did You Know? More Chinese consumers (300MM) watched the Super Bowl than Americans in 2008*



**OHIO UNIVERSITY**  
TICKET SALES CERTIFICATE

**Scholarships now available!**  
**Get your seat today.**

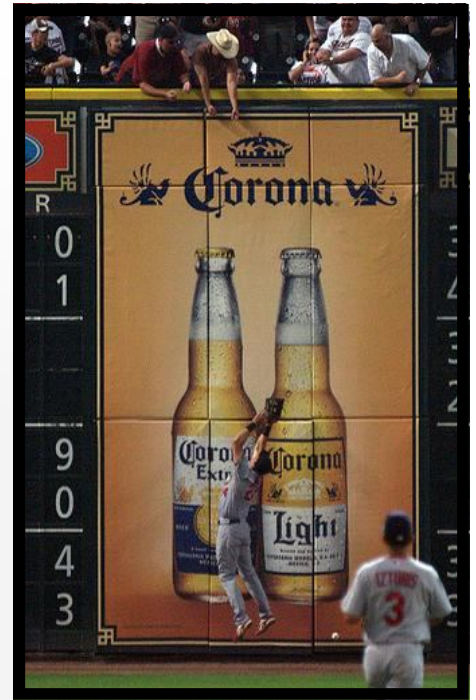
For More Info, check out: <http://ousports.poweredbyedmap.com/wis-schol-fm1>

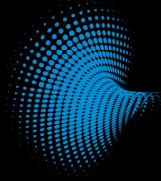


## THOUGHT STARTERS

Looking for unique ways to leverage Corona as a corporate partner? Here are some tactics to consider:

### ACTIVATION AND BRANDING





**WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?**



**IDEA BOX**



**Consider Distributing Pet Premiums on Theme Nights**

Sports organizations should consider aligning with select corporate partners to distribute a pet-friendly premium item during the season. With an estimated 63% of U.S. HHLD's owning a pet (39% own dogs; 34% own cats), teams can distribute team-branded collars, jerseys (for pets that travel/fly), and toys to fans on "Bring Your Pet to the Game" night.

**Let Fans Turn Their Tickets In for "Team Bucks"**

Sports properties can help fans reap value from their game-used ticket stubs by offering the chance to redeem them for "team bucks" (\$1 per) at the team store. By bringing in a financial partner, teams can underwrite the costs (in return for exposure on tickets, in the team store, and online). Teams can also stamp their logo on all dollars circulating through the team store and ask fans to submit their discoveries across the globe.

**Use Floor Signage to Promote Auto Partners**

Properties looking for ways to help auto partners escape stadium clutter should consider using floor signage. This inventory piece paints a nice visual for consumers walking through the concourse and provides a medium for auto partners to promote different offers via temporary messaging that pops nicely on the black roadway backdrop.



**For More Information, Please Contact:**

**Brian Gainor**

Partnership Activation, Inc.

309 Plantation Place

Charlotte, NC 28209

P: 704.526.5148

E: bgainor@PartnershipActivation.com

**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.