

**Looking to Offer New Promotional Tactics?**

Here's 11 MLB Promo Days to Keep an Eye On in 2010

- O's Plush Cow Day (Chick-fil-A)
- Braves' Business Fan Special Night (Sun Trust)
- Reds' Bark in the Park Night (Iams)
- Phillies' Motrin IB Mother's Appreciation Day
- Dodgers' Empire Strikes Back Night
- Marlins' Jiffy Lube Fiesta Friday
- Giants' Until There's a Cure Day (Gilead)
- Brewers' DQ Family Day (Dairy Queen)
- Astros' Double Play Tuesdays (Powerade)
- Padres' Throw Back Thursdays (Coca-Cola)
- Mariners' Grand Slam Family Package Night (Safeco Insurance)

"Build partnerships, not sponsorships."

Brian Corcoran,  
Shamrock Sports Group

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the April '10 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 quick moment to thank and acknowledge all of my friends and fellow alumnus of the Ohio University Center for Sports Administration for all of their support along the way. If you are looking to place, hire, or align your organization with a leading MBA/MSA graduate program, look no further than Ohio U. I am reminded by the power of the OU network on a daily basis and want to say congratulations to all of my '07 classmates and close friends from the program who are taking their sports organizations, athletic departments, agencies, and brands to new heights across the globe!

As a side note, Partnership Activation is currently being featured as a finalist for the Best Sports Business Blog by TheBusinessof-Sports.com. Would you mind clicking here - <http://is.gd/bBj8H> - to vote for the site if you feel it's the most deserving? It's an honor just to be featured in the running! Thanks and Best Wishes, Brian

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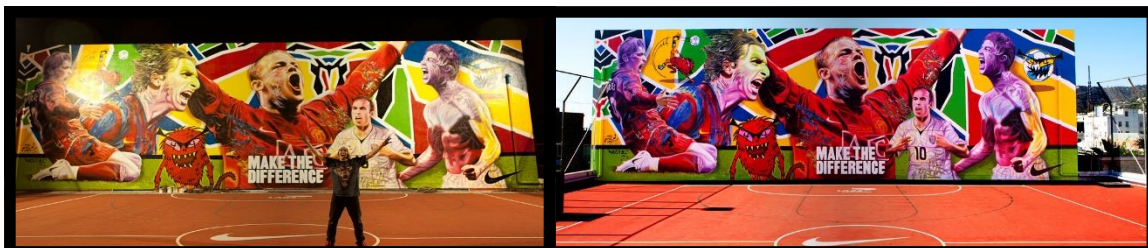
Looking for more?  
Check out  
**PartnershipActivation.com**

**INDUSTRY WATCH | SPORTS MURALS**

**Are you looking for new ways to hit the streets with an eye-popping campaign?**

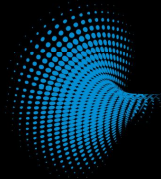
Nike is driving buzz for the 2010 World Cup in the streets of LA with a 80ft x 30ft soccer mural featured on the rooftop of the Ricardo Montalban Theater in the heart of Hollywood. The piece, created in just (6) days by a legendary street artist named MADSTEEZ, serves as a perfect backdrop for a game of rooftop soccer and helps support Nike's "Make the Difference" campaign.

While many brands have created murals to support outdoor campaigns, Nike takes its messaging tactics to new heights time after time, bringing the brand and the emotion of sports to life for consumers. Check out a time lapse of the mural's creation below!



Check out Nike's incredible World Cup mural (courtesy of MADSTEEZ) here:

<http://www.youtube.com/watch?v=NLgb3puhKoA>



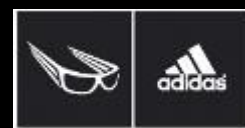
# Partnership Activation

The "Think Tank" for connecting brands with fans.

APRIL 2010 | ISSUE 21

## EYES ON THE INDUSTRY

PRESENTED BY



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

### Is your organization looking to implement new green initiatives?

As part of the NBA's Green Week, the Dallas Mavericks hosted their 2<sup>nd</sup> annual E-Cycle Drive, presented by Samsung on Friday, April 9<sup>th</sup> at American Airlines Center. The team encouraged fans to bring their used TVs, laptops, CPU's, monitors, light bulbs, batteries, and other electronics to the American Airlines Center, where they were collected, compressed, and recycled properly by Universal Recycling Technologies.

To entice fan participation, the Mavericks distributed coupons for a free bowls at Genghis Grill and offered all participants the chance to register to win a pair of free tickets to the First Round of the 2010 Playoffs. The Mavericks promoted the initiative via in-game PA's, Twitter, Facebook, email campaigns to season ticket holders, and radio/television commercial inventory. The team's investment in the E-Cycling initiative has surely paid off - in 2009 alone, the Mavericks collected 80,000 lbs of hard-to-recycle materials and managed to top that number in 2010 with 90,000 lbs of donated goods. The Mavericks are also supporting NBA Green Week with a 'Trees for Wins' campaign and a Rebuilding Together housing project.



For More Information on the Mavs' Initiatives, Check out This Link: <http://www.mavs.com/guardtheplanet>

## WORLD CUP WATCH

Coca-Cola is celebrating its affiliation as an Official FIFA World Cup Partner by bringing the World Cup Trophy to 86 countries via 225-day tour traveling 88,734 miles. Coca-Cola's World Cup Trophy Tour kicked off at FIFA Headquarters on September 21st, 2009 and is set to conclude in South Africa on May 4, 2010. Along the way, the tour is making stops at all 54 African nations, providing consumers across the globe with a rare, close-up view of the authentic FIFA World Cup Trophy.

Fans who bring an empty Coca-Cola can or a complimentary ticket to the World Cup Trophy Tour events will have a unique opportunity to have their picture taken with the trophy, engage with interactive exhibits, enjoy live entertainment (ball juggling acts and musical artists), play EA SPORTS 2010 FIFA World Cup, and watch a special 3D movie showcasing memorable World Cup moments.

The tour will be making a stop in Houston, TX May 1-2. Look for more highlights to come in the weeks preceding the 2010 World Cup in June!



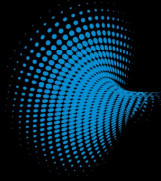
Check out the Coca-Cola World Cup Trophy Tour Here:

<http://www.youtube.com/watch?v=HJXH7cot4uA>

### 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.



## A SIGN OF THE TIMES

**Check out how Swedish hockey organizations are capitalizing on new advances in signage technology!**

Sports marketers and North American hockey personnel should take a close look at some emerging signage technologies coming out of Western Europe. Steen Leth Jorgensen of LogoPaint recently shared two (2) examples of innovative signage featured at the Cloetta Center, an 8,500 seat arena in Linköping, Sweden.

LogoPaint recently unveiled 3D boards, a piece of inventory that helps brand messaging pop on television that is currently being featured and tested in the Swedish Hockey League. The 3D dashboard signage piece, as demonstrated by the picture of the XL-BYGG signage below, is designed to grab consumer attention while watching the sport of hockey.

The second inventory piece, rinkside rotational messaging, also comes from the Swedish Hockey League. Here, teams have cut out a select row of seats in the corners and placed wide LED screens that serve as impactful messaging pieces in-game. Check out both signage pieces here: [http://lhc.hockeyligan.se/main.aspx?level=hl\\_0910](http://lhc.hockeyligan.se/main.aspx?level=hl_0910) (Under Kvartfinal 5)



3D Dashboard Signage



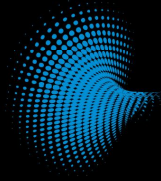
Rinkside Rotational Messaging



3D and Rink side Rotational Messaging

## A LOOK BACK ON... THE FINAL FOUR





## HOT OFF THE PRESS

### Are you looking for new sports business insights?

Jason Cole and Jonathan Dusing, founders of row27 Studios, a Sports Marketing and Motion Graphics Studio, offer a terrific weekly online broadcast where they discuss the convergence of technology and sports. The show does an excellent job detailing industry best practices and oftentimes features guest appearances, ranging from sports executives to industry thought leaders. The Row Show serves as a terrific, insightful resource that explains sports technological insights in layman's terms! So go check it out now!



Check out the row27 Row Show Here: <http://rowshow.com/>

For an Archive of All Episodes, Click Here: <http://itunes.apple.com/podcast/the-row-show-hd/id310730580>

## CREATIVITY IN THE SPORTS MARKETPLACE



Taco Bell featured a Feed the Beat music stage at the Winter X Games for fans to enjoy



Nike found a unique way to call attention to its Team Canada hockey jerseys for sale at retail in Vancouver



Chevron gave their signage at the University of California and extra dimension with an extended car door



Spruce up a suite/lounge with a Heineken chandelier that is sure to drive a few eyeballs



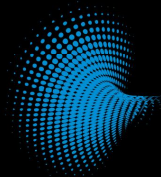
Marathon participants aren't always on the run... give them a premium that they can show off while driving around town



Oakley let fans take part in a Tony Hawk virtual challenge at the X Games



Imodium's sports ads resonate well with fans



## RISING STARS

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

Partnership Activation, Inc. is excited to recognize the April 2010 recipients of the "Rising Stars Program", an initiative that honors four (4) young professionals each month ages 30 and under 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) April recipients of the Partnership Activation Rising Stars Program:



#### **AJ Machosky, ISP Sports (<http://www.ispsports.com>)**

A.J. Machosky is an Assistant General Manager with ISP Sports focused on driving sales at the University of Pittsburgh. A.J. has a proven track record of cultivating relationships and activating fully integrated corporate partnerships within intercollegiate athletics. With a strong background in sports marketing, A.J. has worked for CBS Collegiate Sports Properties at the University of Maryland as well as at Eastern Michigan University and the University of California, Berkeley. A Pittsburgh native, earned his bachelors degree in Marketing from EMU, and earned his MBA and Masters in Sports Administration from Ohio University.



#### **Katie Troutman, Minnesota Timberwolves (<http://www.nba.com/timberwolves>)**

Katie aka "Trout" is the Manager of Activation for the Minnesota Timberwolves and Lynx. She started with the organization in 2005 as a Corporate Services Account Executive and now, along with still managing a few sponsor relationships, she works with the Teams' 3rd party sellers to generate sponsor revenue and develop new partnerships. Additionally, Katie is a resource for the Corporate Sponsorship sales team by developing creative sponsor - driven platforms, providing key research for prospecting and building ROO/ROI models for sponsor programs with tangible measurement tools. Katie graduated from Penn State and continued her education and experience in sports with the DeVos Sport Business Management program at University of Central Florida. She hopes to start her own consulting company some day with a few of her friends from college and graduate school.



#### **Michael Rodriguez, Disney Wide World of Sports (<http://espnwwos.disney.go.com>)**

Based in Lake Buena Vista, Florida, Mike is responsible for developing strategic sponsorships for Walt Disney Parks & Resorts domestically (*Walt Disney World*® Resort - Orlando, FL & *Disneyland*® Resort - Anaheim, CA). Within this role he drives the creation of relevant experiential sport sponsorships for ESPN Wide World of Sports Complex and the 200 year round youth and professional sporting events that take place at the world class facility including Atlanta Braves Spring Training and Disney's Endurance Series Races. Adding to his scope of work Mike also leads social media strategy and partner integration for Alliance Development. He received his Masters of Education in Sports Management from Temple University and a B.A. in Communications from The Richard Stockton College of N.J. @Mike\_Rodriguez\_

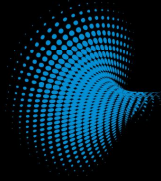


#### **Justin Compton, SPEED (<http://www.SPEEDtv.com>)**

Justin Compton currently manages the development and fulfillment of integrated national ad sales opportunities and experiential marketing initiatives for a motorsports lifestyle and entertainment cable network. Prior to his tenure at SPEED, Justin worked at Octagon Marketing on the US Youth Soccer and Allstate accounts. He received Masters' degrees in Business and Sports Administration at Ohio University and a B.A. in Marketing from Texas Tech University. In his spare time, Justin works with local charities who use sports as an instrument in giving back to those in need.

**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)**



## SPORTS SOCIAL MEDIA WATCH

### *Are you utilizing all channels to drive athlete endorsements and marketability?*

Marketers looking for new ways that iPhone applications can be utilized in the sports space should take a look at the Chad Ochocinco Experience. The iPhone app, selling for approximately \$5, is a revolutionary marketing tool that provides fans with a unique, interactive look at Chad's personality on and off the field.

The application enables fans to:

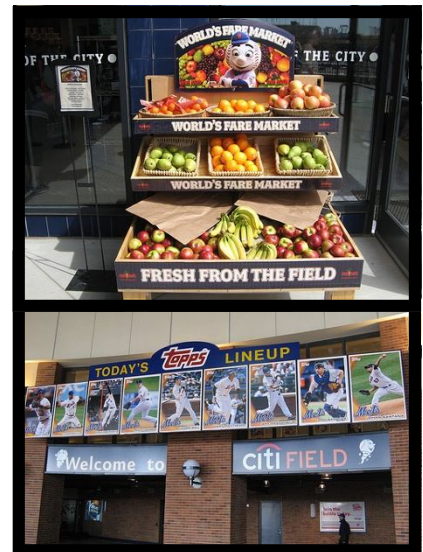
- Receive the latest Chad news and updates via OCNN ticker and follow Chad on Twitter
- Listen to his signature sound bites and Ocho's Jam's (some of his favorite songs)
- Ask him Questions via What Would Ochocinco Do?
- View exclusive fan photos
- Watch select webcasts and related programming
- Receive insights from a Tips from Ocho feature

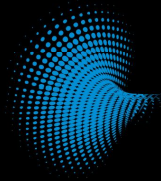
The iPhone app does a terrific job providing a fan friendly, behind-the-scenes look at Johnson's personality and interests. Check it out and watch for more athletes to adopt this medium to connect with fans!



Check out the Chad Ochocinco iPhone Experience Here: <http://is.gd/berwR>

## BASEBALL IS BACK... A LOOK AROUND THE LEAGUE





## CREATIVE ACTIVATION IDEAS



Adidas featured a massive World Cup soccer ball on display at a recent Mexico-Iceland match



Kids are given a chance to test their own skills in a soccer cage match prior to USMNT games



Gatorade featured (2) unique basketball displays at retail to drive sales of its product

## INTERNATIONAL SPORTS BUSINESS WATCH 2010 Hong Kong Sevens



### EVENT FACTS AND INSIGHTS

**Event Date:** March 26-28, 2010

**Title Sponsors:** Cathay Pacific, Credit Suisse; **Official Sponsors:** Telstra International, Kukri Sports, Coca-Cola, EMC<sup>2</sup>

**Participating Teams:** Argentina, Australia, Canada, China, Chinese Taipei, England, Fiji, France, Hong Kong, Italy, Japan, Kenya, South Korea, New Zealand, Portugal, Russia, Samoa, Scotland, South Africa, Thailand, Tonga, United States, Wales, Zimbabwe

**Tourism:** The Hong Kong Sevens attracts hundreds of thousands of tourists from around the world who are looking for the most wild and exciting rugby festivities known to man

**Tickets:** The event draws 120,000 people over a three (3) day stretch to Hong Kong Stadium

**Viewership:** The Hong Kong Sevens is broadcasted to 2.28MM homes via TVB Pearl

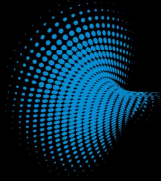
*Did You Know? Founded in 1976, the Hong Kong Sevens is considered to be the premier event in the IRB Sevens World Series. The tournament features (24) teams competing from across the globe*



**HAVE YOU HEARD ABOUT THE OHIO SPORTS  
BUSINESS ACADEMY?**

<http://www.sportsad.ohio.edu/undergrad/academy/>

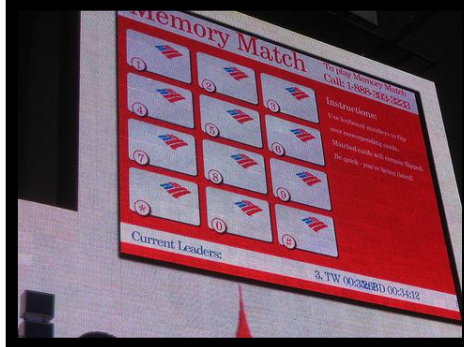
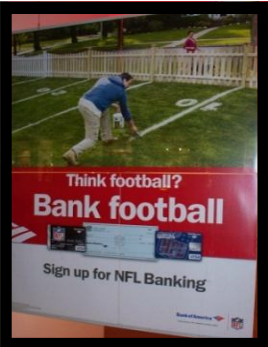
**SIGN UP NOW!!!**



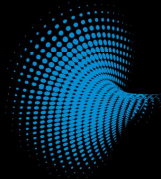
# THOUGHT STARTERS

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

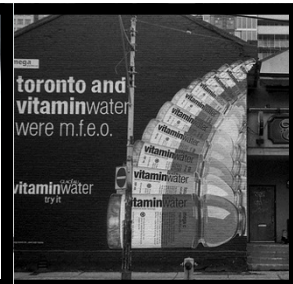
## ACTIVATION AND BRANDING







**WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?**



**IDEA BOX**



**Looking to Promote New iPad Content?**

The USA Today recently executed a guerrilla marketing campaign that can serve as a benchmark for sports leagues and organizations looking to promote their new iPad content offerings. The paper outfitted hovering segways with iPads and had staffers demonstrate the capabilities, look, and feel of the content displayed on the device. Use this to bring iPads to life on gameday!



**Create New Staircase Inventory Space for Partners**

Teams looking to provide new inventory for team partners should consider selling staircase space where a variety of products can be displayed. Staircase signage could potentially work great for beverage, equipment/apparel, automobile, and QSR partners. The items would need to be firmly attached but could provide a terrific visual for consumers as they head to their seats.



**Turn Fighting into a Positive Act with "Fighting to Save Lives"**

One of the greatest thrills in hockey is experiencing a live fight between two opposing players. While the act of fighting in hockey has come under fire in recent years, teams can spin this into a positive moment for all fans by creating a "Fighting to Save Lives" campaign that notes that a donation will be made to a cause initiative (Livestrong, etc.) every time a player gets into a fight.



**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.