

**Looking to Become a Champion in Sports Business?**

**10 Building Blocks To Help You Become Everything You Can Be**

- Think the Right Kinds of Thoughts
- Say the Right Kinds of Words
- Set Specific Goals
- Take Responsibility For Your Actions
- Choose the Right Kind of Friends
- Turn Failures Into Strengths
- Go the Extra Mile
- Never Give Up
- Remember That Character Counts
- Live By the Faith Phenomenon

Source: Pat

Williams' book

"Who Wants to Be a Champion?"



**"Build partnerships, not sponsorships."**

Brian Corcoran,  
Shamrock S&E

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the July '11 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.

Over the past few months, it's been amazing to see this newsletter's readership base from Australia and New Zealand continue to skyrocket. It's fascinating to see how the concept of developing true sports partnerships has evolved in those markets and I look forward to having an opportunity to showcase more "best practices" from the Land Down Under in the coming months. This month I highlighted ten brilliant ideas from the Australian Football League in the Eyes on the Industry section on page 2 and highly encourage you to check it out. It's always refreshing to click-through and see new, innovative ideas from across the world!

Thank you for your continued support of Partnership Activation. Please let me know if you ever find yourself in Milwaukee as I would love to connect. As you come across sponsorship/marketing "best practices" and unique ideas, please feel free to email them to me at: [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com). Thanks and Best Wishes, Brian

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

**INDUSTRY WATCH | GILA RIVER KACHINGKO**

**Are you looking for new ways to leverage corporate partners in-game?**

The Arizona Diamondbacks partnered with Gila River Casinos to create a terrific in-game promotion called "KaChingko" that allows fans to win a variety of prizes while showcasing the array of amenities that Gila River's properties have to offer. The massive 16-foot high KaChingKo board, custom-made and situated in the outfield at Chase Field, resembles an entertaining game that one would expect to see on the show The Price is Right.

Each game, one (1) lucky D-Backs fan is given an opportunity to drop a chip down the board (which essentially is a moving Plinko board) for the chance to win a prize donated by several team partners, including a grand prize Polaris Ranger 400, Fry's Grocery and Circle K gas cards, exclusive fan experiences, team merchandise, hotel stays at Gila River properties, steak dinners at Shula's, concert tickets, golf and spa access, and more.



The Diamondbacks air the KaChingko promotion live each game on the dbTV scoreboard and use a landing page and a dedicated kiosk at the ballpark to drive interest, signups, and awareness. The kiosk also helps generate an email database for the D-Backs and Gila River's marketing teams.

**For More Info:** <http://bit.ly/pCzLII> / <http://bit.ly/osKUJv> / <http://atmlb.com/qgVY0q>



## EYES ON THE INDUSTRY



### ***Are you keeping an eye on creative tactics across the Australian Football League?***

With corporate partners and fans seeking a greater return on their investment, AFL-affiliated properties and brands are being challenged to create new, unique ideas that generate revenue and effectively engage fans. Here are ten (10) "must-see" ideas:

#### **I. Carlton Draught Match Centre**

As the presenting sponsor of the Match Centre, Carlton features a skin that is simple yet very effective: <http://bit.ly/mUCXzk>

#### **II. Brisbane Lions - Player Sponsorships**

In the AFL, corporate partners and fans can purchase Player Sponsorships and receive exclusive benefits: <http://bit.ly/pMhXkO>

#### **III. Carlton Member Loyalty Bonus - Hyundai**

Hyundai provides Carlton FC fans with a \$1,000 discount code on the team's official website: <http://bit.ly/nQQ6Mj>

#### **IV. Richmond FC - Official Team Facebook Page**

Richmond features terrific Facebook content (See: The Jungle, FanStore, Roar Vision): <http://www.facebook.com/Richmond.FC>

#### **V. North Melbourne FC - North Network**

North Melbourne FC has built an extensive B2B network / Business Directory for members: <http://bit.ly/nJEvEv>

#### **VI. Sydney Swans - Red Rookie**

Fans can become a Red Rookie and receive detailed information on players and behind-the-scenes access: <http://bit.ly/n1QcGC>

#### **VII. Western Bulldogs - Train With the Team Day Presented by Skins and Mission Foods**

Young Bulldogs fans (ages 6-12) can pay to train with the team for a day - an exclusive experience!: <http://bit.ly/pzfsrt>

#### **VIII. Collingwood - Call The Crowd**

During the season, fans can guess official game attendance online for the chance to meet players: <http://bit.ly/pCplGZ>

#### **IX. Essendon FC - Hall of Fame Virtual Tour**

Fans can take a virtual tour of the team's Hall of Fame facility. Very cool and innovative: <http://bit.ly/neAQ2r>

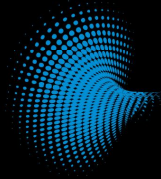
#### **X. Essendon FC - Every Essendon Match Ever Played**

The team's avid fanbase can easily research/access every boxscore from every game in team history: <http://bit.ly/nzW0A4>

### **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.



## INDUSTRY SPOTLIGHT

### FIVE QUESTIONS WITH MARK FRIEDERICH



As the Executive Vice President of Navigate Marketing, Mark is responsible for all quantitative and qualitative market research, working with clients such as ESPN, Major League Soccer, Soccer United Marketing, U.S. Cellular, Farmers Insurance, Best Buy, and Samsung amongst others. Friederich has a Ph.D. in Experimental Psychology from Brown University and has authored and published scientific papers and presentations for international conferences and peer-reviewed journals. He was kind enough to recently sit down with Partnership Activation to share some valuable insights:

#### **I. How effective is on-site research when trying to demonstrate the impact of sport sponsorship?**

On-site research can work, but there are usually difficult issues to overcome. The timing of when you can interview attendees is limited, typically to before the game starts, which can make the responses useless if the sponsorship is activated during the game. Plus, if the respondent has the ability to simply look around during the interview to scan sponsor signage or other sponsorship elements, you have a classic case of changing the impact of a sponsorship by way of conducting research; clearly not something you want to do.

#### **II. If on-site research has these limitations, what kind of research would you recommend to understand the sponsorship impact among event attendees?**

For any research project, the precise methodology needs to be determined after all objectives are clearly understood. But generally speaking, to reach attendees, Navigate has had a lot of success collecting contact information on-site and then re-contacting attendees after the event. Just be sure to avoid biasing results by inadvertently revealing the study sponsor, gathering a convenience sample through self-selection, or recruiting respondents without the proper balance. (On-site balance issues usually stem from a location bias. For example, you could over-recruit in an area populated by a specific segment of attendees, such as parents lingering near an on-site playground within a ballpark.)

#### **III. Regardless of whether you're surveying attendees or fans in general, how can you demonstrate that there is an impact of the sponsorship? Don't people just agree with any question regarding their support for sponsors?**

It is true that respondents often overstate their likelihood to act. When we are trying to predict behaviors, Navigate applies discounting factors to any responses that involve future actions such as likelihood to recommend a product or service, intent to purchase, etc. When analyzing the effectiveness of a sports sponsorship, we typically do not apply these discount factors because we use other analysis methods. Without going into too much detail, we are able to isolate the answers we received from fans that are aware of the sponsorship and compare and contrast those answers to unaware fans and to non-fans. This, along with our Comparative Database, allows us to understand what levels different types of sponsorships typically achieve, and whether the sponsorship we're studying is meeting those levels.

#### **IV. Can research determine the return on investment (ROI) of a sports sponsorship?**

First off, nobody can determine the exact ROI of any sponsorship investment; human nature and the influences on purchase decision-making are simply too complex to isolate the exact role of any one factor. Navigate can, in many cases, provide a very solid estimate of ROI though. ROI is best estimated for a sponsor with access to direct and plentiful sales record, but few sponsors can track their sales to individuals over a period of time, starting with a period before the sponsorship began. In the absence of this sales information, Navigate can measure the lift in market share between fans who are aware of the sponsorship and those unaware. Using the research data in conjunction with a client's financial data, such as annual revenues and profit margins per account, an ROI can be estimated (after numerous other considerations are factored into the algorithm). Again, with the aid of our Comparative Database as a benchmark, and the use of a consistent model, these ROI estimates become valuable.

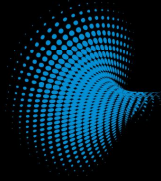
#### **V. Can market research provide feedback about the impact of specific activation elements?**

Absolutely. A well designed market research study can help you understand the level of awareness among different audiences. Once you know the level of awareness and engagement, it requires only simple data cuts to understand whether or not (and to what degree) awareness and engagement has changed consumers' behaviors, attitudes toward the sponsor and sponsorship awareness.

**Check Out Navigate Marketing Here:**

<http://www.navigatemarketing.com>





**THREE THINGS YOU NEED TO SEE**



**Let Fans Put on Team Uniforms via AR**  
Teams can model a recent Green Lantern augmented reality promo to let fans virtually try on team uniforms!  
<http://bit.ly/mqVp87>



**Drive Merchandise Sales with Virtual Stores**  
Teams can create virtual stores at their stadiums where fans can purchase apparel using their mobile phone  
<http://bit.ly/iMIm7Z>



**Leverage Airspace on GameDay to Engage Fans**  
A New Zealand energy drink brand used a real-life Rocketman to entertain 40,000 fans at Auckland Big Day Out  
<http://bit.ly/nnafcG>

**GREAT SPORTS MARKETING IDEAS IN THE NEWS**

**LG Uses a Unique Rugby Branding Play to Wash Away the Competition**

LG leveraged its designation as an official partner of the International Super Rugby Games by creating "washing tunnels" at several venues. The branding stunt, designed to drive awareness for LG's new 11kg under-counter steam washer, illustrated to fans that players who ran into the tunnels at halftime wearing dirty uniforms returned to the field clean and spotless.

The campaign, created by Y&R Johannesburg, reportedly drove sales of the washer by 300% and generated publicity online, on television, and via print.

Check out the Campaign Here: <http://bit.ly/ify7ic>



**Continental Engages French Soccer Fans With "The Cage"**

Continental Tires leveraged its partnership with the French Football Federation by creating a unique activation footprint that allowed consumers to experience penalty kicks in a whole new setting.

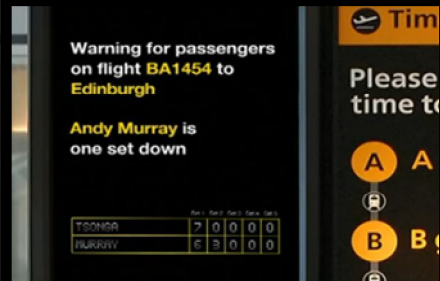
Continental Tires created a 10m x 3ft high metallic soccer cage structure that mirrored the shape of the company's ContiSportContact5 tire. Prior to a soccer match between France and Brazil, Continental erected the display and challenged fans with scoring on a former professional goalie to win prizes and enjoy the thrills of soccer in a new way!



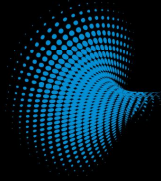
Check It Out Here: <http://bit.ly/kdVnZk>

**IBM Uses Sponsorship Technology To Engage Airport Travelers**

In 2010, IBM teamed up with OgilvyOne London to create a campaign around Wimbledon that demonstrated the company's ability to connect live data from multiple sources. As the official technology supplier of Wimbledon, IBM integrated live Wimbledon scores and updates into the arrival/departure screens located in Terminal 5 of London's Heathrow Airport. The custom messages were aligned with the players' nationalities, creating relevant updates for international travelers. In total, IBM displayed 300 unique headlines on 73 digital screens throughout the airport. The initiative demonstrates how brands can effectively leverage partnerships to engage airport travelers on a local/national level!



See It Here: <http://bit.ly/iEUc0p>



# Partnership Activation

The "Think Tank" for connecting brands with fans.

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## HOT OFF THE PRESS

Are you looking for the latest sports media news and insights?

The Sport Industry Daily serves as a great resource for sports business professionals looking to stay abreast of sponsorship and sports marketing news from the UK. The free daily e-newsletter highlights top sports business storylines, adverts, industry insights, photos, television information, and more. The publication is produced by The Sport Industry Group, a networking organization that manages the Virgin Active Sport Industry Awards.

As the sports marketing / sponsorship industry continues to take shape on a global scale, it's important that sports business professionals everywhere read up on activity in the football, rugby, golf, handball, and tennis space... so subscribe below!

A special thanks to Matt Kittle of TeamWork Online for alerting us of the publication!



Sign Up for The Sport Industry Daily Here: <http://bit.ly/oHBsXF> / <http://sportindustry.biz>

## CREATIVITY IN THE SPORTS MARKETPLACE



HSBC Bank drove excitement around Wimbledon by allowing consumers to play Wii Tennis in an authentic setting



Dallas Mavericks fans could have their pictures taken with giant player trading cards prior to playoff games in 2011



adidas displayed interactive windows in Rome showcasing athlete endorsers and their "All In" campaign



Berlin featured giant patriotic billboards promoting the 2011 Women's World Cup



Carlsberg supported a campaign by setting up unique voting kiosks



The Children's Hospital Boston featured Celtics guard Ray Allen promoting co-branded team license plates on the back of buses



Slazenger built cup holders into the umpire stands at Wimbledon to effectively promote their product



## RISING STARS

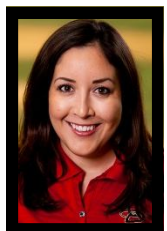
### Which individuals will emerge as the next generation of leaders in the sports marketplace?

Partnership Activation, Inc. is excited to recognize the July 2011 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) July recipients of the Partnership Activation Rising Stars Program:



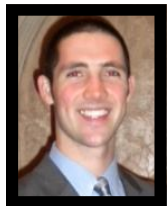
#### **Mark Gallo, Anheuser-Busch (<http://anheuser-busch.com/s/>)**

As Field Media Manager for Anheuser Busch in the Pacific Northwest (AK, WA, OR, ID), Mark Gallo develops, plans and executes cross functional/platform media plans (OOH, digital, print, radio, TV) using designated brand strategies in conjunction with 30 independent AB wholesalers. In addition, Mark has helped lead recent negotiations with local sports properties: University of Oregon Ducks (IMG), Seattle Sounders (MLS), Portland Timbers (MLS), Portland Trailblazers (NBA), Seattle Mariners (MLB), Seattle Seahawks (NFL) along with some marquee music venues The Gorge (Live Nation) & Showbox (AEG). Mark has proven he is astute in media/sponsorship evaluations, contract negotiations and building relevant brand connections. While attending University of Arizona in Tucson, AZ and captaining their collegiate rugby team, he got his start in the beer business working for Golden Eagle Distributor as a Contemporary Marketing Team employee.



#### **Kristie VanEngelen, Arizona Diamondbacks (<http://arizona.diamondbacks.mlb.com>)**

Since joining the Arizona Diamondbacks in 2005 (as a Season Ticket Sales Representative), Kristie's attention to detail and dedication have helped her quickly achieve success in her role as a Corporate Partnerships Account Services Executive. Her primary responsibilities include managing the development, activation and measurement of the team's corporate partnerships and recently as an Assistant Coordinator for Major League Baseball's 2011 All Star Game Fantasy Camp. Prior to working with the D-backs, Kristie served as an Tournament Operations Assistant with the American Junior Golf Association (A.J.G.A.) where she coordinated competitive junior golf tournaments for Golf's next generation (Notable AJGA alumni include Rickie Fowler, Peter Uihlein and Morgan Pressel). A graduate of the University of Arizona's Eller College of Management, Kristie enjoys giving back to her alma matter as a mentor for students involved with the U of A's Sports Marketing Association.



#### **Sean O'Hara, Intersport (<http://www.intersportnet.com>)**

As Sales & Programming Manager, Sean develops and executes exclusive sponsorships for a wide array of clients for Intersport's 14 media properties. Prior to joining Intersport, Sean worked with SportsMark Management Group, assisting with the coordination of their 2010 FIFA World Cup Hospitality efforts through social media and market research. He began his career in sports as a Nike Campus Representative at the University of North Carolina and currently hosts a series of gatherings in the Chicago marketplace for alumni of the Ohio University Sports Administration program. Outside of work, Sean enjoys traveling, playing intramurals, running half marathons, and will be trying to complete his first Ironman in Louisville at the end of August. Sean received his B.A. in Sports Administration from the University of North Carolina and completed his MBA/MSA degrees at Ohio U.

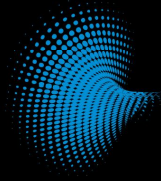


#### **Nathan Zimmerman, FC Dallas (<http://www.FCDallas.com>)**

Transitioning from aircraft Sales & Marketing, Nathan quickly excelled in sponsorship sales for Dallas' MLS franchise. Capitalizing on FC Dallas' 2010 run to MLS Cup Nathan built an impressive book of business in less than 2 years. He credits his wide array of relationships and focus to hard work in college where he double majored in Economics & English. Nathan plays competitive adult soccer and volunteers for Big Brothers Big Sisters. Nathan gained additional sales and marketing experience while working for Liberty Aircraft USA and Optima Services and is a graduate of the University of North Carolina at Greensboro.

**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)**



## NACMA SPOTLIGHT



I wanted to create a special section in the Partnership Activation 2.0 Newsletter this month to share some highlights from the 2011 NACMA Convention in Orlando, FL. The three (3) day Convention was truly exceptional, attracting the top college marketers, vendors, and industry minds from across the nation. The event served as a terrific forum to network, share best practices first-hand, discuss industry trends, and stimulate out-of-the-box thinking. A few highlights from the Convention included:

### Keynote Presentation - Brian Gainor, Partnership Activation / GMR Marketing

I had the privilege of serving as the Keynote Speaker at the 2011 NACMA Convention, presenting on "The Current State of Sports Marketing and Forecasting the Future". I want to send a special thanks to Old Hat Creative for filming the presentation and posting it on the NACMA Online Library (you can access the entire presentation via the link to the right).

### Launch of the new NACMA Online Library, Powered by Old Hat Creative

NACMA partnered with Old Hat Creative to create an Online Library that serves as a one-stop shop for college marketers to share ideas, upload documents, and share industry best practices. The Online Library platform provides NACMA members with a seamless means to share videos, post on discussion forums, read pertinent articles/documents, and provide feedback to peers in real-time. This is a platform all leagues/associations should have!

### Informative Panel Discussions and Breakout Sessions Highlighting Best Practices

Some fascinating sessions included:

- **Using Music to Rock Your Game Presentation** - John Canaday (Banshee Music) and Brian Bowsher (Marquette)
- **How to Create Big Event: The Big Chill** - Ryan Duey (University of Michigan)
- **Best Practices in Sponsorship Sales & Multimedia Rights** - AJ Maestas (Navigate)
- **Super Panel: Leaders in Professional Sports** - Craig Pintens (LSU), Lucas Boyce (ORL Magic), Brian Killingsworth (TB Rays), Brad Lott (TB Lighting), Daryl Wolfe (ISC)

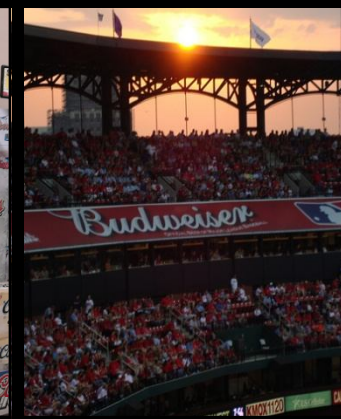


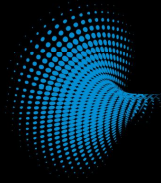
**Watch Gainor's Presentation Here:**  
<http://bit.ly/nqm549>



**See the NACMA Online Library Here:**  
<http://bit.ly/pnDRN9>  
<http://bit.ly/naAZS2>

## A CLOSE LOOK AT CREATIVE MARKETING IN MAJOR LEAGUE BASEBALL





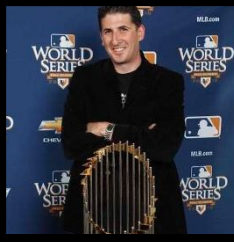
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## #SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



@srabe



@nicktruelson



@maryzpink



@ChrisFreet

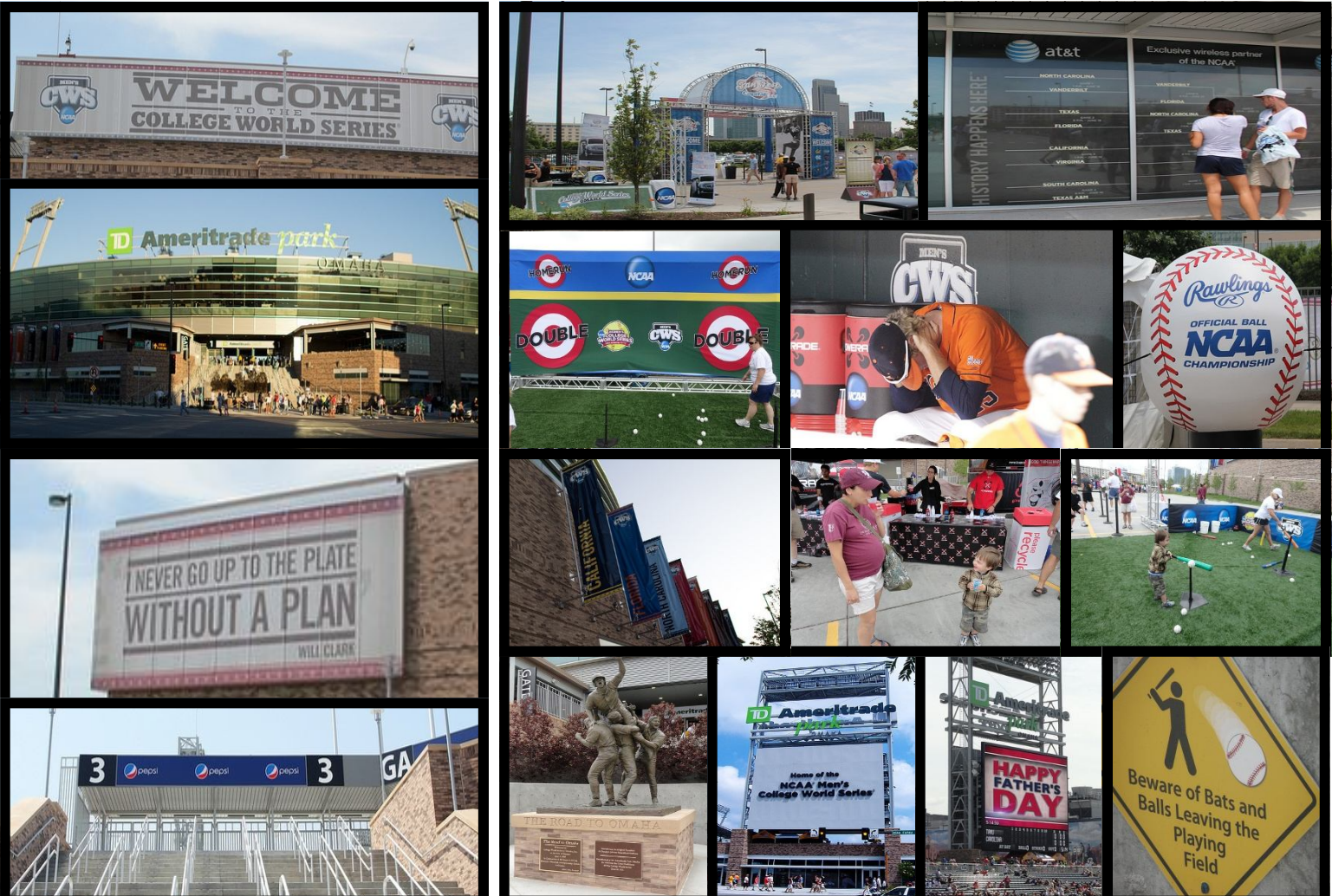


@Roberts\_matthew

## THOUGHT STARTERS

Looking for ways to enhance your premier event? Here are some tactics from the 2011 College World Series:

### ACTIVATION AND BRANDING



Check out these great videos profiling Vanderbilt's trip to the CWS: <http://bit.ly/p1QOub> / <http://bit.ly/ocjxuu>

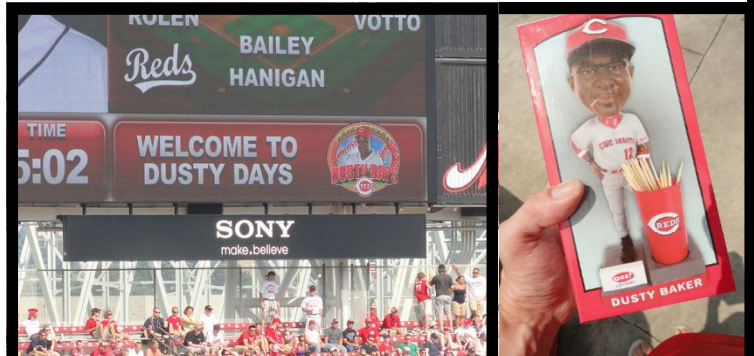




## THE CINCINNATI REDS CELEBRATE MULTICULTURAL HERITAGE WITH DUSTY DAYS

The Cincinnati Reds are celebrating the city of Cincinnati's rich, multicultural heritage with a special series of games throughout the 2011 season called "Dusty Days". The series, featuring team manager Dusty Baker as a focal point, are designed to honor a variety of multicultural consumer segments at Great American Ballpark.

As part of the initiative, the Reds invite special groups involved in the Reds Community Fund programs to the ballpark where they can participate in a pre-game parade around the warning track and form a "Reds Run On Tunnel" to welcome players as they walk on the fan. The Reds support the effort with promotional giveaways and other amenities.



Check Out Dusty Days Here: <http://atmlb.com/iSg5ge>

## SHOWTIME DELIVERS A FOURSQUARE VENDING EXPERIENCE FOR BASEBALL FANS

Showtime partnered with OMD and Monster Media to create an innovative, social media driven OOH display outside the MLB Fan Cave to promote the network's new docu-series, "The Franchise: A Season with the San Francisco Giants".

The collaborating parties created a digital vending machine display that encouraged and rewarded fans who "checked in" on Foursquare at the MLB Fan Cave with a free baseball. The Foursquare-linked vending experience is the first of its kind that's ever been executed in a storefront in the United States. To drive additional excitement on-site, Showtime included several baseballs autographed by Giants legend Willie Mays into the mix as well. The OOH display will be on-hand at the MLB Fan Cave from June 27th through July 24th. To date, 700+ consumers checked in at the location to receive a free baseball.



Check It Out Here: <http://4sq.com/qJuZ9z>

## SPORTS ... LIKE YOU'VE NEVER SEEN IT BEFORE



**The Lowell Spinners' Scored with the Human Home Run**

<http://bit.ly/pBc6BP> / <http://bit.ly/nTOFPx>



**Red Bull Gave Fans a New Viewpoint of Its Hare Scramble**

<http://bit.ly/p7gvT6>

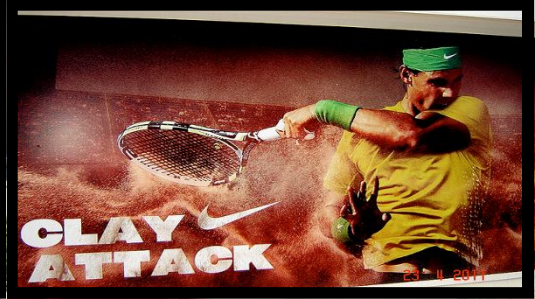


**The Great Lakes Loons Created a New Dance to Engage Fans**

<http://bit.ly/qU1PWJ>



**WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?**



**IDEA BOX**



**Use Bodies of Water to Create New Fan-Centric Promotions**

Brands and sports properties alike should look for new ways to engage fans at sporting events involving/surrounding bodies of water (lakes, etc.). Teams can create a promotion where fans have to race in giant branded inflatable balls on water for the chance to win a prize. These events can take place at triathlons, golf courses, and stadiums with water located nearby.



**Create New Sponsorship Inventory In Your Restrooms**

Teams can effectively promote home improvement and fencing partners by creating custom urinal dividers in their restrooms throughout their venue. This branding tactic can be amplified with a creative call-to-action on signage posted above each urinal, creating a memorable game day impression for fans.



**Capitalize on Fan Rallies with Large Branded Inflatable Dice**

Corporate partners can drive awareness and buzz at fan rallies and large concert events (held during the playoffs, preseason, and around jewel events throughout the season) by creating and distributing large inflatable branded dice. Brands can complement this effort by handing out mini-dice with a CTA on a voucher to fans as they leave the event.



**For More Information, Please Contact:**

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Twitter: @BrianGainor

Youtube: SportsViral, SportsViral2, SportsViral3

LinkedIn:

<http://www.Linkedin.com/in/partnershipactivation>

**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](http://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.