

Looking to Capitalize on Social Media in 2012?

20 Digital /Social Platforms to Utilize in 2012

- **Pinterest**
- **StumbleUpon**
- **GetGlue**
- **Instagram**
- **Tumblr**
- **Reddit**
- **Flickr**
- **Quora**
- **Twitter**
- **Cinches**
- **Crowdrise**
- **Klout**
- **YouTube**
- **UStream**
- **Facebook**
- **STACK Varsity**
- **Manchester United's Social Media Network**
- **LinkedIn**
- **Google+ (Brand Pages)**
- **Tout**

"Build partnerships, not sponsorships."

**Brian Corcoran,
Shamrock S&E**

PARTNERSHIP ACTIVATION 2.0

Welcome to the November '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.

As Thanksgiving draws near, I wanted to take a quick moment to thank all of you for your continued support and interest in the work I've done with Partnership Activation over the past 3+ years. It's been a fun journey and I've enjoyed having the opportunity to share some of the most enlightening strategies and tactics in sports business. It's been refreshing to see so many sports business professionals begin to truly embrace social media as a medium to share their thoughts, ideas, and successes. I wish you nothing but the best this holiday season and look forward to having an opportunity to connect with you at some point in the near future.

As you come across sponsorship/marketing "best practices" and unique ideas, please feel free to email them to me at:

bgainor@partnershipactivation.com.

Thanks and Best Wishes,

Brian

this issue

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Looking for more?
Check out
PartnershipActivation.com

INDUSTRY WATCH | SOCIAL REWARDS

Have you considered rewarding fans for their online and social engagement?

In the past 2-3 years, the social media space has proven to be a fertile ground for brands, properties, and media entities to begin to develop a true relationship with their fan bases. With a creative, well devised strategy in place, entities can effectively use social media to win over their target consumers and drive desired behaviors.

A perfect example of this within the sports space is the Baylor Bold Rewards Program, a social rewards initiative launched by Baylor Athletics and row27 Studios that incentivizes fans for their loyalty and actions sharing, posting, checking in, and tweeting about the University's athletic programs.

Fans who choose to participate can accumulate points for sharing and liking Baylor Facebook posts, images and videos, attending games, tweeting/retweeting about Baylor Athletics, and "checking in" at Baylor's athletic facilities. Throughout the year, fans can redeem their accumulated points for a series of different prizes.

Given the popularity of the Baylor Bold Rewards Program and related buzz generated around several other sports digital/social incentive programs (e.g. LA Kings' gamification efforts), look for more brands and sports entities to invest in similar social rewards platforms in the near future!



Check out the Baylor Bold Rewards Program Here: <http://baylorboldrewards.com/>



EYES ON THE INDUSTRY

7 KEY INSIGHTS FROM THE WORLD OF SPORTS MEDIA & TECHNOLOGY

Sports industry leaders from the fields of sports media programming and distribution recently convened at SportsBusiness Journal's 13th annual Sports Media & Technology Conference in New York City to share the latest trends and insights that they are following in the space. Enclosed below is a brief snapshot of some of the leading trends, topics, and storylines that were highlighted at the conference:

I. Is Cord Cutting Currently a Threat to The Sports Industry?

While research has shown that cord cutting is beginning to occur in some respects, it's largely due to current economic conditions - not because viable product / content substitutes exist. A large sum of American consumers currently have less than \$100 of disposable income to spend on a monthly basis and some simply cannot afford cable services.

II. What Sports Media / Technology Trends Should Sports Marketers Be Following?

- Hot topics include: IP-based content delivery across multiple screens (tablets, mobile, etc), tv everywhere, rights aggregation
- Emerging sports programming includes: soccer (notably the EPL), high school sports, UFC, college sports, and lacrosse
- Key challenges include: volume, clutter, misinformation

III. Will Sports Media Rights Fees Continue To Increase?

Yes, sports media rights fees will continue to rise due to the increased value of quality, live entertainment and new competition entering the space (NBC Sports Network, etc.). There are more live sports events than ever before and yet demand is still strong. Players in the industry will continue to differentiate their offerings, and as the industry evolves rights fees will continue to increase.

IV. Is Sports Advertising Currently in a Healthy State?

Yes, national television advertising is currently the healthiest form of media and sports are the most vibrant form of content available. It's important to note that 99 of the Top 100 programs in 2011 have been live event programs, which bodes well for content owners and the sports industry as a whole.

V. What's the Latest on 3D Television? Will 2012 Be The Breakthrough Year for 3D?

3D television continues to face a long road to adoption and is currently not a relevant medium for delivering content. While ESPN3D is expanding it's programming, the industry is still a few years away from having this medium become widely adopted.

VI. How is Social Media Impacting the Sports Media Landscape?

Social media continues to serve as a promotional play for networks/broadcasters to drive awareness, interest, distribution, and discussion. Sports media operators are focusing on ways that Twitter can deliver indirect value while they await a direct monetization model.

VII. Are Google/YouTube Considered as Competitors/Threats in the Sports Industry at this Moment in Time?

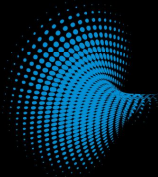
While Google/YouTube are viable competitors from a content delivery/impressions standpoint, they are not considered to be huge threats from a monetization and rights perspective largely because they are traditionally ad supported, which is difficult to execute on a single-stream model.

Did You Know? The iPad launched just 18-24 months ago (Jan '10) but it's already a \$9BN business - larger than the NFL.

Are you Following the Emergence of Social TV?

This clip will bring you up to speed on everything you need to know about Social TV in 198 seconds:

<http://bit.ly/sjJ9wt>



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

NOVEMBER 2011 - ISSUE 40

INDUSTRY SPOTLIGHT

2012
**NATIONAL
SPORTS FORUM™**
oklahoma city | january 30 - february 1, 2012

Are you planning on attending any sports business conferences in 2012?

As a sports industry professional, I routinely get asked for recommendations on the best sports business conferences and seminars to attend on an annual basis. There are certainly a multitude of tremendous conferences to consider that offer valuable content and insights but in my eyes the National Sports Forum has clearly distinguished itself as the best in the business.

Ron Seaver, Joe Shapero, and the National Sports Forum team have done a terrific job creating a conference environment that truly fosters learning, networking, and idea sharing. With a Steering Committee of team, league, and industry leaders, the National Sports Forum has grown to become the largest annual cross gathering of sports marketing, sales, promotions, and event entertainment executives - representing a broad spectrum of teams, leagues, brands, and agencies from across North America. In 2012, the Forum will be held in Oklahoma City from January 30 - February 1st (here's the full agenda: <http://bit.ly/vPb15v>). Take a moment to browse NSF's site below... and hopefully I will have an opportunity to connect with you at the Forum this coming year!

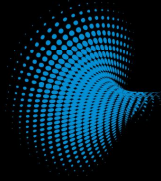
The image shows a baseball stadium scoreboard with several advertisements. At the top center is a clock. To the left is a red sign that says "AVAILABLE NOW". In the center is a Budweiser logo. To the right is a "FOR SALE" sign and a Daktronics logo. Below these is a large digital display that says "NEED SPONSORS?". To the left of this display is a "GMR" logo. To the right is a sign that says "YOUR AD HERE!". Below the digital display is a sign that says "SPONSORSHIP ACTIVATION PARK". At the bottom of the image is a text box with the following text:

Maintaining sponsors in this economic environment has never been tougher. With increasing competition, rising costs, and tighter margins - teams are challenged to not only survive... but to thrive! Where will you get all the answers? Look no further! Attend the 17th Annual National Sports Forum and put into action the latest and greatest in sports sponsorship strategy!

2012
**NATIONAL
SPORTS FORUM™**
oklahoma city | Jan 30 - Feb 1, 2012

Interested in Learning More About the 2012 National Sports Forum?

Check Out The NSF Here: <http://sports-forum.com>



THREE THINGS YOU NEED TO SEE

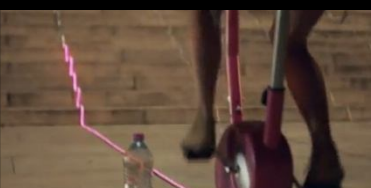
GREAT SPORTS MARKETING IDEAS IN THE NEWS



Give Pre-Game Festivities a Fresh Boost of Excitement
The University of Michigan Athletics Department recently called on a guy wearing a jet pack to deliver the game ball
<http://bit.ly/vNp3BS>



Engage via Augmented Reality
ESPN UK recently unveiled a new augmented reality feature that would serve as an amazing activation display
<http://bit.ly/sr7EVe>



Give Consumers a Reason to Love Cycling
Contrex recently generated buzz with a guerrilla marketing tactic that the Tour de France should benchmark to generate casual interest in the sport!
<http://bit.ly/trkvK3>

Asics Lets Fans "Run With Ryan"

As brands look to create memorable experiences for consumers around premier sporting events, it's becoming increasingly important that they develop tactics that foster active engagement. Asics did just this around the 2011 ING NYC Marathon, where they allowed consumers passing through NYC's Columbus Circle subway station to experience how fast a long-distance runner's pace was firsthand. Asics created an interactive OOH display where consumers could race against Olympic marathoner Ryan Hall along a 60-foot stretch in order to truly comprehend the athleticism of a long-distance runner. Asics' activation generated a significant amount of buzz around the race and attracted 300K+ views YouTube - a great benchmark for brands looking to shift their activation approach from passive to active engagement!



Check Out "Run with Ryan" Here:
<http://bit.ly/vUH9XN>

Long Beach State Encourages Fans to "Like Us"

Long Beach State Athletics is generating interest and attention around its official Facebook page with a new "Like Us" campaign that leverages several members of the men's basketball team.

LBSU launched a creative, yet simple "Like Us" campaign that featured several players showcasing their skills on the court while wearing custom foam LBSU Facebook fingers. The LBSU Athletics Department complemented the viral effort with advertising embedded within its official Facebook profile picture and Welcome tab to attract a milestone number of fans in time for Homecoming!



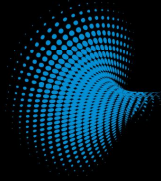
Check Out the Campaign Here:
<http://bit.ly/sjjj7S> / <http://on.fb.me/utS5Kg>

Betfair Gives Bromley FC Players QR Cuts

As QR codes become more widely adopted in select markets worldwide, they are attracting the attention of ambush marketers looking to generate buzz and consumer interest. Betfair recently leveraged a unique partnership with Bromley FC by having several players on the team sport haircuts with QR codes during the team's first-round game of the FA Cup. Fans watching the game on TV could scan the QR codes on the players' heads (during the game) to be taken directly to Betfair's mobile site where they could bet on the game. The unconventional branding tactic could serve as a precursor for ideas to come in the future!



See It Here: <http://bit.ly/rQ2ZVW>

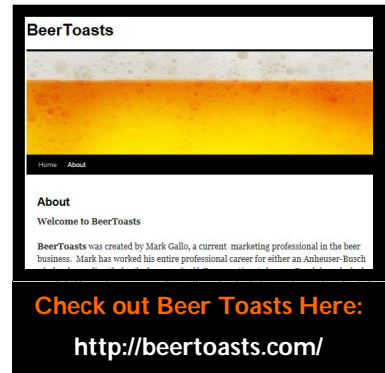


HOT OFF THE PRESS

Are you interested in creative marketing tactics from the beer business?

Mark Gallo, a sports marketing professional with Anheuser-Busch brands, developed a tremendous blog that showcases the latest creative ideas, tactics, and insights from the beer business. The site, BeerToasts.com, shares visuals and short summaries of creative tactics and strategies in the space from across the globe.

BeerToasts.com serves as a tremendous resource for agencies and properties looking to brainstorm and leverage beverage providers in new ways in the sports and entertainment space. Mark, a Partnership Activation Rising Star, is an excellent point of contact within the industry for emerging trends and creative best practices in the beer category. Be sure to check out BeerToasts.com and consider ways that you can become an expert within a specific niche of the industry!



CREATIVITY IN THE SPORTS MARKETPLACE



Samsung turned a static wall mural into a photo display for fans at the IAAF World Championships with a little creativity



Pro Evolution Soccer 2012 generated buzz at the World Soccer Challenge by distributing giant reversible yellow/red cards to fans



MasterCard generated awareness with a giant Rugby World Cup trophy



Heineken produced a limited set of 2011 Rugby World Cup cans that boldly promoted its partnership



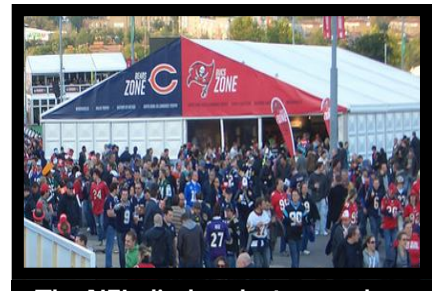
Heineken distributed premiums that truly conveyed "cool" attributes



The Leukemia & Lymphoma Society encouraged marathon participants to post pictures of people who inspire them in life at their activation display



Images were projected onto a ball situated at mid-field of the Copa America opening ceremonies - a great inventory idea for soccer clubs!

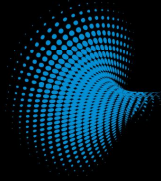


The NFL displayed a tremendous co-branded fan experience tent that can be replicated at many rivalry / bowl games across the nation

Interested in signing up for the newsletter?

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.



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 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) November recipients of the Partnership Activation Rising Stars Program:



Barry Kahn, QCue, Inc. (<http://www.QCue.net>)

Four years ago Barry Kahn founded Qcue and changed the way sports teams price and sell tickets using dynamic pricing. From baseball to basketball to hockey and soccer, Kahn's dynamic pricing solution has helped teams including the San Francisco Giants, Utah Jazz and Nashville Predators set better prices up-front and adjust to shifting market demand as conditions change. As a result, Qcue was named one of Fast Company's *10 Most Innovative Companies in Sports* in 2011. Kahn holds a Ph.D. and an M.S. in economics from The University of Texas at Austin, and a B.S. in applied engineering physics from Cornell University. An avid runner, Kahn represented his country in track and field at the 2004 Maccabi Games and has received numerous recognitions including Academic All-Ivy honors.



Kevin Stevenson, Phoenix Suns (<http://www.nba.com/suns>)

Kevin began his career with the Phoenix Suns, where in November of 2008 he started on their inside sales team. After establishing himself as a top salesperson, he is now in charge of managing and selling the premium inventory at the US Airways Center. He specializes in premium hospitality, which includes luxury suites, experiential packages and VIP seating and has managed to generate \$2 million in revenue since starting as an inside sales rep. Kevin prides himself in developing stellar relationships with his clients and prospects and attributes his success to tuning in and listening to what his customers have to say. He graduated from Duke University in 2008 with a degree in history. Additionally, Kevin was a member of the men's soccer team all four years he was in school and was captain his senior year.



Justin Kadis, FanBridge (<http://www.FanBridge.com/sports>)

Justin Kadis is leading the adaptation of the FanBridge platforms to meet the needs of clients within the sports industry, including athletes, teams, and leagues. Prior to FanBridge, Justin spent five years as a corporate consultant for Velocity Sports & Entertainment/Team Epic, a sports sponsorship agency in Norwalk, CT. In this role, Justin aided brands with their activation of sports sponsorships. Justin graduated with a concentration in Marketing from Boston University's School of Management.

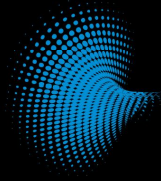


Brad Wurthman, University of Cincinnati Athletics (<http://www.GoBearcats.com>)

Brad currently serves as the Assistant Athletics Director for Marketing, Sales, and Fan Development with the University of Cincinnati Bearcats. In this role, Brad oversees the day-to-day operations of the Bearcats sales and marketing team, including all aspects of event management and the creation of marketing plans for the University's major sports. After starting his career with the Hamilton Tiger-Cats of the Canadian Football League, Brad moved to Cincinnati and has managed a team responsible for amassing the top 10 attendances in Bearcats football history and revenue growth of nearly 300% since 2007. In addition, he has become a leader in the collegiate athletics social media landscape. A native of Hamilton, Ontario and graduate of McMaster University (B.A. Business) and the University of Cincinnati (MBA), Brad credits his mentors and outstanding team members for enabling him to achieve success at an early stage of his career.

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



SOCIAL MEDIA SPOTLIGHT

The Phoenix Suns create a Facebook app to honor and reward their loyal fans online:

The Phoenix Suns recently partnered with a company named Booshaka to create a tab on their Facebook page that recognizes the team's most active social media supporters. As part of the initiative, fans who "like" the Suns' official Facebook page, can receive points for actively participating through posts, comments, and likes. Each month, the Suns feature their Top 10 fans on the page and provide users with an opportunity to track additional statistics, including likes, comments, posts, points distributed, and active users to gauge how much they need to contribute to get recognized.

The Suns' "Top Facebook Fans" initiative demonstrates how teams need to not only engage with fans consistently via social media, but they need to empower them as well. By creating a tool that identifies and rewards fans for their participation, the Suns are fostering a healthy SM environment that will pay dividends down the road as the team looks to market its fan base and integrate corporate partners in a seamless manner.



ACTIVATION SPOTLIGHT

Throughout the sports landscape, stadium tailgate lots have largely remained an untapped space for marketers to engage with fans prior to events (outside of the motorsports space). As teams and corporate partners focus the majority of their attention and resources on stadium and media assets, the notion of "owning" the tailgate lots has oftentimes gone overlooked... until now.

With 50 million consumers in the United States tailgating on an annual basis and spending \$20BN+ on food, equipment, travel, and related goods and services, more brands and organizations are beginning to take notice and are developing creative grassroots / mobilized activation efforts.

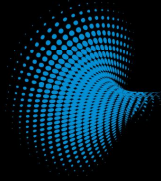
Per the Nike example on the right, teams and brands can create cost-effective vehicles to reach thousands of fans tailgating prior to games - whether it's outfitting golf carts with branded shelving and storage, mobilizing brand ambassadors with segways, scooters, and bicycles, or equipping street teams with mini-kegs strapped to their backs and premiums in hand.

With 51% of tailgaters setting up 3-4 hours prior to games, a prime opportunity exists for brands to engage fans by promoting their products and services, merchandise, and concessions in a natural, endemic setting. Consider new ways that your brand can get creative to own the tailgating space at events!



A CLOSE LOOK AT PREPARATIONS FOR THE 2012 LONDON OLYMPIC GAMES





#SPORTSBIZ ON TWITTER

5 HANDLES YOU MUST FOLLOW



@thefinktank



@AdamTanielian



@SponsorPitch



@HeidiBurgett



@SponsorshipAust

THOUGHT STARTERS

Looking for ways to leverage automobile partners in-venue? Here's 50 activation ideas to consider:

1. Inflatable car / truck (that flies over the stands and drops discounts)
2. Branded parking lots (free for drivers of specific automobiles)
3. Feature car display where fans have to guess how many balls are inside
4. Feature car display with team branding / made of special materials
5. Feature a car simulator on-site (with course/road navigation)
6. Sponsor the "Drive of the Game" or "Best Drive of the Day"
7. Refurbish team golf carts to resemble automaker's car models
8. Feature a videoboard promo with mascots/fans racing automobiles
9. Integrate cars in game entertainment (e.g. Blake Griffin - dunk contest)
10. Allow five (5) fans a chance to win a free car by turning key
11. Sponsor a pre-game ceremonial lap (where participants ride in cars)
12. Feature players / legends signing autographs in cars on display
13. Feature a booth where fans can take exclusive test drives with players
14. Distribute keys to fans in attendance offering 1 person chance to win
15. Distribute bobblehead series with players seated in different cars
16. Feature comfortable, branded seats (like car seats) for fans/players
17. Offer a free shuttle to the game (fans can text/tweet to ride)
18. Implement a "tailgater-spotting" initiative, rewarding select car buyers
19. Feature service coupons/discounts on parking vouchers
20. Feature a venue destination outfitted with comfortable car seats, etc.
21. Feature brand ambassadors driving mini-cars in tailgate lots
22. Feature a car display where if a ball hits it, one fan in attendance wins
23. Offer fans a chance to take a test drive with a cheerleader
24. Feature signage promoting sponsorship of team's drive to the playoffs
25. Sponsor mobile vehicle selling merchandise/concessions in tailgate lots
26. Feature a car on display adjacent to playing level
27. Feature players' cars on display in the concourse
28. Feature signage that looks like car grill, etc.
29. Feature an elaborate car display / show room
30. Sponsor the game ball delivery
31. Feature a scratch to win car display
32. Sponsor the ticket "pickup" box
33. Offer exclusive valet parking for select fans
34. Feature car that sets off fireworks during pre-game
35. Sponsor a designated driver program
36. Feature parachuting mini-automobiles out of the rafters
37. Feature players being introduced in cars on-field
38. Allow fans to sign a team-themed car
39. Feature the team mascot riding in a mini version of a car
40. Sponsor the players' parking lot
41. Feature the mascot's van on-display for photographs
42. Feature signage with local dealers' Facebook/info
43. Feature elevated car displays
44. Feature a booth offering free tickets for test drives
45. Sponsor luxury tickets / suite level (core consumers)
46. Feature a section of seats designated for key customers
47. Feature a giant clock resembling an speedometer
48. Allow fans to do test drives on-site (road course)
49. Sponsor team radio remote (vehicle display)
50. Sponsor a chuck-a-puck / chuck-a-ball contest

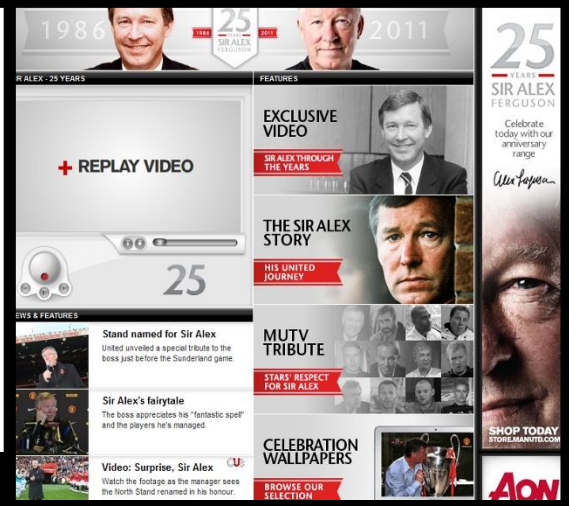


MANCHESTER UNITED CELEBRATES SIR ALEX FERGUSON'S 25 YEARS OF SERVICE

The sports industry needs to take notice of Manchester United's online tribute to Sir Alex Ferguson for his 25 years of service as the club's manager. Man U recently launched an extensive online portal on its official team website that features exclusive videos, celebration wallpapers, commemorative merchandise, news, and message boards in celebration of Ferguson's 25-year career coaching the team.

The dedicated portal serves as a best practice for sports organizations looking to honor legendary coaches, owners, athletic directors, athletes, and team personnel in a significant way online. Dedicated tributes can attract a significant amount of interest from fans and corporate partners alike, creating new valuable, sellable inventory for teams that can be marketed and distributed through team digital and social media channels.

Check out Manchester United's Dedicated Portal Here: <http://bit.ly/w1UL4a>



THE WINNIPEG JETS DELIVER A TRULY EXCLUSIVE CORPORATE PARTNER EXPERIENCE

The Winnipeg Jets recently partnered with the Home Depot to host the team's first annual Skills Competition at the MTS Centre, a fan-favorite event that pits players in a series of head-to-head competitions.

As title sponsor of the event, the Winnipeg Jets granted Home Depot the opportunity to "own the night" by featuring branding on nearly every dasherboard alongside the rink. The simple branding tactic enabled Home Depot to create a lasting impression as fans watching in attendance and on television couldn't help but notice the alternating pattern of white and bright orange boards along the ice. As LED dasherboards become more cost-effective in the sports space, it will be exciting to see NHL teams create similar "moments of exclusivity" along the ice for corporate partners during games!



See a Recap of the Jets' Skills Challenge Below:
<http://bit.ly/vfrdSe>

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



ING Featured Pop-Up finish Line Displays Throughout New York City
<http://bit.ly/uZ8uO4>



The Canadiens Celebrated Their Rich Team History With an Elaborate Site
<http://bit.ly/vlbmPj>



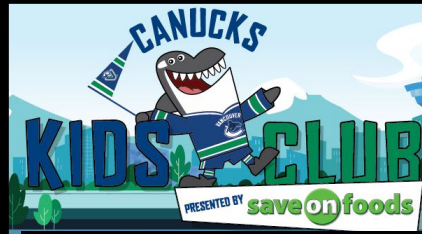
Betfair Let Fans Bet While Skydiving Towards a Giant Soccer Ball QR Code
<http://bit.ly/vNGkvf>



THINKING ABOUT WAYS TO TAKE YOUR KIDS CLUB EFFORTS TO NEW HEIGHTS?



McDonald's created a site dedicated to soccer players and their parents
<http://bit.ly/vC1MOz> / <http://bit.ly/u3WiNu>



The Canucks offer a multitude of games online for young Canucks fans
<http://bit.ly/uiudP4>



The Redskins feature fun player profiles and interactive content
<http://redsk.in/uSfdH>



Chelsea features player cards, games, videos, puzzles and more
<http://bit.ly/tnbTaN>

IDEA BOX



Give Hospital Partnerships New Life with Augmented Reality Art
Mott Hospital recently unveiled a new "3D Woodson" mobile app that allows hospital patients to point an iPhone/iPad toward a piece of jersey artwork on the wall to see Charles Woodson come to life in their room! This AR technology signals a new, terrific way that hospitals can leverage team partnerships to create memorable experiences for patients!
<http://bit.ly/rIYZ19>



Create a Lasting Impression with Creative Outdoor 3D Signage
With brands expecting more value from their partnerships, it's important that properties (notably race tracks) rethink the way they approach their static venue signage. The Nike visual above shows how properties can create a lasting static impression with a little creativity - in this case, cutting out a square section of a wall to feature a 3D visual of a tire (promoting a tire partner) or a partners' logo/symbol.



Leverage Players to Promote Holiday / Special Merchandise
Teams and their respective apparel partners should consider creating virals that feature players testing out new seasonal merchandise to drive incremental sales and awareness. The virals would be perfect to promote through team social media channels as well as on the main page of the team store! <http://bit.ly/vw2hlg>



For More Information, Please Contact:
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Twitter: @BrianGainor
<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 has rapidly become one of the industry's most valuable resources for sports business professionals to obtain unique partnership ideas and industry updates.