

Looking for New Partners in College Athletics?

20 Non-Traditional Bowl Game Sponsors in '11-'12

- Gildan
- Famous Idaho Potato
- Beef 'O' Brady's
- R&L Carriers
- Maaco
- GoDaddy.com
- TaxSlayer.com
- Advocare
- Little Caesars Pizza
- Bridgeport Education
- Bell Helicopters
- New Era
- Belk
- Champs Sports
- Sheraton Hawaii
- Franklin America
- TicketCity
- Outback Steakhouse
- AutoZone
- BBVA Compass

"Build partnerships, not sponsorships."
Brian Corcoran,
Shamrock S&E

PARTNERSHIP ACTIVATION 2.0

Welcome to the December '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 we head into 2012, I encourage you to take a few minutes to think about what you can do to improve your life both personally and professionally in the New Year. Here are a few thoughts:

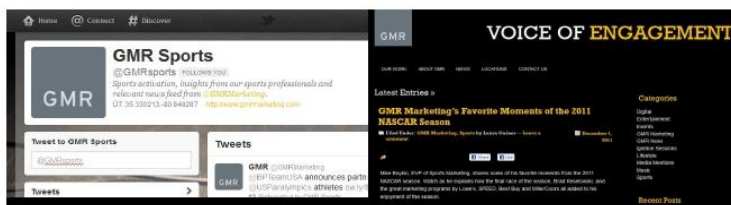
- *Strive to get to work 15 minutes early each day to send personal notes and emails and give close industry contacts a call*
- *Leave work 15 minutes early to spend more time with family and friends ... or get some much needed exercise*
- *Enhance your efforts to build your personal brand and network outside of work (social media makes it very easy these days)*
- *Find new ways to continually learn and become an expert in a specific niche outside the workplace*
- *Take time to serve as a mentor for a young professional in your company (or the industry)*

A new year signals a great time for change and I wanted to let you know that I will be shifting the distribution of the Partnership Activation 2.0 Newsletter from a monthly to a quarterly basis.

As many of you are aware, I work for GMR Marketing, the world's largest engagement marketing agency (and SportsBusiness Journal's Sports Consulting Agency of the Year), and have played an active role in the build out of GMR's sports social media practice and infrastructure. As such, I will be using these channels more aggressively in 2012 and highly encourage you to follow @GMRSports on Twitter and GMR's "Voice of Engagement" blog moving forward!

In addition to the great coverage you receive through Partnership Activation, the GMR social media channels provide additional value/benefit as they offer a broader voice, insights, and perspectives from myself and fellow GMR colleagues.

If you'd ever like to discuss ways that GMR can support your brand's efforts in the sports, music, digital, social, and retail space (either domestically or Internationally) please let me know!



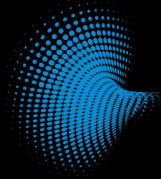
Have a great holiday season with your friends and family! As you come across sponsorship/marketing best practices and unique ideas, please email them to me at bgainor@partnershipactivation.com. Thanks, and Best Wishes! - Brian

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**Looking for more?
Check out**

PartnershipActivation.com



Partnership Activation

The "Think Tank" for connecting brands with fans.

DECEMBER 2011 - ISSUE 41

EYES ON THE INDUSTRY



Are you looking for a game-changing moment in your career?

Investing in a postgraduate education can help you develop a valuable foundation for a career in sports, especially when choosing a program with a robust alumni network, dedicated faculty with industry experience, and advanced learning opportunities.

While there are a number of terrific postgraduate programs to consider across the globe, I wanted to stress how valuable the Ohio University Center for Administration program has been for my career. Over the past five years, I have benefited immensely from the network, education, and work/volunteer/learning experiences I gained through the Ohio University program and would highly recommend it to any current/aspiring sports business professionals interested in pursuing a postgraduate degree.

Ohio University offers a dual degree MBA/MSA program as well as a 21-month online Professional MSA program that are both truly exceptional. If you (or someone you know) is potentially interested in considering the Ohio University program, please feel free to reach out to me anytime as I'd love to share my thoughts and experiences with you!

Check out the Ohio University program:
<http://www.sportsad.ohio.edu/>

INDUSTRY LEADERS

SPEAKING AT THE 2012 NSF

MON. JAN. 30TH - WED. FEB. 1ST, 2012



Oklahoma City
Convention & Visitors Bureau

ALEX
MARTINS
CEO, ORLANDO MAGIC

MARK
TATUM
EVP, GLOBAL MARKETING, NBA

CHAD
ESTIS
PRESIDENT,
LEGENDS PREMIUM SALES

BRIAN
JENNINGS
EVP, MARKETING, NHL

MICHAEL
WALTRIP
OWNER, MICHAEL WALTRIP RACING

ADAM
SILVER
DEPUTY COMMISSIONER & COO, NBA

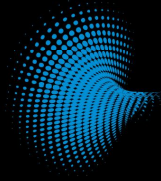
STEVE
DELAY
GM, MANDALAY SPORTS CONSULTING

BART
CONNER
US OLYMPIC GOLD MEDAL GYMNAST

JACQUELINE
PARKES
CMO, MAJOR LEAGUE BASEBALL

Interested in Learning More About the Fantastic Speakers That Will Be at the 2012 National Sports Forum? Click Here: <http://bit.ly/tD4igA>

Ready to register and join us in OKC? Click Here: <http://bit.ly/tv2ulz>



INDUSTRY SPOTLIGHT

TIM TEBOW: THE PERFECT EXAMPLE WHY SPONSORSHIPS SHOULD BE FLEXIBLE



As a Valuation Analyst for Navigate Research, Dan Kozlak has determined the fair market value for sponsorships in the NFL, NHL, MLB, NCAA and several other sports and entertainment entities. Dan played football for two seasons at Tufts University and then earned a Bachelor of Arts in Communication from Boston College. He is currently completing his Master's in Sports Administration at Northwestern University.



At Navigate, we value and analyze numerous sponsorship packages each year, and almost all of them have a detailed list of the inventory provided by a property to a brand. From signage to media to promotions, the specifics are agreed upon and laid out for the duration of the partnership. Oftentimes, this works out just fine. But some properties have seen that unforeseen circumstances can lead to unhappy sponsors, therefore they now allocate some portion of the sponsorship fee for to-be-determined activation. Whether this is called a flexible spending account or activation bank, it's one of the smartest ways to ensure a successful sponsorship.

Tim Tebow is the perfect example of why an activation bank makes sense. However you feel about the Broncos quarterback, he has undeniably become one of the top stories of the 2011 NFL season. As a result, he has brought extra attention to the Broncos nationally and made them an even bigger sensation than usual in Denver. For sponsors of the Broncos, this should drive up the exposure value of their sponsorship packages simply by increasing the number of impressions received by their more visible assets. But if you're the CMO for a sponsor of the Broncos, you probably want to do as much as possible to capitalize on this sudden and unexpected – and possibly short-lived – phenomenon.

I should note here that we have not worked with the Broncos or any brands on Broncos sponsorships, so we can't speak to what they're currently including in sponsorship packages. But if you were that CMO and your sponsorship had no flexibility built in, you might feel like an opportunity to leverage the sponsorship is passing you by.

With an activation bank, that wouldn't be the case. Let's pretend this CMO's company – we'll call them Acme Widgets – has a \$1 million sponsorship with the Broncos this year and one of the inventory items is a \$50,000 activation bank, meaning \$50,000 was earmarked for to-be-determined activation. Essentially, Acme is paying that money up front with the ability to utilize it based on whatever is happening during the season.

If Tebow had become the starter and been a complete flop, Acme might have decided to use its activation bank to throw a huge tailgate party. The Broncos would have spent \$50,000 from the sponsorship fee to rent out part of the stadium, bring in some live entertainment and put on the best tailgate party possible for Acme's employees.

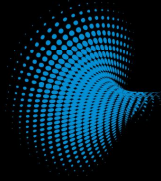
Of course, Tebow has not been a flop, so let's say Acme would have wanted to capitalize on his success with some sort of promotion. Maybe they would have started giving away a free widget at Denver area stores every time Tebow rushed for a touchdown. To utilize the activation bank, the Broncos would have put together a promotional package for Acme (scoreboard and LED time, inclusion in an eNewsletter, a banner ad on the team website advertising the promotion, etc.) worth \$50,000 and then implemented it over the rest of the season.

Again, we don't know what Broncos' sponsors have been doing over the past few weeks. But Tim Tebow is a reminder that nobody can predict what's going to happen during the course of any given season, therefore the sponsorships that include a little flexibility are typically the ones most built for success.

Check Out Navigate Research Here:

<http://www.navigateresearch.com>





THREE THINGS YOU NEED TO SEE

GREAT SPORTS MARKETING IDEAS IN THE NEWS



Give Fans a Reason to Root For Your Ad
Audi recently launched a brilliant ad prior to an FC Barcelona - Real Madrid match that featured a duel between two team branded hatchbacks
<http://bit.ly/rUXHTN>



Give Rivalries a New Meaning
Oregon Athletics recently profiled the aura of the 2011 Civil War rivalry game against Oregon State
<http://bit.ly/u2hWVM>



Let Fans Experience the Art of Football
The All Blacks set up an inflatable, bouncy rugby field where fans could run through All Blacks tacklers to experience the game in a new way
<http://bit.ly/v30iG3>

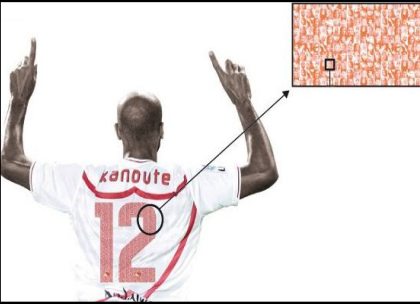
Barclays Creates a Milestone Moment for Fans
Barclays is running a promotion on the official Barclays Football Facebook page that allows fans a chance to guess which player will score the 20,000 Premier League goal in history for the chance to win a VIP trip to watch a game of their choice.

20,000 

Celebrate the 20,000th goal with Barclays
See Who Scored the 20,00th Goal Here:
<http://on.fb.me/vx2GWO>

Fans can also enter to win a soccer ball autographed by the players who scored the 1st and 10,000 goals if they correctly guess who scored the 1st Premier League goal ever recorded.
The promotion signals how teams can create compelling promotions around milestone moments throughout the season - whether its team, player, coach, fan, or rivalry milestones. Use social and digital media to help fans celebrate history in new, compelling ways!

Sevilla Sells Space on Team Jerseys to Fans
Sevilla, a Spanish professional football club competing in the La Liga Championship, recently announced plans to let fans pay to have a 2 x 2mm photo featured on their favorite player's jersey during a game.



Fans can log on to the Sevilla team website and pay €24.90 to have a mosaic photo featured within the number of a Sevilla player's jersey. The effort serves as a great revenue generator for the club, as each player's jersey is worth up to 75,000 Euros (3,142 fan photos can be fit within each player's jersey number). Teams worldwide are beginning to take notice and 2 other clubs are already signed on to capitalize on the fan-friendly revenue generator.

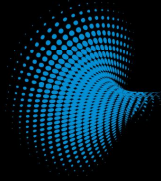
Check Out Sevilla's Strategy Here:
<http://is.gd/wtItLU>
<http://bit.ly/v0JiX4>

Adidas Uses Augmented Reality to Launch Scotland's New Kit
Adidas recently launched the Scotland national team's new soccer kit by setting up an augmented reality display within a high-traffic Glasgow shopping mall.



The experience allowed consumers to interact and have their photo taken with a series of "virtual players" who showed off soccer tricks and set up walls.
The tactic generated buzz within avid soccer communities online and served as a great way for the brand to garner incremental attention in the months leading up to UEFA Euro 2012.

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



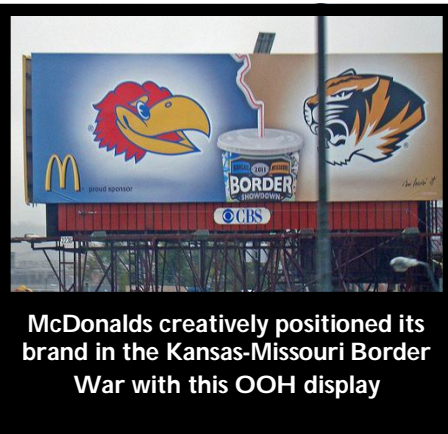
HOT OFF THE PRESS

Are you interested in becoming a leader in the sports business space?

Ben Sturner, Chris Chaney and a team of executives recently launched an 8-week summer sports business leadership program in New York City that is designed to give college and MBA students a jump start into the fast paced, high energy sports business world.

The program, entitled the Manhattan Sports Business Academy, provides an exclusive group of 25 students with a comprehensive learning experience that includes career development workshops, a weekly speaker series, weekend group outings, mentoring, daily fitness training, and internship placement. Sturner and team have attracted a list of 45 notable industry executives who will speak to the MSBA group as part of a weekly guest lecture series. The MSBA serves as a valuable experience for young professionals looking to jumpstart their career in sports. Check out the official MSBA website to learn more!

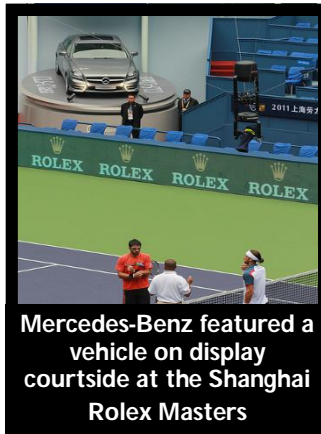
CREATIVITY IN THE SPORTS MARKETPLACE



McDonalds creatively positioned its brand in the Kansas-Missouri Border War with this OOH display



LuxBet reminded horse racing fans that they could "bet from anywhere" with a creative restroom stall branding display



Mercedes-Benz featured a vehicle on display courtside at the Shanghai Rolex Masters



FC Zenit (Russia) recently unveiled a massive metro walkway ad <http://is.gd/gjTvOm>



Chick-fil-A capitalized on the Rangers' playoffs fever with cool branded giveaways



The Greenville Drive used a billboard display to reinforce the value proposition of attending a game versus other forms of entertainment



The OKC Thunder promoted fan loyalty during the lockout with a billboard adorned with a massive team flag and social media icons



The Tampa Bay Lightning called on fans to make a human lightning bolt at TIA Airport

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 December 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) December recipients of the Partnership Activation Rising Stars Program:



Brett Clarke, Wests Tigers Rugby League Football Pty Ltd (<http://www.weststigers.com.au>)

Brett has achieved outstanding growth for his organization, Wests Tigers Rugby League Team in Sydney, Australia. Operating in a competitive market, Brett has overseen growth across all key areas of the sports business with 160% growth in Membership (season tickets) in the past two seasons, 100% growth in sponsorship and corporate sales. With the leading crowd, television and online figures in the Sydney market, Brett has the Wests Tigers prepared to launch to the next level.



Blake Rosekrans, TaylorMade adidas Golf (<http://www.taylormadegolf.com>)

Blake is a Marketing Manager at TaylorMade adidas Golf located in Carlsbad, CA. As a bridge between Sales, Product Teams and Global Marketing, he leads communications with Strategic Retail Accounts for in-store, promotional and media initiatives for all three company brands, TaylorMade, adidas Golf and Ashworth. In addition, he assists with sponsorship planning and corporate partnerships in the US Marketing group. Prior to working at TaylorMade, Blake was an Account Executive at GMR Marketing on the Sports Strategy team. He graduated from Michigan State University in 2006.



Ben Berchuck, Wasserman Media Group (<http://www.wmgllc.com>)

Ben joined Wasserman in 2008 and since then has been involved in the company's various traditional and digital media client projects. He helps develop media rights strategies, evaluate potential network opportunities, and assists in negotiations on behalf of collegiate conferences, leagues, teams, and NGBs. Prior to Wasserman, Ben spent four years in Comcast Cable's marketing department, where he helped execute strategic partnerships with sports and entertainment properties to acquire content for Comcast's advertising campaigns and various media platforms. He is a 2004 graduate of Duke University.

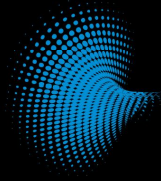


Andy Morris, USF Athletics (<http://www.GoUSFBulls.com>)

In his role as Director of Marketing & New Media, Andy Morris manages all social media strategy at USF Athletics in addition to oversight and planning of marketing initiatives for the Bulls' Olympic sports. He was instrumental in the launch of Horns Up, the first comprehensive program in college sports to reward supporters for using multiple social networks to promote an athletics brand. Prior to his move to Tampa, Andy developed the social and digital media strategy for the University of South Carolina Athletics Department. Andy earned a master's degree in Sport & Entertainment Management at the University of South Carolina and a B.S. in Public Relations from Appalachian State University.

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

Consider ways your social media fanbase can impact/enhance the stadium experience:

In recent years, Twitter has emerged as an effective means to engage fans watching games live at home on television as well as in-stadium/arena. However, huge (untapped) opportunities exist for properties to use Twitter to allow social fan communities to impact/enhance the in-stadium experience.

Organizers of the Old Spice Classic, a men's college basketball tournament held around Thanksgiving, recently allowed followers on Twitter to dictate which team a live crowd section cheered for during the game. Twitter followers were encouraged to tweet using (1) of (8) hashtags (in reference to the different teams competing in the tournament). The teams who received the most Twitter mentions received an extra boost of cheers from the dedicated section of fans in the arena.

As teams continue to look for ways to leverage their social fan base (tweeting/cheering at home) to enhance the in-game experience, here are a few ideas that they should consider:

- Allow fans to tweet suggestions about fan cheers / chants
- Allow fans to tweet which players the cheering section should target/support
- Allow fans to tweet music suggestions that they would like to be played during the game
- Allow fans to partake in a live poll that's featured on the scoreboard
- Allow fans to dictate which in-game promotion runs during halftime (or choose potential participants)
- Allow fans to submit photos to be featured as the team's Twitter follower of the game on the jumbotron (and have the team tweet out the picture)
- Allow fans to select which player will be the first one substituted into the game (or allow fans to tweet suggestions for what the first play call of the game will be)
- Allow fans to send in tweets to select the "Player of the Game"
- Allow fans to tweet to decide which players should partake in exclusive post-game interviews
- Allow fans to select which group (at the game) receives their tickets for free
- Allow fans to tweet which sections should receive prize giveaways (and reward them for participating)

My written words here say we are going to continue cheering for @FairfieldStags #GO_STAGS! pic.twitter.com/ef2IKyhX

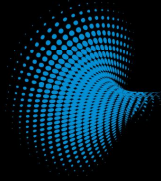


Check out the Old Spice Twitter Classic Activation: <http://bit.ly/v51JqP>



A CLOSE LOOK AT GREY CUP 2011





**#SPORTSBIZ ON
TWITTER**

**5 HANDLES
YOU MUST
FOLLOW**



@TowsonTigerAD



@adbrandt



@Sponczar



@Greg_Byrne



@JulieDolak

THOUGHT STARTERS

Looking for a game-changing idea? Here's 50 of the most creative ideas in sports business in 2011:

1. Tampa Bay Lightning - Jersey Microchip
2. Cleveland Indians - Social Suite
3. Boston Pizza - "Montreal Pizza" Campaign Around 2011 NHL Playoffs
4. Indianapolis Motor Speedway - Hot Wheels V Drop Ramp
5. Bell Communications / Montreal Canadiens - Picture On the Boards
6. The Carrier Classic
7. Manchester City FC's "His and Hers Suites"
8. Nike's Personalized Field Boards at the AFF Suzuki Cup
9. Miller High Life's "Official Beer of You" Campaign
10. The Ford Focus Cam at the UEFA Champions League Finals
11. Durex's "Extra Time" Initiative - Thai Soccer League
12. Red Bull USA's Cubed Pipe Initiative
13. San Francisco Giants / Virgin America's #FlytheBeard Scavenger Hunt
14. Manchester United's "What's Ours is Yours" Initiative
15. The Baylor Bold Rewards Program
16. Adidas' Go Pro Cameras - 2011 Berlin Marathon
17. Tottenham Hotspur Augmented Reality Technology (Aurusma)
18. LSU's Bandit Blonde Beer
19. Betfair's "Trash Your Tevez Shirt" Campaign
20. The Washington Huskies' Inside the Huddle Viral Campaign
21. Gillette's World's Biggest Shave (Derek Jeter, Roger Federer)
22. Red Bull's Capital Drive Hole-In-One Event
23. The Seattle Sounders' "Make a Date with a Sounder" Campaign
24. Portland Timbers / Alaska Airlines Paint the Plane Contest
25. SD Padres/TaylorMade Golf Club Foul Pole
26. 188 BET / London Wasps - Outdoor Gaming Display
27. Chicago Fire - Beer Bus
28. The Heineken Star Player App
29. Waste Management Phoenix Open Recycling Kiosks
30. The University of Miami Athletics' Social Media Day
31. SPEED Social Tracker
32. Visa Canada's Hockey Love Hurts Campaign
33. Manchester City FC's Lift the Cup Initiative
34. Nike - People's Republic of Corinthians Campaign
35. LG's Washing Tunnels - International Super Rugby Games
36. MLB Fan Cave
37. Mississippi State's #HailState EndZone Branding
38. The Mountain Dew Pinball Machine Skate Park
39. Newcastle's "Trapped in a Schooner" Display
40. Asics' Run With Ryan Display
41. Betfair / Bromley FC - QR Cuts
42. Mott Hospital - 3D Woodson App
43. BMW Mini Long Jump - 2012 London Olympic Games
44. Portland Timbers' Fan Draft
45. ESPN UK's OOH Twitter Billboards
46. Jordan Brand / W+K - M8 NYC Flight Event
47. BGSU / Stroh Center Rap Video
48. Endesa's Basketball Game at Corporate HQ's
49. St. George Bank's Bolt for the Vault Halftime Challenge
50. The OKC Thunder Blue Alliance



ZLATY BAZANT BEER DRAWS A LINE WITH RESPONSIBLE DRINKING AT EVENTS

Zlaty Bazant Beer recently supported its company's commitment to responsible drinking by featuring a display at a recent open-air music festival that worked to ensure that only sober drivers were getting behind the wheel when leaving the event.

Zlaty Bazant Beer called on a team of brand ambassadors to set up several "Alcohol Tester" lines that encouraged attendees of the Festival Bazant Pohoda, the largest open-air music festival in Slovakia, to walk the straight line and show that they were fine to drive. The campaign conveyed to attendees that Zlaty Bazant Beer was truly committed to its campaign about drinking responsibly and cared about festival attendees. The initiative serves as a great thought starter for alcoholic beverage companies that are looking to make a lasting impression about responsible drinking/driving at sporting events!



BAYLOR IMG GIVES FANS A SUITE SEAT FOR THE GAME

Baylor IMG recently partnered with Allen Samuels Dodge to create an exclusive suite destination dedicated to fans who test drive vehicles at the dealership. The parties collaborated to customize the only suite in Baylor University's Ferrell Center with two (2) Dodge Ram Laramie seats and a console with electric capabilities to give guests a realistic feel for the inside of the vehicle while watching a live game.

The Baylor IMG team also outfitted the suite with an iPad, television, live game stats, and food & beverage to give fans an opportunity to experience Baylor Basketball in a memorable way. The venue destination serves as a terrific benchmark for organizations looking to work with automobile partners to entice fans to take test drives and offer memorable experiences that will turn potential prospects into actual customers!



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



The Western Bulldogs captured their brand story in a terrific web video: <http://bit.ly/vB7zwd>



The New BC Place Showcases the Future of Stadium Lighting <http://bit.ly/sb1oFJ>



Red Bull Athlete Brian Capper Soared Over Moses Mahiba Stadium on a Motorbike: <http://bit.ly/smRCli>



Looking for new ways to engage fans on gameday and at retail?

Interactive wall displays can serve as a terrific way to stimulate their interest. Here's (4) great examples:



The adidas AdiVERSE Wall
<http://bit.ly/uCkjgV>



The Hard Rock Café "Rock Wall"
<http://bit.ly/vLK2Nf>



Missouri's Interactive Tiger Wall
<http://bit.ly/thV9IA>



Li Ning's Reactive Wall
<http://bit.ly/sSCcfG>

IDEA BOX



Give Your Marketing Efforts a Face on Game Day

Brands who endorse players/drivers/celebrities should consider activating their relationships by featuring giant inflatable displays outside key sporting events where he/she is competing. The displays can serve as a great photo opportunity for fans and create a memorable, lasting impression. Teams can also use similar displays to honor legends (coaches, former players, rookie stars, etc.)



Help Eye Care Providers Get Their Message Across on Game Day

Teams can partner with eye care providers to develop compelling stadium signage that resembles an eye chart and speaks directly to fans. Teams can customize messages on the eye chart signage to be game-specific, season specific, or a simple call-to-action for fans. If eye care partners are looking for ways to engage fans, they can also have the signage provide clues for a scavenger hunt, etc.



Get Social with Partnerships with the Armed Forces

Teams should consider leveraging partnerships with the Army, Air Force, etc. to create a "Fan Recruitment" campaign that encourages and rewards fans for getting their Facebook friends to follow and engage with team social communities (or purchase tickets). The compelling, seamless tie-in could feature an athlete with an army lieutenant.



For More Information, Please Contact:

Brian Gainor

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E: Bgainor@PartnershipActivation.com

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.