

**Looking to Attract Notable Partners?**

**LONDON 2012 OLYMPICS TOP PARTNERS**

- Acer
- Atos
- Coca-Cola
- Dow
- GE
- McDonalds
- Omega
- Panasonic
- P&G
- Samsung
- Visa

**EURO 2012 PARTNERS**

- Adidas
- Canon
- Carlsberg
- Castrol Edge
- Coca-Cola
- Continental
- Hyundai / Kia
- McDonalds
- Sharp

"Build partnerships, not sponsorships."

**Brian Corcoran,  
Shamrock S&E**

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the July 2012 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 recently had the privilege of presenting at the annual Sport is Fantastic conference in Sydney, Australia alongside leaders from some of the most influential sports organizations across the globe. The conference shed light as to how the world's leading clubs are leveraging research and insights, technology, CRM systems, fan support groups, and innovative marketing practices to drive ticket sales, fan loyalty/support, and revenue. I'd highly encourage you to closely monitor the practices of Manchester City, Chelsea FC, the Seattle Sounders, and Sporting Kansas City moving forward. I was amazed seeing the work they're doing and would encourage you to look to benchmark their innovative efforts.

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

**this issue**

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

**INDUSTRY WATCH | AMBUSH MARKETING**

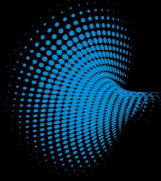
In the next 4-5 weeks, there will be plenty of speculation around the London 2012 Olympic Games about which brands will attempt to pull off ambush marketing campaigns, designed to capitalize on the world's biggest sports event without paying any sponsorship fee. While the penalties for such practices are extremely steep, several companies have found the risk to be worth the reward.

Paddy Power, a popular Irish bookmaker, recently pulled off one of the world's greatest ambush marketing campaigns around the UEFA EURO 2012 tournament. Here's how they did it:

- Paddy Power created a giant vuvuzela mobile that invaded Europe and created a lot of noise in the marketplace (literally), encouraging fans to #HonkforVictory - <http://bit.ly/M7eIl2>
- Paddy Power erected a 100 ft. replica of Rio's "Christ the Redeemer" statue with England coach Roy Hodgson's head on it; the effort was picked up by CNN - <http://bit.ly/NcQ3Jv>
- Paddy Power gave free fuel away to Irish fans traveling in vans to the EURO 2012 tournament - <http://bit.ly/NdoDQ0>
- Paddy Power paid a Denmark player to sport branded boxers during a EURO 2012 game - <http://bit.ly/NcQbZk>



**Paddy Power Also Generated Buzz Via:** <http://bit.ly/OFq8Lr> / <http://bit.ly/NvSrsY>



**INDUSTRY SPOTLIGHT**  
**The Value of a Social Fanbase**



*As a Research Analyst for Navigate Research, Allyson Corbin supports the Market Research Group in all elements of the market research process. This includes questionnaire design, statistical analysis, project management and presentation to the end client. She conducts sponsorship-impact studies used to understand the impact of sports sponsorships among fans, as well as other behavioral research projects among fans, attendees and viewers in the sports and entertainment industry.*



When is the last time you attended a pro football game alone? How about a basketball or hockey game? Most likely you haven't, and there is no real surprise in your answer. Watching sports is a community-generating activity, whether watched live at a real-time event or with friends in the comfort of your home or local sports bar. Fans of all sports typically join together to share the spectator experience.

In our world today, the internet allows communities to be united via social media. Although it can be argued they are different from real-time communities or relationships, computer-generated groups are also important, if not more significant because of the mobility and accessibility the internet offers. It is no wonder that an intersection exists between sports fans and the online realm.

A sports fan can be passionate about a particular team or passionate about an individual athlete or sport in general. Social media allows a connection to be made between fans and their specific sport craving and others who share the same passions, whether they are friends in real life, or not. The World Wide Web enables fans to feel a sense of association 24/7, and fans turn to social media to get their sports fix.

Even if a passionate basketball fan is watching the Miami Heat at home alone, he may feel comfort knowing some 6 million+ other individuals are passionate enough to like the Heat's Facebook page and are willing to engage in conversation while the game is playing. Likewise, the same fan can turn to Twitter to join in short conversation with the other 700k+ fans using #hashtags to bring the Heat to a trending topic.

Although it may seem normal in our society today, the idea of social media is still in its infancy. Facebook was born in 2004 and Twitter joined the social media realm two years later in 2006. YouTube, Tumblr and others followed, and the social media passage is now enormous. Because social media is open to nearly anyone with a computer, the proper utilization of social media can bring huge return for sponsors if used correctly. In two recent studies, Navigate found that fans of a PGA tournament and fans of an NBA team who used the tournament or team's digital assets (Facebook, Twitter and website) are substantially more likely to score highly on sponsorship key metrics compared to fans in general. This includes brand perception, purchase intent and likelihood to recommend the brand. In both cases, on average, a fan who followed the tournament/team's Facebook page reported a 36% lift on 'likelihood to recommend' the sponsored brand compared to fans in general, and a 36% lift for Twitter users and a 31% lift for users of the brand's website. These results support that transferring activation elements to or supplementing the current strategy to an online outlet produces an even greater opportunity for sponsors to see a positive return of their efforts.

Expectation for some form of return from sponsorship have become equivalent to that of any other marketing investment. Social media allows for another unique opportunity for sponsorship goals to be met. Finding the right social media tactics that have a correlation to the sponsorships unique marketing objectives is crucial. By going above and beyond the typical sponsorship, a company that activates via social media appropriately should gain more exposure, brand awareness and a better return.

Social media is not a magic bullet. Just like any other channel, if the operation isn't fed by strong sports fan insight, it won't work. That's where research comes into play. Companies should always measure how well, or not-so-well, their strategies are working.

**WEBINAR ALERT:**

**Topic:** Sponsorship Valuation Webinar

**Date:** Wednesday, July 11th

**Time:** 11:00 - 12:00pm CST

**Cost:** \$99

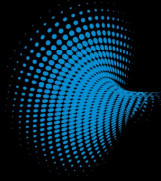
**Registration:** To register, click here:

[http://navigateresearch.com/services/navigate\\_webinars/](http://navigateresearch.com/services/navigate_webinars/)

**Synopsis:** The Sponsorship Valuation webinar will provide attendees with an overview of the valuation process, including the background, objectives, components, key drivers, case studies and calculation techniques. Additionally, attendees will be presented a step-by-step tutorial on the valuation of a mock proposal, which will take into account all quantitative and qualitative benefits associated with a sponsorship. There will be time for additional questions at the end of the webinar.

**Presenters:** AJ Maestas, Founder and President of Navigate Research / Matt Balvanz, Director of Analytics / Jeff Nelson, Analytics Manager

**For More Information:** Contact Julie Frank at [Julie.Frank@NavigateResearch.com](mailto:Julie.Frank@NavigateResearch.com)



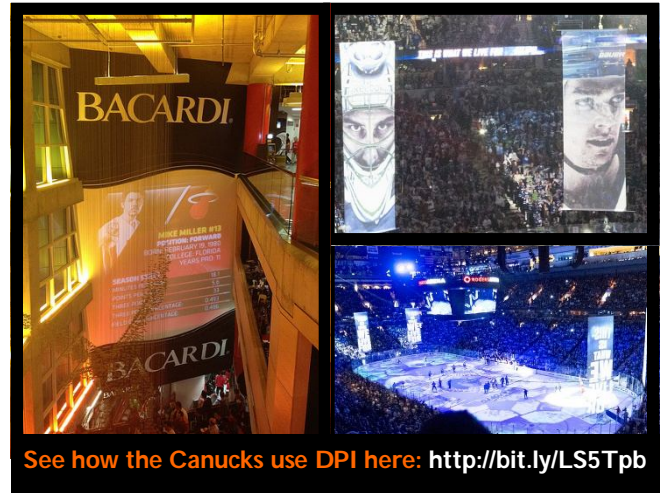
## EYES ON THE INDUSTRY

### PROJECTION DISPLAY TECHNOLOGY

A hot trend we're seeing in the sports marketplace is teams turning to projection imagery to deliver brand impressions in new ways and create an unprecedented fan experience. Two teams in particular, the Miami Heat and Vancouver Canucks, have emerged as leaders in the space:

- **Miami Heat** - The Heat partnered with Bacardi to prominently feature a massive screen in the Bacardi Grand Entrance that displays live player statistics, imagery, and more. The Heat also display brand logos and messages on the exterior facade of the American Airlines Arena
- **Vancouver Canucks** - The Canucks use a high brightness system produced by Digital Projection International to project messaging, imagery, and animation on four (4) screens positioned above the four corners of the rink at Rogers arena - creating a pre-game visual spectacle for fans

Looking to use projection technology outdoors? See how Manchester City FC projected a Blue Moon in the stands at Etihad Stadium: <http://bit.ly/N78P6m>



See how the Canucks use DPI here: <http://bit.ly/LS5Tpb>

## LOOKING TO LEVERAGE INSTAGRAM?

### HERE ARE 10 IDEAS TO CONSIDER...



- I. Promote New Merchandise
- II. Highlight Unique Game Perspectives
- III. Showcase Player Involvement in the Community
- IV. Provide New Pre-Game / Post-Game Perspectives
- V. Promote Unique Stadium Destinations
- VI. Promote Upcoming Team-Related Events
- VII. Provide Visual Connections to Scores & Stats
- VIII. Share New Levels of Access (Stadium, Players, etc.)
- IX. Showcase Fan Entertainment in New Ways
- X. Highlight Game Day Activation



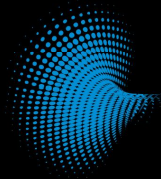
### Are You Maximizing Your Email and Social Media Efforts?

I want to send a quick thanks to Justin Kadis and the team at FanBridge for helping me distribute the Partnership Activation 2.0 Newsletter. I'm a huge fan of their product and services and would highly encourage you to check them out.

FanBridge delivers a very user-friendly platform that enables properties to truly maximize and measure the effectiveness of their email and social media campaigns. With email/mobile database optimization being so critical in today's day and age, it's important that you understand what companies like FanBridge can offer to your organization!



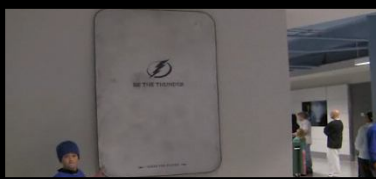
Check out FanBridge here (<http://www.fanbridge.com>) & email Justin Kadis for more information at [justin@fanbridge.com](mailto:justin@fanbridge.com)



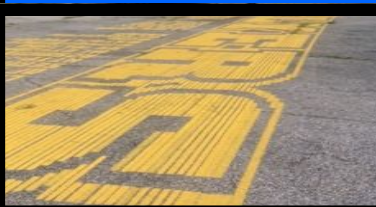
## THREE THINGS YOU NEED TO SEE



**Golf In a Different Light**  
Sports Illustrated used infrared lighting at the 2012 Masters to give fans a new perspective of the tournament  
<http://bit.ly/JepXEy>



**Are Your Fans Loud Enough?**  
The Tampa Bay Lightning created a 6-foot metal poster in the concourse for fans to make their own "Thunder" at games  
<http://bit.ly/IQrw7f>



**The FLYERBOT Spreads The Love of Fans at Games**  
The Flyers had a FLYERBOT paint good luck messages from fans to the team in the parking lot during the playoffs  
<http://bit.ly/J0oKmj>

## GREAT SPORTS MARKETING IDEAS IN THE NEWS

### Are You Marketing to Fans ... or Owners?

adidas recently released a brilliant cricket campaign that speaks to fans as owners of their favorite sport/teams. The campaign is spot-on because fans in actuality are the owners of teams, yet we don't always address them in that manner.

Teams should consider benchmarking this campaign to connect with their fanbase in a new way. For example, teams could create an ownership platform where fans can help decide (via online voting/polling) the style of the team's uniforms, which charities the team will align with, the type of entertainment featured in-game, the team mission statement, and potentially which free agents are signed in the off-season. It's important that teams find ways to empower their fans in new ways and give them new levels of access and ownership!



**Speak To Your Fans As Owners With an Invested Stake In the Game**  
<http://bit.ly/J06p5m>

### Red Bull Scores Big with its Golf Skee Ball Challenge

In recent months, Red Bull and Puma have begun to introduce new elements to the game of golf. From flashy apparel to unique challenges, the two brands are attracting new, young fans with some unconventional thinking / marketing practices.

Red Bull recently launched an inspiring Golf Skee Ball event where golfers Rickie Fowler, Lexi Thompson, and Kelly Kraft were challenged with hitting golf balls into a giant man-made skee ball display. As traditional golf courses and driving ranges look for new ways to get young consumers out to play, they should consider aligning with a brand to install a similar feature to provide value to fans in novel ways!



**Check out the Red Bull Golf Skee Ball Challenge Event**  
<http://bit.ly/Jp2MVD>

## PLATFORM TO KEEP AN EYE ON: JERSEY WATCH

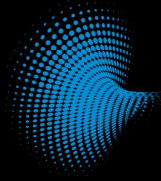


Digital Edge Sports recently launched a Jersey Watch platform that delivers a no-cost sports management and website service for youth sports organizations in Central Ohio. The platform is redefining the role of hyper-local sponsorships in sports and delivers a hot new entry point for brands looking to develop an impactful presence in youth sports.

Jersey Watch delivers a suite of features including team schedules, scores, highlights, and social integration for youth sports teams/leagues - creating a central online hub for team communications/social interactions and incorporates seamless brand integration opportunities.

The platform has quickly attracted the attention of partners looking to support local communities and youth sports organizations in an endemic manner, including the likes of Firehouse Subs and OrthoNeuro. The property allows partners to purchase exclusive marketing rights for designated market-areas.

See More Here: <http://www.JerseyWatch.com>



## HOT OFF THE PRESS

Are you looking for sports media news and insights?

Stephen Master and the Nielsen Sports Team do a tremendous job producing a Nielsen Sports Insights newsletter that is filled informative sports media and consumer insights. The newsletter, driven by Nielsen's FANALYTICS arm, showcases a variety of insights from Hispanic sports fan viewing habits to national N-Scores for top NBA players to mobile usage amongst NASCAR fans.

As Vice President of Sports for Nielsen, Master is also worth a follow on Twitter (@stephenmaster13), as he shares some valuable nuggets of information pertaining to sports media on a regular basis. Check out Nielsen's Sports Insights today!

**nielsen**  
May 2012  
**NIELSEN SPORTS INSIGHTS**

The first quarter of 2012 continued to demonstrate the phenomenal drawing power of sports content.

The NY Giants' Super Bowl win set yet another TV viewership record with an audience of 111.3 million, and exciting moments from the past few months continued to keep sports fans engaged - including Linsanity, Calipari's Kentucky Wildcats, Bubba Watson at Augusta and the White Sox Philip Humber's perfect game.

**Check out Nielsen's Reports Here:**  
<http://bit.ly/JW3XRN>  
<http://bit.ly/MiHAq3>

## CREATIVITY IN THE SPORTS MARKETPLACE



The Nationals took their 2012 team slogan, "Natitude" to the next level by displaying a massive "Natitude Park" sign in the outfield of their stadium



United used creative messaging in its concourse advertising to capture the attention of loyal Blackhawks fans



In Madrid, Red Bull turned a subway station into an underground BMX Park to host a Red Bull Metro Pipe event: <http://bit.ly/KFP0RU>



Sprite surprised beach goers with a refreshing shower and product sampling <http://bit.ly/JHv14C>



Washington Nationals closer Drew Storen stitched his Twitter handle into his glove. Will this become new inventory for guerrilla marketing?



The Sunday Times used a creative outdoor illustration to drive sales of its "Sports Rich List" publication



Heineken leveraged the massive LED display wall at the Ziggo Dome to demonstrate its support for the Dutch during UEFA EURO 2012 <http://bit.ly/N6C4kH>

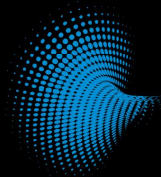


Fans enjoyed riding giant soccer ball swings in the Fan Fest area at UEFA EURO 2012

**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.



## 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 2012 recipients of the "Rising Stars Program", an initiative that honors four (4) young professionals each quarter ages 30 and under who are making an impact in the sports industry early in their career. The individuals nominated each quarter 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:



**Andrew Agro, New York Jets (<http://www.NewYorkJets.com>)**

Going into his fifth season at the New York Jets, Andrew currently works within the team's Corporate Sponsorship and New Business Development sales group. In addition to team sponsorships, Andrew is tasked with finding new revenue streams for the Jets through unique business projects, events, and emerging sponsorship categories. During his first three seasons at the Jets, Andrew worked within the partnerships fulfillment group, and spent time working on the launch of notable activations/programs such as the teams' HBO Hard Knocks initiative, Jets Uncorked (Jets private label wine), the Jets/Gatorade team locker room build-out, and the Jets' branded JetBlue aircraft. A native of Burlington, Ontario, Canada, Andrew received his MBA and MSA degrees from Ohio University, and received an Honours B.Sc. in Kinesiology from Wilfrid Laurier University.



**Marissa Beck, Bank of the West (<http://www.BankoftheWest.com>)**

Marissa started her career at the Cincinnati Bengals where her primary role was to manage the sponsorship activation of many of their top sponsors. While at the Bengals she grew her role to include everything from sponsorship sales, to On-field Game Day Director, to media coordination and production, to on-air talent. Marissa currently works at Bank of the West as a Corporate Sponsorship Activation Strategist. When she started at the bank she was mainly charged with developing activation plans for the brand's sports sponsorships. She has since expanded her role to include Bank of the West's entire sponsorship portfolio and works on the negotiation, renewal, and execution of their partnerships.



**Mark Soder, Canadian Football League (<http://www.cfl.ca>)**

Mark has a vast amount of professional football experience having worked for both the NFL and CFL. Currently he's the Manager of New Business at the Canadian Football League where he's responsible for attracting new corporate partners, building league-wide relationships and driving new business. Prior to working at the CFL, Mark worked for both the San Diego Chargers and the Cleveland Browns. He then spent three years working for NFL Canada where he worked within the Corporate Partnerships department and upon his departure was also responsible for the League's Canadian licensing portfolio. Mark served as MBA Class President at Ohio University where he received his MBA and MSA degrees. He's also a graduate of Laurentian University where he earned his undergraduate degree in Business majoring in Sports Administration.

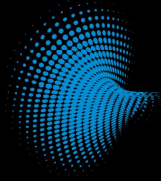


**Kristine Mason, National Soccer Coaches Association of America (<http://www.NSCAA.com>)**

Kristine Mason graduated from Loras College with Magna Cum Laude honors and received the Al Schramm Major of the Year award during her junior year. Shortly after graduating (in 3.5 years) she became the Assistant Sports Information Director for Loras College and then went on to the National Soccer Coaches Association of America (where she had interned previously) to be the Marketing and Events Coordinator, a position that was created on her behalf. After nearly two years of being at the NSCAA, Kristine has been promoted to Marketing Manager and oversees the marketing strategies for the Education program and National Convention. She also started an Internship Program that has grown into seven full time interns to put NSCAA on the map of top programs in the United States.

**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)



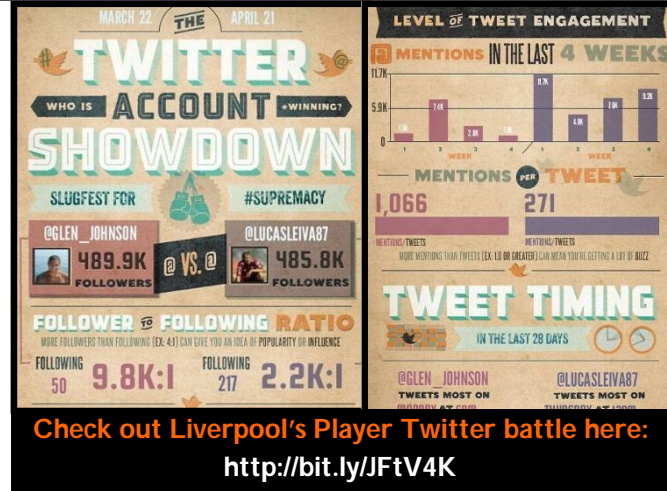
## SOCIAL MEDIA SPOTLIGHT

### Are you looking to promote your team's Twitter profiles?

Liverpool FC is currently doing a tremendous job using eye-catching infographics to promote its players and personalities on Twitter. In recent months, Liverpool has featured Twitter Account Showdown visuals on its team website that compares players' follower counts, level of fan engagement, average mentions per tweet, timing of tweets, and reach.

The eye-catching infographics serve as a great way to promote team/players Twitter handles, create rivalries, and demonstrate knowledge and understanding for the social space.

If you're looking for an expert resource to help your brand/organization produce infographics, check out the work Freshwire is doing: <http://freshwire.com/>



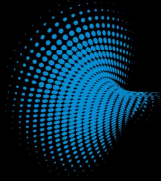
## PARTNERSHIP SPOTLIGHT

Here's 10 key ways to create new experiences for fans and inventory for team partners around Draft Day:

- I. Host a Fan Draft where all non-season ticket holders who attend the team Draft Party are entered to win a pair of free season tickets
- II. Run a promotion where fans can watch the Draft live with one of the team's former top Draft picks
- III. Allow season ticket holders to take part in a live conference call with a Draft Pick immediately after he/she is chosen
- IV. Host a Corporate Partner Draft where fans can select a local company who receives Official Team Partner status for free
- V. Allow fans to submit online which player they think the team will Draft. If the player is selected, they are entered to win an exclusive prize
- VI. Host a Fan Combine where fans can attempt the same type of drills that Draft prospects have to do to get selected
- VII. Create a Team Draft Day experience where fans can stand behind a branded podium, meet a coach/GM, and have their photo taken
- VIII. Host a draft beer celebration (with an official alcoholic beverage partner) after the team's first selection is made (e.g. an official toast)
- IX. Allow an existing player on the team to draft a designated number of fans to serve as his official cheering section during the season
- X. Feature live webcams on the official team website of the War Room, players watching the DRAFT from their homes, a Mascot Cam, etc.

## A CLOSE LOOK AT UEFA EURO 2012





**#SPORTSBIZ ON TWITTER**

**5 HANDLES YOU MUST FOLLOW**



@ScottONeil\_MSG



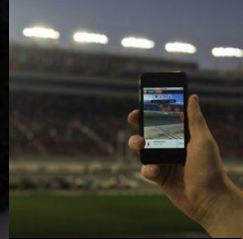
@sports20



@tpmcgee



@cswitaj



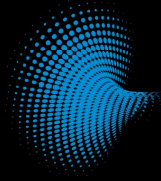
@Sponsorship2\_0

## THOUGHT STARTERS

Looking for ways to leverage casino partners? Here's 30+ activation ideas to consider:

- Stadium LED signage serves as an interactive roulette table
- Lucky jackpot / split the pot promotion
- Sponsor BINGO night / BINGO night cards
- Offer a casino night at the stadium where fans can play games with their favorite players and team personnel
- Distribute poker chips that can be redeemed for premium items or discounted merchandise / concessions vouchers
- Sponsor a clip from the movie Casino to get the crowd excited
- Feature a "Poker Face" Cam on the jumbotron in-game
- Feature a giant slot machine activation display where fans can pull a lever to win prizes
- Create a casino themed suite that season ticket holders can use
- Feature an in-game promotion where a section of fans have to roll a pair of inflatable dice to win a prize
- Offer post-game poker for season ticket holders
- Distribute a deck of team-branded cards
- Allow fans an opportunity to play "Poker with the Players"
- Feature a giant Plinko prize wheel where fans can win prizes
- Feature a virtual prize wheel on the team's Facebook page that allows fans to win a variety of prizes (including tickets)
- Create a "Deal or No Deal" feature on the jumbotron where the fans get to respond to hypothetical trades
- Create a "Ask the Dealer" feature where fans get to ask the team's GM tough questions that are featured on the jumbotron
- Create a fun feature where fans can bet on fun things that the team mascot will do in-game
- Sponsor the pre-game coin flip (using a poker chip)
- Feature a penny slots display outside the stadium where fans can win free tickets to the game
- Offer a promotion where fans can use their game tickets for free entry into the casino
- Create a ticket promotion where fans can see entertainment acts on consecutive nights (at the game, at the casino)
- Create jumbotron feature where 1 lucky fan can try to have a jackpot stop on three sevens for the chance to win \$7,000
- Feature the dance team holding up poker chip shaped cheer cards
- Create a team-branded suite at the casino
- Feature a "Beginner's Luck" promotion where one lucky fan can win a free 3 night casino stay if they make a shot/score a goal
- Offer a Blackjack night where fans can purchase two tickets for the price of 1 (21) or tickets discounted at \$21 apiece
- Create an "All or Nothing" promotion where if the game sells out, all fans in attendance get a free t-shirt / bobblehead
- Create an activation display where fans can roll team-branded dice for the chance to win premium items
- Offer a "Dollar Bet" promotion where fans can choose to add a \$1 bet to their game ticket (upon purchase) for the chance to receive a free ticket if any team scores in the first minute of the game
- Distribute giant team-branded cards with the faces of players/personalities on them to fans to use as a distracter
- Feature a "Show Your Hand" display where fans can compare the size of their hands (holding cards) with their favorite players
- Create a Jackpot sign where if a ball/puck hits it, one lucky fan in attendance will win a huge cash payout
- Create a promotion where if the team wins a Wild Card spot one lucky fan enjoys a huge payout





# Partnership Activation

The "Think Tank" for connecting brands with fans.

Q2 2012 - ISSUE 43

## DELTA GIVES KNICKS & RANGERS FANS A FEEL FOR THE FUTURE OF TRAVEL

In recent years, it's become critical that brands consider new ways to use technology to create memorable experiences for fans on game day, especially when investing large sums of dollars on ownable stadium destinations.

Delta recently partnered with Madison Square Garden and Razorfish to create a signature interactive wall within its Delta Sky360 Club, an 11,000 square foot VIP lounge. Delta installed a "Touch the Future of Travel" display that allows fans to select their favorite travel destinations around the world and enjoy a personalized experience filled with curated content - photos, phrases, and more - from around the globe.

The display features QR Code functionality that allows fans to take their favorite travel insights and recommendations with them "on the go" and share them socially with friends. The display has become a defining feature at Madison Square Garden and attracted 7,000 users in the first month alone.



See Delta's "Touch The Future of Travel" Display at MSG Here: <http://bit.ly/KlkrCM>

## NIKE SHOWS HOW TEAMS CAN USE TWITTER AS AN RSVP PLATFORM

Nike recently announced a new Twitter RSVP system for its stores that allows fans to sign up for new shoe releases versus waiting in line on key release dates. Teams should consider benchmarking Nike's system to support key dates around when season tickets/playoff go on sale, new merchandise is released, exclusive premium giveaways, select a seat days, and more.

### Here's how Nike's system works:

- I. On RSVP dates, Nike stores send out a tweet at a random time to begin the RSVP process, including a product specific hashtag (#tag) in their message
- II. Once registration is open, fans must direct message (DM) the store within 60 minutes with a message that includes: the product-specific #tag tweeted by the store, the last 4 digits of their state/passport/military/student ID number, and shoe size (limit 1)
- III. The stores send confirmations via DM to those who successfully secured their requested shoe size and distribute on a first come, first serve basis.



Check out the Details of Nike's RSVP System Here: <http://bit.ly/JFCqg7>

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



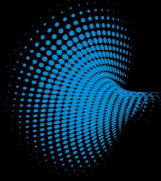
Salta Beer Created The Ultimate Vending Machine For Rugby Fans  
<http://bit.ly/JCwuFG>



Nike Gives Fans the Power to Control the Unthinkable  
<http://bit.ly/J6E4dv>



The Paralympics - Put Into Perspective  
<http://bit.ly/IXP1S8>



**WELCOME TO THE PARTNERSHIP ACTIVATION GRAB BAG**

Here's 8 New Ways To Think About Activating Brands. Steal Which Ones You Like Best... But Just Give Us a Little Credit!

**I. Championship Beers**

Beer companies should distribute a commemorative series of cans for teams competing in the playoffs that features a label encouraging fans to wait to drink the beer when the team wins the Championship.



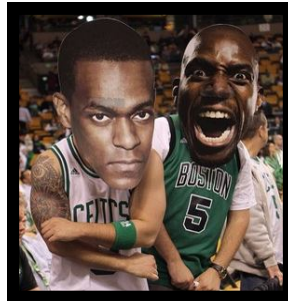
**II. Exclusive Auto Deals**

During games, auto partners should have street teams put an exclusive offer (e.g. free tickets to a game) on the door handles of every car in the parking lot that is of a particular make/model as a surprise incentive.



**III. Player Masks**

Teams should consider aligning with brands to distribute cheap headpieces that fans can wear during the game resembling players/mascots. How cool would it be to see adidas promote its endorsement of Derrick Rose by having 20,000 Bulls fans wear a Rose mask at the United Center and then use the mask as a 10% off coupon to purchase his new shoes online?



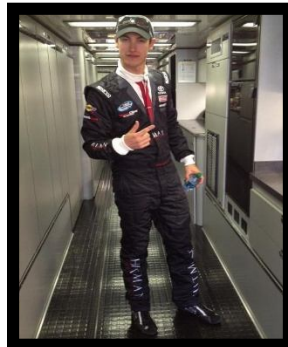
**IV. The KFC Bucket**

Sports marketers for NBA and college basketball teams should consider running a promotion where if the team makes 40 buckets in a game (e.g. converts 40 shots), all fans in attendance can win a free bucket of chicken from KFC after the game... Too simple?



**V. Get Formal With Ushers**

Joey Logano generated buzz when he wore a "formal" firesuit during a race to promote a new Hitman video game. Teams can consider leveraging partnerships with formal wear providers (e.g. JoS. A. Bank) by turning their ushers at games into life-size billboards for the brand. Teams can promote the association with a video board segment profiling each of the ushers around the arena wearing a suit.



**VI. Give Stadium Gates Some Flavor**

Teams should mirror this Molson Hockey House display and create giant team-themed cutouts that fans can walk through or have their photo taken at on game day. The giant cutouts could serve as a great way to help brand partners with gate entitlements have a distinctive look and feel.



**VII. Give Pillars Some Pop**

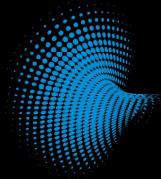
Teams should consider turning giant pillars around their arena (concourse, ramps) into giant branding pieces promoting their beverage partners. Teams can encourage fans to take a photo in front of the beer can display and text it to a designated number for the chance to win a game day experience in the team's official Party Deck!



**VIII. Stadium Cup Sleeve Promos**

Teams and concessionaires can generate excitement by running a cup sleeve promotion where fans are encouraged to input codes featured on promotional cup sleeves on their drinks for the chance to win exclusive prizes (e.g. autographs, tickets, etc.). The promo allows teams to offer unique incentives while not having to change their product packaging materials.



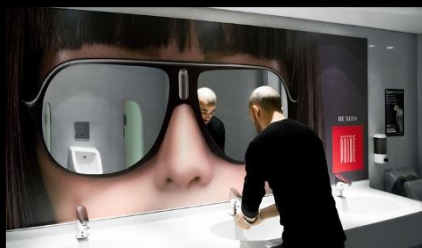


# Partnership Activation

The "Think Tank" for connecting brands with fans.

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## Are You Looking For New Ways to Help Sponsors Escape From The Clutter On GameDay?



**Feature Sunglass / Eyewear Partners Prominently in Stadium Restrooms**  
<http://bit.ly/KAxF88>



**Give Fans an Incentive To Look Signage (e.g. Make It Invisible)**  
<http://bit.ly/KpkCfL>



**Project Branding In Ways That Fans Have Never Seen Before**  
<http://bit.ly/KUaVUa>



**Distribute Branded Posters with Head Cutouts and a Coupon For Redemption on the Back**

### IDEA BOX



**The NFL Should Let Fans Hug It Out**  
In recent years, Commissioner Roger Goodell has started an Internet craze by hugging players at the podium of the NFL Draft. The NFL should capitalize on this by featuring activation at the NFL Draft and team draft parties nationwide where consumers are given an opportunity to hug a vending machine resembling Roger Goodell for the chance to receive a free premium item. Create a lasting, memorable experience for fans!  
<http://bit.ly/KbVOFo>



**Are You Maximizing Gameday Revenue Opportunities?**  
Teams have a unique opportunity to upsell fans by leveraging merchandise, concessions, and ticket sales. For example, teams could promote within their team shop that fans who purchase \$150 of team apparel can receive a free \$15 ticket or \$15 coupon voucher. With research in place, creating sales thresholds could help drive gameday purchases.



**Looking to Promote an Upcoming Movie Premiere?**  
Sports organizations interested in promoting upcoming movie premieres should team up with filmmakers to distribute "big heads" of all actors and actresses in the movie to all fans in attendance (or even just fans in the upper deck). The big heads could include a ticket/concessions coupon discount on the back to provide fans with a simple call-to-action to see the movie in theatres!



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