

**Looking to Build Social Influence?**

**A List of the Top 20 Influential Sports Teams on Twitter (per Klout)**

- San Francisco Giants (97.9)
- Los Angeles Dodgers (96.6)
- New York Yankees (95.7)
- San Diego Chargers (94.5)
- St. Louis Cardinals (93.5)
- Boston Red Sox (93.2)
- Green Bay Packers (92.9)
- Atlanta Braves (92.9)
- New England Patriots (92.8)
- San Francisco 49ers (92.7)
- New York Giants (92.7)
- Los Angeles Lakers (92.7)
- Miami Dolphins (92.7)
- Oakland Athletics (92.7)
- Pittsburgh Steelers (92.6)
- Detroit Tigers (92.5)
- Dallas Cowboys (92.4)
- Baltimore Orioles (92.2)
- Cincinnati Reds (92.1)
- Philadelphia Eagles (91.9)

Scores Posted As of 10/21/12

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

**Brian Corcoran,  
Shamrock S&E**

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the October 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.

Each and every day we come across brilliant marketing ideas (like Coke Zero's "Unlock the 007" stunt - <http://bit.ly/WUo7yC>)... but where do you go for your daily inspiration? Which industry professionals do you turn to for ideas, thought leadership, and advice? I thought it would be a good idea this month to share a few of my daily "go-to" destinations:

YouTube, Twitter, Flickr, The #Sports Newsletter, Google Images/News, Google Alerts, CherryFlava.com, SportsBusiness Daily, Digital Hoops Blast, Athletics Development Frontier, The Migala Report, NACMA, The Paciolan Pinterest page, Sports Industry Daily, LinkedIn, SportBusiness Newslines

Hopefully those platforms (and Partnership Activation) can be an inspiration to you on a daily basis. As you come across sponsorship/marketing "best practices" 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?**  
Check out  
[PartnershipActivation.com](http://PartnershipActivation.com)

**INDUSTRY WATCH | GREY CUP 100 TOUR**

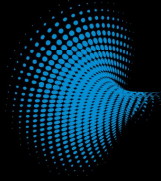
The Canadian Football League is celebrating the 100th anniversary of the Grey Cup with a unique train tour that is uniting, educating, and engaging fans across Canada. The CFL partnered with Rona to create The Grey Cup 100 Tour, an incredible mobile marketing platform that will make 100+ stops in cities and towns across Canada during the Fall of 2012.

The Grey Cup 100 Train Tour will celebrate the long and storied history of the Grey Cup as well as the contributions that CFL teams make in the lives of fans and communities across Canada. At each stop, fans will have a chance to see the Grey Cup Trophy, tour a replica locker room, learn about their favorite players and the history of the league, interact with touch screens, and see highlights of their favorite teams.

The Grey Cup 100 Tour demonstrates how teams can consider using alternative means to truly connect with fans (and non-fans) nationwide. The tour serves as an excellent touchpoint to unite fans across Canada, especially during a critical time with the NHL locked out. Congrats to Mark Soder and the team at the CFL on creating a great benchmark for other leagues and organizations across the world!



**Check Out the Grey Cup 100 Tour Here: <http://bit.ly/Pjc6Cp> / <http://bit.ly/Rf6t50>**



# Partnership Activation

The "Think Tank" for connecting brands with fans.

OCTOBER 2012 - ISSUE 44

## EYES ON THE INDUSTRY CONTENT



*As we look ahead to 2013, where do you see the biggest areas of growth and opportunity in the marketing / sponsorship sector? While there's plenty of speculation around emerging opportunities in respect to stadium WiFi, mobile marketing, and cloud computing, there's one thing for certain - teams will need to produce more compelling content than ever before to power their social / digital channels.*

*This notion is one of the reasons why I joined Freshwire in July - a leading content strategy, creation, and syndication company that helps brands and organizations across the world express and sustain their online voice. As an industry, we have scrambled over the past decade to develop a plethora of robust digital and social channels to engage and educate consumers. This has created a growing (positive) challenge where fans are demanding more content, access, interaction, and personalization than ever before. Which begs the question - how is your organization addressing this challenge? How are you adapting, strategizing, and staffing appropriately to deliver high-impact, shareable content that meets and exceeds fans expectations?*

*Simply put, we need to evolve our approach to creating content - especially at the team level. Great content involves storytelling, tapping into fans' related interests and current events, and delivering personalized messages to segmented audiences. It involves marketers realizing the messaging and partnership integration opportunities at hand... as well as the potential to reach new audiences of fans and generate incremental revenue. Great content requires organizations to have a newsroom mentality and a dedicated team of content creators specializing in video, photography, journalism, blogging, and more. If you'd ever love to talk content and how your team/brand can evolve and better understand the space, please shoot me an email at [brian.gainor@freshwire.com](mailto:brian.gainor@freshwire.com)!*

**Content to Keep an Eye On: Cinemagraphs**  
<http://bit.ly/SDLMBT>

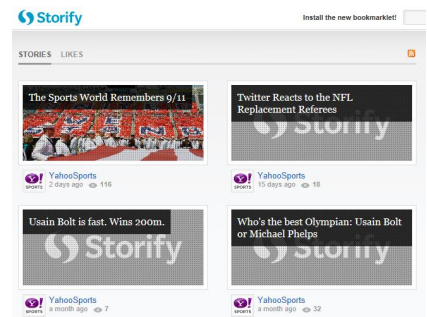
## LOOKING TO LEVERAGE STORIFY? HERE ARE 10 IDEAS TO CONSIDER...



*Storify serves as an exceptional tool for teams and sponsors alike to curate and share insider perspectives, online conversations/posts, and unique content from the world of sports entertainment.*

*Here are 10 ways sports entities can leverage the platform to deliver value for fans in new ways:*

- I. Capture Fan Reactions - <http://bit.ly/UaipUW>
- II. Highlight Fan Sentiments / Photos on Gameday - <http://bit.ly/PgzVXi>
- III. Showcase Chatter Around Rivalry Games - <http://bit.ly/OLgGEs>
- IV. Highlight Discussions and Sentiment Around Coaching Hires - <http://bit.ly/OnysOC>
- V. Profile the Experience Attending Jewel Sports Events - <http://bit.ly/Pyz1Yt>
- VI. Curate Great Quotes From Team Press Conferences - <http://bit.ly/OnyLZO>
- VII. Share Behind-the-Scenes Insights From Team Photo Days - <http://bit.ly/OLh18W>
- VIII. Profile Team Road Trips - <http://bit.ly/TQQWft> / <http://bit.ly/PyAjm2>
- IX. Curate Collection of Team, Players, and Coaches Tweets - <http://bit.ly/PgBggN>
- X. Post Notable News Stories / Team Highlights - <http://storify.com/SInow>

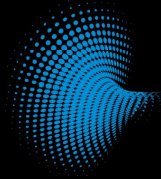


## Are You Maximizing Your Email and Social Media Efforts?

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)



## INDUSTRY SPOTLIGHT

### The Value of Social



*As Director of Analytics at Navigate, Jeff Nelson primarily works on sponsorship valuations, college multimedia rights, and sponsorship category analyses. Nelson is a graduate of the George Washington University and completed his Masters in Sports Administration at Northwestern.*



There is something comforting about a sign. You can see it, you can touch it, and most importantly, you can easily understand its value. A certain number of people are in a stadium or arena, and signage has been around long enough that there are general industry standards to determine how much those impressions are worth. In a sponsorship world that often makes brand executives squeamish about whether they're really getting what they pay for, a sign is as tangible and reassuring as it gets. Unlike social media.

Social media is still relatively new and it's certainly less tangible. Virtually everyone in the sponsorship world feels like they should be utilizing social media, but its value, and more to the point, its effectiveness is often questioned. We at Navigate have been as interested as anyone to better understand social media, and through our custom market research over the past few years, we're finally starting to see consistent results. And they are eye-opening.

Our president and founder, AJ Maestas, has been giving a "10 Do's and Don'ts of Sponsorship" presentation recently that includes a new slide with these results, and they have been receiving a dramatic reaction. Therefore, we wanted to share them here. Essentially, we examined a few metrics that measure sponsorship impact, such as brand image, purchase intent, and advocacy, and combined them to create one metric that looks at the percentage of fans positively impacted by a sponsorship. For example, fans in general came out at 37 percent, meaning that on average, 37 percent of all fans were positively impacted by a particular sponsorship.

In terms of actual assets and activation methods, fans who were aware of a TV ad promoting a sponsorship came in at 59 percent, which demonstrates that 30-second spots can still be effective, especially because sports viewers usually watch games live and therefore can't fast-forward through commercials.

Fans who were aware of on-site activation are even more inclined to be positively impacted by a sponsorship, with this metric producing a result of 67 percent. Or in other words, two-thirds of fans who know about an example of on-site activation are impacted positively by the sponsorship. This is not surprising considering on-site activation is an opportunity to reach fans in a meaningful and creative way that can also include literally putting the product in their hands.

Of course, 30-second spots and on-site activation are often expensive. The former has CPMs typically in the \$15-\$30 range and reaches a great number of people – therefore making the total cost high – while the latter reaches less people, but can have CPMs exceeding \$1,000.

Then there's social media.

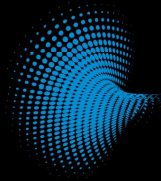
While CPMs for reaching people through Facebook, Twitter or other outlets are typically in the \$1-\$4 range, 65 percent of people who used an activation program through social media were positively impacted by the sponsorship. This tells us that social media can be just as effective as on-site activation, as well as much more cost-effective.

Of course, the caveat here is that getting people aware of on-site activation is probably still easier than getting people to encounter and use social media activation. Plus, we understand that social media is not as tangible as signage or many of the other traditional sponsorship assets and its effectiveness can be a tougher sell to skeptical brands. But the research does not lie.

When properties and brands can put together a smart and engaging example of social media activation, the results can be as extraordinary as anything else, and at a fraction of the cost.

**Check Out Navigate Research's Cutting-Edge New Sponsorship Software (with Nielsen/Scarborough):**

<http://bit.ly/PJQG1h> / <http://prn.to/Rf0LjI>



**THREE THINGS YOU NEED TO SEE**



**Create Street Buzz**  
Nike delivered a compelling CTA to soccer fans in the Netherlands using interactive outdoor signage  
<http://bit.ly/SfbuMW>

**GREAT SPORTS MARKETING IDEAS IN THE NEWS**

**Under Armour Delivers the Noise...**

Under Armour is bringing the energy and passion of NFL game days to life online with a new interactive challenge that gives fans a chance to "Out-Ray" Ray Lewis.

Fans are encouraged to follow Lewis' lead and scream a series of heart-pounding, inspirational messages into their webcam, including Under Armour's tagline, "We Must Protect this House", for the chance to win free tickets and sideline passes to a game. The initiative demonstrates how teams can create new interactive games/inventory around key players and give fans a unique way to experience and re-create the passion that athletes feel on game day. Consider recreating this with pre/post-game motivational messages, pep talks, and more!



See if you can "Out-Ray" Ray Lewis Here:  
<http://bit.ly/Q7yAEK>



**Make Player Introductions a Memorable Moment**  
LSU Athletics used some creative scoreboard animation to give "Eye of the Tiger" new meaning on game day  
<http://bit.ly/QUNgbM>

**adidas Welcomes RGIII to DC In a Bold Way...**

In August, adidas celebrated its endorsement of Robert Griffin III by using projection technology to officially welcome him to Washington D.C. (on behalf of fans everywhere).

Prior to the Redskins preseason home opener, adidas featured a massive, 74-foot-high projection display on the Newseum's First Amendment tablet. The display featured imagery of RGIII alongside congratulatory messages, the names of fans who supported the initiative, and advertising promoting adidas' new adizero 5 Star Mid. The promotional tactic generated notable traction across the city and amongst NFL fans nationwide.



Check out adidas' welcome announcement here:  
<http://bit.ly/NroZiz>



**Give Soccer Partnerships Some Bounce**  
Unibet, an online betting provider, is generating interest around its soccer partnerships with an entertaining FunBalls halftime segment  
<http://bit.ly/QnszKB>

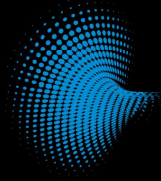
**TECHNOLOGY TO KEEP AN EYE ON: GPS TRACKERS**

Given new advances in technology, how can we evolve our premium giveaway offerings? GPS Trackers may be just the answer.

Nestle recently executed a "We Will Find You" promotion in the UK offering consumers an opportunity to win 10,000 pounds if they opened (1) of (6) candy bars containing a tracking device that went off, alerting company officials of their exact whereabouts.

As brands look for new ways to distribute premium giveaways with high perceived value, they should consider using similar technology to create a surprise and delight experience for fans in-stadium (or post-game). During halftime/ intermission of a jewel event, a brand could announce that all fans in attendance should hold up their premium giveaway for the chance to have it light up and become an instant winner!





## HOT OFF THE PRESS

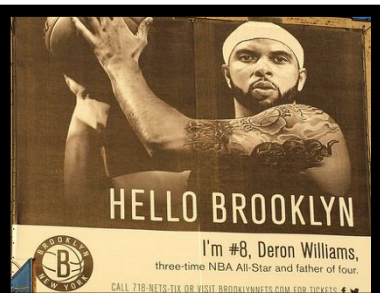
Are you looking for the latest sports business insights?

Row27 recently rolled out a terrific new resource for industry professionals to follow the latest news and insights from the world of sports business. The new platform, entitled Sports Business Now, launched in September with an editorial content destination (SportsBusinessNow.com) that will soon include 5 hours of original video content each week.

The team at row27 is planning to launch a round-table discussion with top sports business professionals discussing the latest industry news and trends. Check out the content the team has posted to date and stay tuned for future news related to the company's official launch of the online sports business news network!



## CREATIVITY IN THE SPORTS MARKETPLACE



The Brooklyn Nets looked to drive ticket sales by tapping fans' personal sentiments with messaging promoting their players on and off the court



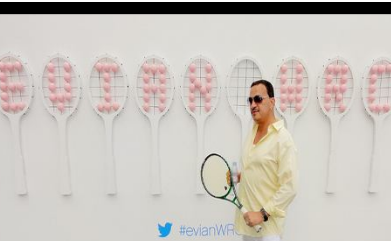
A recent golf tournament found a creative way to promote their luxury lodging partners with an eye-popping backdrop along a Par 3 hole



Arsenal created a team bench on wheels that served as a great marketing / engagement piece for fans to interact with on game day



Goodyear featured a unique "Goodyear Plinko" display at several NASCAR races this season... a creative way to drive engagement using tires!



Evian made a statement at a recent tennis tournament with a series of rackets that spelled out a message promoting its partnership



Coca-Cola featured mini 6-pack tee boxes at a recent PGA tour event



The Rangers and Dimensional Innovations created a unique vehicle to promote the Boomstick Hot Dog

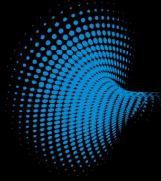


Stella created a lasting impression at the U.S. Open displaying prominent signage with a creative play on words

**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 October 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)

October recipients of the Partnership Activation Rising Stars Program:



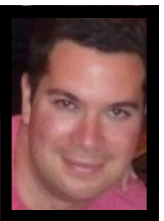
**Jake Reid, Sporting Kansas City (<http://www.sportingkc.com>)**

Jake graduated from Grove City College in May of 2005 with a degree in Marketing, and began his sports career with the New Orleans Hornets as a ticket sales rep. He quickly advanced his career in a variety of leadership roles with the Charlotte Bobcats, Derby County Football Club in the UK, and most recently with Sporting Kansas City. Jake helped transition the team into LIVESTRONG Sporting Park, and raised the season ticket base from under 2,500 to over 11,000. Sporting is currently sold out of all premium inventory, and has a waiting list in all categories. He currently oversees the team's revenue, including ticket sales, sponsorships, merchandise, and concessions.



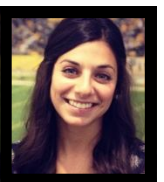
**John Younger, Richard Childress Racing (<http://www.rcrracing.com>)**

With over eight years of experience in sports marketing and business development, John Younger has helped generate over \$100MM in sponsorship funds through building relationships with companies such as WESCO, Aflac, Hitachi, Scotts Miracle-Gro, and Aegon. In 2011, John was recognized by SportsPro Media as one of the 10 young leaders in global sports business, and he currently helps lead the business development efforts at Richard Childress Racing. At just 29 years old, John excels at developing unique and innovative motorsports marketing platforms for FORTUNE 500 companies, and his passion and drive have helped him continue to succeed. While attending DePauw University, John was a four year starter for the baseball team and was an Academic All-American nominee. In his free time he currently volunteers as a baseball coach for a local youth league in Charlotte.



**Jared Melzer, Farmers Insurance (<http://www.farmers.com>)**

In May, Jared took a position as Sponsorships Account Manager at Farmers Insurance, where he works to strategically leverage the company's partnerships with Hendrick Motorsports / NASCAR's No. 5 Team Driver Kasey Kahne, the pioneering Farmers Field and Tournament of Roses. Prior to moving to LA, Jared worked for Lance Armstrong's cycling team, managing the marketing, hospitality and international sponsorship portfolio, as well as the brand of Lance's longtime coach, Johan Bruyneel. For just under three years, Jared lived and worked in Madrid, Spain, allowing him the opportunity to experience how different cultures view and consume sports. Jared has been recognized as one of the "10 NEXT" sports business leaders by the Ivy League Sports Symposium and Sports Pro Media Magazine.

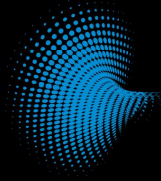


**Lindsey Eckhouse, National Football League (<http://www.nfl.com>)**

Lindsey Eckhouse is a Manager in International Marketing & Sponsorships for the National Football League, where she focuses on direct engagement and content creation/distribution opportunities for the organization's international sponsorship and marketing businesses. Prior to joining the NFL, Lindsey developed sports and entertainment marketing strategies for numerous Fortune 500 brands, including NRG Energy and Starwood Hotels, as an Account Executive/Manager at IMG. Lindsey received a dual MBA/MSA degree in Business and Sports Administration from Ohio University, and a B.A. in Communications from the University of Missouri.

**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 implement new social promotional ideas?

In social media, as in life, simplicity is key. There's a real opportunity for teams and sponsors to take traditional promotional/activation ideas that have worked for years and bring them to life virtually to drive continued interest and engagement in social channels. (e.g. a jumbotron game where fans have to select which hat a ball is under).

Farmers Insurance recently demonstrated this with its "Start Your Engines" social sweepstakes, which has been very successful. The brand supported its partnership with Kasey Kahne and the No. 5 Hendrick Motorsports team by creating an app on the official Farmers Racing Facebook page where fans were given a chance to virtually select a key for the chance to win a free Chevy vehicle and a number of other prizes. The sweepstakes helped Farmers Insurance increase its Facebook likes from 4,000 to 21,000 despite the fact that they did not "like-gate" the promotion.



## PARTNERSHIP SPOTLIGHT

### How Do You Get Millions of NFL Fans Nationwide Excited About Golf? Just ask KPMG.

In the world of sports and entertainment, cross-promotional opportunities are so valuable, yet so underutilized by marketers. A little cross-promotional creativity can go a long way when looking to turn casual fans into avid supporters, especially when it's featured on a national stage.

KPMG recently demonstrated this when it called on Phil Mickelson to attempt a 100-yard chip shot during halftime of a recent Monday Night Football game in San Diego for the chance to win \$1 million for First Book, a non-profit organization that provides new books for children in need. Mickelson, a San Diego native and a Chargers season ticket holder, was tasked with landing a shot within 5 feet of the hole (in the opposite end zone) - a shot he makes with 13.5% accuracy on the PGA Tour. Mickelson ended up shooting his lone attempt too long but the promotional stunt was a HUGE win for all parties involved.

The stunt creating a thrilling moment of excitement for millions of fans watching nationwide and elevated awareness/interest in the PGA and KPMG's relationship with Mickelson on a night when just football is usually on everyone's minds. The spot was picked up by nearly every major media outlet.

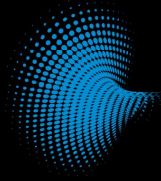


## A CLOSE LOOK AT THE LONDON 2012 OLYMPIC GAMES

### Here's 10 "Must-See" Executions From The London 2012 Olympics:

1. P&G's Family Home - <http://bit.ly/RMmuhS>
2. Coca-Cola's Beat Box - <http://bit.ly/TlhDOy>
3. Gatorade's "What's Inside" Campaign - <http://bit.ly/Qle0at>
4. Samsung's Mobile Apps - <http://bit.ly/ReYfda>
5. The Holland Heineken House - <http://bit.ly/WUgkje>
6. Nike's "Find Your Greatness" Campaign - <http://bit.ly/SbbwTM>
7. BP's "A Day in the Life" Content - <http://bit.ly/RSQ1JZ>
8. adidas' David Beckham Ambush Stunt - <http://bit.ly/XFfzUz>
9. Coca-Cola's Vending Machine - <http://bit.ly/PJMD55>
10. Puma's Fashion Runway - <http://bit.ly/TAGx2j>





**#SPORTSBIZ ON TWITTER**

**5 HANDLES YOU MUST FOLLOW**



@PatDavis3



@Samclaird



@RichardDeitsch

**sport  
techie**

**SBI**

@SportTehie

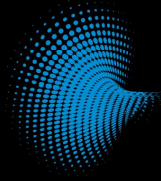
@SportBizInsider

## THOUGHT STARTERS

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

- Feature a crowd energy meter on the jumbotron
- Execute pre, during, and post-game concourse sampling
- Feature Energy Drink girls in the student section driving excitement
- Wrap pillars in the concourse to resemble energy drinks
- Distribute commemorative branded cans
- Create an exclusive suite destination where 10-20 influencers can hang out with girls representing the energy drink partner
- Create an activation space where fans need to expend energy (riding bikes, etc.) to power an element on display
- Allow fans to enter for the chance to energize the crowd
- Distribute free samples to all fans in attendance if the stadium noise level reaches a specific level
- Feature an extreme sports showcase at halftime (dirtbikes)
- Display energy drinks during post-game press conferences
- Profile and reward the fan with the most energy each game
- Provide one fan the chance to energize the team with a pre-game pep talk
- Sponsor a post-game party held at a nearby venue
- Distribute free "energy shots" every time the team converts a big play (3-point shot, touchdown, etc.)
- Create an eye catching energy drink display in conjunction with a retail partner
- Create a sponsorship play tied to the 1st player who comes off the bench (bringing an extra boost of energy to the team)
- Sponsor the team deejay, who controls the energy / atmosphere in the crowd
- Feature a fan chugging an energy drink during a timeout in play to energize the crowd
- Create an exclusive fan section designed to energize the crowd
- Wrap basketball stanchions to resemble giant energy drink
- Distribute product with coupon vouchers driving traffic to retail partner
- Create a "Guys Night Out" package that includes hanging out with Energy Drink girls and an incentive to party post-game
- Create energy in the arena by sponsoring the dance team's halftime performance
- Host a memorable stunt during pre-game festivities
- Parachute mini energy drink cans out of the rafters to fans during select stoppage periods (with a tie to Red Bull Stratos)
- Create a jumbotron feature highlighting what players do to energize themselves prior to games
- Have brand ambassadors wear energy drink backpacks and sample
- Sell product in co-branded vending machines / coolers (with an additional premium item incentive)
- Sponsor a crazy pre-game flyover with Red Bull planes/parachuters
- Feature gigantic energy drink inflatable on display
- Allow fans to submit artwork for a team-branded can for the chance to win free product for a year
- Auction off a team-branded bicycle / skateboard / snowboard with benefits going to a select team charity
- Sponsor a halftime concert performance designed to energize the crowd
- Have Energy Drink girls serve as ushers / ballgirls for select games





# Partnership Activation

The "Think Tank" for connecting brands with fans.

OCTOBER 2012 - ISSUE 44

## THE PARTNERSHIP ACTIVATION RISING STARS HIT CHICAGO FOR 1ST ANNUAL RETREAT

During the weekend of October 12-14, the Partnership Activation Rising Stars gathered in Chicago for the first annual Rising Stars retreat. The select group of future sports business industry leaders flew in from across the country for an exciting weekend of events, including meetings with key stakeholders at Gatorade, Nike Chicago, and Havas Worldwide Chicago.

The Rising Stars retreat featured a mixture of networking, education, and fun and included a Whirly Ball event where the group was able to connect with a collection of local Chicago sports industry professionals.

The Partnership Activation Rising Stars consists of 130+ of the sports industry's finest leaders under the age of 30 who have been nominated by their colleagues and peers over the past 4 years, representing all disciplines in sports. The group has additional events planned in Dallas (Nov. 4th) and New York (Nov. 16th) for members to congregate, network, and share ideas. If your organization is interested in hosting a future Rising Stars gathering, please send an email to [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com)!



## MIZUNO GIVES FANS A REAL PRODUCT TRIAL OPPORTUNITY

New advancements in augmented reality technology are creating opportunities for fans to trial their favorite products in memorable settings. This was recently demonstrated in London, where Mizuno partnered with Global Games Sports to develop a Performance Center that gave fans a chance to compete against their favorite athletes in virtual one-on-one challenges (while wearing Mizuno cleats/shoes).

Fans were given an opportunity to test their speed and skills in a variety of challenges, including a sprinting and dribbling competition. The experience, dubbed "The Mizuno Shadow Runner", could certainly lead to more brands and organizations creating similar experiences for fans in football (40-yard dash at the combine), hockey (skating through cones), basketball (dribbling up the court), and baseball (throwing a fastball)!



Check Out Mizuno's Shadow Runner Here:  
<http://bit.ly/Q76U2Q>

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



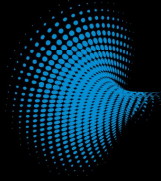
FOX Sports Uses a Viral Trickery to Promote the Hyundai A-League  
<http://bit.ly/PgCUD6>



The Seattle Seahawks are Indeed Faster with Nike:  
<http://bit.ly/TII2lw> / <http://bit.ly/TEoj04>



German Teams Take Fans Inside the Huddle Pre-Game (w/ Enhancements):  
<http://bit.ly/UrzYo9>



**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. Deliver Facebook Exclusives**

To drive follower count and interest, teams should create exclusive ticket / merchandise offers for fans in their Facebook communities (like the Suns did with All for Orange). This allows teams to drive early interest in ticket sales and integrate in partners in new ways.



**III. Deliver All Access (Virtually)**

Duracell featured a Virtual Stadium Wall at the London 2012 Olympics where athletes could watch motivational / supportive video messages submitted directly by fans. It would be great to see more teams implement similar video walls within team locker rooms to allow fans to interact with players in new ways on gameday (and deliver a virtual pre-game motivational message)!



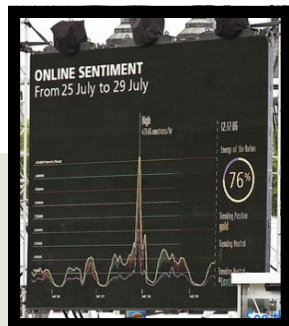
**V. Keep Social Simple**

When it comes to driving engagement through team social channels, the most simple call-to-actions can oftentimes be the most engaging. Teams should consider posting things like "Last. Comment. Wins." to drive a significant amount of chatter following big wins, notable signings, and various surprise events.



**VII. Sentiment Matters**

With recent advancements in technology, teams now have the tools to track online/social fan-sentiment in real-time and display it live at games. Teams should consider tracking everything from overall brand sentiment to fan perceptions about rivalry series, matchups, players, legends, and more.



**II. Give GameDay Tweets Meaning**

Teams should encourage fans to send motivational tweets on game day and create an exchange where players can see them firsthand prior to competing (ala FC Schalke's Twitter wall)



**IV. Go 3D Outdoor**

Brands looking to leverage outdoor media to promote their sports partnerships should consider identifying places where they can use multiple facades to create a 3D visual display / illusion. In doing so, brands can create a very impactful and memorable display that captures the essence of sports.



**VI. Scan the Crowd**

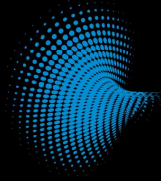
Teams featuring sponsored musical acts during pre/post-game festivities should consider displaying a giant QR code in front of the band (while it plays) to provide fans with an opportunity to receive free news, insights, downloads, sponsor inventory and more in real-time.



**VIII. Go Red or Go Home**

Teams looking for ways to stimulate efforts to distribute gameday giveaways and corporate partner premiums should simply roll out the red carpet. In doing so, teams can draw the eyes/interest of fans (even if it's for a second), create a conversation starter, and give their efforts a higher perceived value.





# PartnershipActivation

The "Think Tank" for connecting brands with fans.

## IDEA BOX

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### SALUTE THE TROOPS

Set up displays allowing fans an opportunity to express their gratitude for troops serving overseas

### CREATE FAN DEMAND

Drive interest in branded venue destinations with signage that says, "You can get a better view from here"

### CREATE FAN DEMAND

Drive avidity by featuring 3D murals of fans on stadium pillars / concourse walls

### COMMEMORATE EVENTS

Distributing commemorative wristbands can serve as a great way to help fans feel like they are part of something special



## SOCIAL INTEGRATION ... AT ITS FINEST

HASHTAGS CAN SERVE AS A POWERFUL TOOL FOR SPORTS MARKETERS... BUT HOLISTIC INTEGRATION IS KEY. IN 2012, MANCHESTER CITY DEMONSTRATED HOW TEAMS CAN SEND A COMPELLING SOCIAL MESSAGE THAT UNITES FANS IN ONLINE AND OFFLINE COMMUNITIES.



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Partnership Activation, Inc. provides sports business professionals with creative ideation insights, unique activation tactics, and innovative ways to drive incremental revenue for their business.

Founded in February 2008, PartnershipActivation.com has rapidly become one of the industry's most valuable resources for sports business professionals to obtain unique partnership ideas and industry updates.