

Looking for Daily Insights, Creativity, and Inspiration?

20 Great Sites to Frequent for Insights and Information

- Ted.com/Talks
- Google.com/Think
- HBR.org
- Online.WSJ.com
- BusinessWeek.com
- AdAge.com
- SloanReview.mit.edu
- FastCompany.com
- Economist.com
- Entrepreneur.com
- McKinseyQuarterly.com
- Mashable.com
- SethGodin.typepad.com
- Forbes.com
- Bloomberg.com
- SportsBusinessJournal.com
- OpenForum.com
- PSFK.com
- TedsTake.com
- MigalaReport.com

"Build partnerships, not sponsorships."

**Brian Corcoran,
Shamrock S&E**

PARTNERSHIP ACTIVATION 2.0

Welcome to the April 2013 issue of the Partnership Activation 2.0 newsletter! I hope you enjoy the creative activation tactics, signage concepts, and branding initiatives included in this issue.

Over the past few years, it's been fascinating to see marketers throughout sports revolutionize their efforts to reach fans in the moment. Visa generated excitement during the Olympic Games by running commercials celebrating Michael Phelps' heroics in real-time while Oreo won the Super Bowl with a timely social graphic reminding fans that they could still dunk in the dark. The latest impressive installment was Buffalo Wild Wings' advertising efforts during the NCAA Tournament, when the restaurant chain celebrated the Michigan - Kansas game going into overtime by running a timely commercial proclaiming, "Who expected this game to go into overtime...? We did." The spot generated a tremendous amount of social discussion, creating a case study for how brands need to think differently to truly reach and engage fans in the moment.

I truly hope Partnership Activation can serve as 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.

Thanks and Best Wishes, Brian

this issue

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INDUSTRY WATCH | AUGMENTED REALITY

The Dallas Mavericks recently partnered with Big PlayAR to create a revolutionary Mavs TipOff initiative that allows fans attending home games to collect AR slap bands that they can scan with their mobile phone to access exclusive player interviews, highlights, previews and compete in virtual games with others to win prizes.

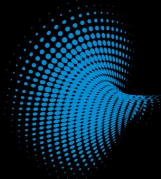
While augmented reality is still considered to be a highly engaging, yet costly means of engagement for properties to utilize, the Mavs AR slap bands signal where the industry is headed.

The wristband technology allows teams an opportunity to deliver relevant, compelling content to fans in real-time and capture key insights about their interactions and behaviors. Look for more organizations to experiment with AR slap bands, as it provides an opportunity to create personal, high-value experiences for thousands in attendance.

The opportunities are endless for AR in the sports space if costs can continue to decrease, from bobbleheads (delivering personalized messages/content from players) to game tickets (loaded with video content celebrating rivalry games) to concourse displays.



Check Out Mavs Augmented Reality Slap Bands Here: <http://on.nba.com/154GIEh>



EYES ON THE INDUSTRY
SPORTS CONTENT INSIDER

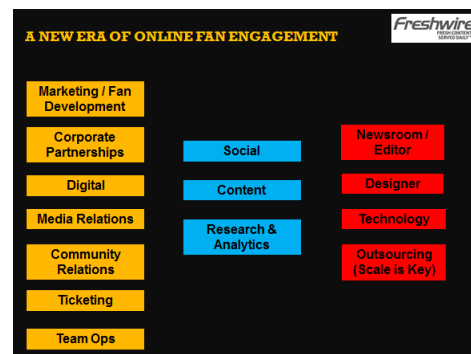


Time is of the essence.

Your fans are demanding more content, more access, more conversations, and more real-time interactions... The question is, are you delivering?

It's likely time for an audit. For starters:

- Are you structured and staffed appropriately for the present and future?
- Are you energizing conversations in your social channels with compelling, relevant content?
- Have you developed a social influencer strategy to expand the reach of your efforts and engage new audiences in the marketplace?
- Are you delivering the unique access, insights, and information that consumers want, when they want it, and in the channels they use?



As this new era of media continues to evolve, teams/brands must focus their efforts on building relationships with fans through many relevant, compelling interactions over time (creating a drumbeat of conversations per se). In order to do this, teams/brands need to think and act more like newsrooms, investing more time and resources in strategic planning, specialized resources, and technology to reach fans in the moment and deliver a message / touchpoint that exceeds their expectations.

Need help navigating the social / digital / content space? Let our Freshwire Team serve you.

Contact me anytime at brian.gainor@freshwire.com / <http://www.freshwire.com>

Interested in Creating New Video Content?

Every team has hundreds (if not thousands) of stories waiting to be told... it's just a matter of having the right team, the right plan/approach, and the right production capabilities to bring it to life in an authentic, compelling way.

Here are 10+ video series themes Freshwire can help your organization create to engage fans and leverage partners:

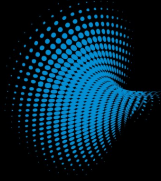
- I. All-Team Videos (Incorporating Partners - Hair, Shoes, Driving, Cooking, Traveling, etc.) - <http://bit.ly/YRNPWO>
- II. Top 10 Moments (Players, Plays, Press Conference Quotes, Fans Dancing, Goals) - <http://bit.ly/110o6i> / <http://bit.ly/ZTQomu>
- III. :60 Game Day Recaps - <http://on.fb.me/11z14fX>
- IV. Player Spotlight Features (Welcoming Players, Thanking Players, Celebrating Players) - <http://bit.ly/110omXS>
- V. Animated Video Series - <http://bit.ly/110pcnx>
- VI. The Season's Best Moments (Spotlight Feature) - <http://bit.ly/YjbUly>
- VII. Stadium Time Lapses and Flash Mob Videos - <http://bit.ly/Yjcm34>
- VIII. Unique Storylines (Players, Fans) - <http://bit.ly/110jgO2> / <http://bit.ly/ZrFfjS>
- IX. Behind-the-Scenes Videos - <http://bit.ly/ZmY2aa> / <http://bit.ly/11z7Fq>
- X. Video / Virtual Tours - <http://bit.ly/1135hEf>
- XI. Mini-Movies - <http://bit.ly/11cLgOe>
- XII. Team Music Videos - <http://bit.ly/ZiL9AX>



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.





INDUSTRY SPOTLIGHT

The Market Value of the Referee Patch



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 George Washington University and completed his Masters in Sports Administration at Northwestern.



As the noise grows ever louder regarding if – or when – major professional sports leagues in the US will start putting advertising on game jerseys, it seems obvious that we are looking at the wrong men on the field for the first foray into this revenue producer. Fans may curse them, boo them and call them blind, but fans and viewers definitely see the referees, umpires and officials within our sports, and their uniforms are not nearly as sacred to the public as those of the players. With that in mind, we at Navigate conducted a quick exercise to see just how much a patch could be worth on the referees in the National Football League, and the result is this: Too much to pass up.

The assumptions for this exercise are relatively straightforward. Only the referee (the official wearing the white hat who announces all of the penalties) would have a patch, and that patch would be visible when he's facing the camera. Envision something roughly the size of a coaster on his right breast pocket. This patch would also be designed so that the sponsor's logo can be clearly seen and identified by a television viewer. For data, we took the average number of penalties per game in 2012 (12.475) and an average of 10 seconds per penalty, which was based on reviewing the visibility of the patch worn by the referee during the Pro Bowl. From there, we took the number of games on each network, applied last year's average advertising rate cards for each network, and then discounted the value heavily based on the size and prominence of the patch within a television screen.

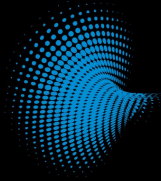
Including the regular season, playoffs and Super Bowl, the referee patch would have a fair market value of roughly \$12.5 million. Keep in mind, this doesn't account for the exposure received when the referee is on screen at times other than when he's announcing a penalty, and it doesn't account for the various highlights and pictures shown on television, online and in newspapers. It's not a stretch to assume the value could climb toward \$20 million in exposure after measuring those other sources of earned media. It would climb even higher if it was also on all of the officials' uniforms (and why not do that), and remember, this value is just for the patch. The sponsor would receive other league assets, therefore the patch could be the centerpiece of a new category partner who is paying \$40-\$50 million per year. Up until now, that territory has been reserved for the league's beer partner.

As much as the NFL does to keep its playing field clean and sponsor-free during games, this seems like a no-brainer. It avoids the major backlash of putting anything on the team jerseys, it doesn't serve as a distraction during play, and it opens up a new – and relatively easy – stream of significant revenue. The potential for MLB, the NBA and the NHL is also there for a umpire/referee patch, and it wouldn't surprise us if any of these leagues attempts to become the first pioneer in this space. The money is simply too good.

Navigate Research Launches (2) New Services:

I. The Sponsorship Navigator - A web-based, sponsorship valuation tool that allows brands, properties, and agencies to build unlimited custom valuations to determine the demographic fit and exposure value for all current and potential partnerships.

II. The Sponsorship Snapshot - Allows brands and properties to track the success and performance of a sponsorship. This service helps organizations understand how fans are impacted by sponsorships, measures key metrics, and compares your sponsorship to others within the industry.



THREE THINGS YOU NEED TO SEE



Paddy Power Heckles EPL Benchwarmers
Paddy Power created an OOH campaign to talk trash to EPL players sitting on the bench, encouraging #2ndJobsforsubs
<http://bit.ly/16To7Tz>



The Launch of the Ref Cam
Fox Sports Australia recently tapped the refs of a Super Rugby Clash to give fans a unique viewpoint of the action
<http://bit.ly/17wGKOf>



Coca-Cola Celebrates the Final Four in Style
Coca-Cola welcomed airport travelers flying in for the Final Four with a 69x20 skyline mural, complete with confetti
<http://bit.ly/ZS7Kr7>

GREAT SPORTS MARKETING IDEAS IN THE NEWS

Nike Sends a Real-Time Message to Fans During March Madness

Throughout March Madness, Nike Basketball demonstrated how brands need to plan real-time marketing executions, reaching consumers "in the moment" when their passion is at an all-time high. From Selection Sunday to the final tipoff of the Championship Game, Nike released timely social graphics through its official Twitter handle in support of each team in the tournament, including the likes of Florida Gulf Coast. Nike's social execution was tremendous and signals what brands and properties alike need to be considering moving forward as they look to win over the loyalty of both casual and avid fans

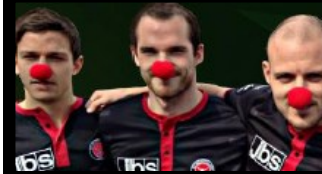


Check Out Nike Basketball's Social Graphics Here: <http://on.fb.me/ZgzMJO>

Unibet Delivers Big for Charity

Unibet, an online sportsbook, recently supported FC Midtjylland striker Tim Janssen's involvement with a charitable organization named the Danish Hospital Clowns in a creative way that can be replicated by other organizations.

Unibet decided to donate 50% of its winnings from the FC Midtjylland - FC Copenhagen match to the Danish Hospital Clowns, driving national awareness and support for the effort by having players and child supporters wear red noses during pre-game celebrations of the live tv broadcast. In addition, Unibet had players wear red noses during interviews and within campaign-related materials featured online and on-site at the match.

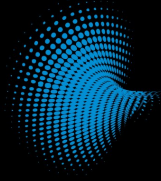


TECHNOLOGY TO KEEP AN EYE ON: GEOFENCING

Sports marketers should keep a close eye on the notion of geotargeting, a marketing technique that allows teams/sponsors to create a virtual fence (e.g. the confines of a stadium) and send fans messages on their mobile devices when they walk into the designated area.

Geofencing technology provides teams an opportunity to automatically send ticket holders (who opt-in and share their location) relevant, time-sensitive messages every time they enter the arena. Messages could include game day coupon offers, game alerts, promotional discounts, targeted ads, tips/insights, and more. Are there privacy concerns involved with geofencing? Certainly. But there are also a number of ways that the new technology can truly enhance the fan experience, providing real-time information, discounts, etc.





Partnership Activation

The "Think Tank" for connecting brands with fans.

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THINKING OUTSIDE THE BOX

It's time to get noticed at traditional events. Get creative.

Grasshopper Zurich, a soccer club in the Swiss Super League, recently generated worldwide interest around its partnership with a bathroom supplier named Duravit by installing a luxurious hot tub literally adjacent to the pitch at Letzigrund Stadium.

As part of the activation, FC Zurich allows two lucky fans to enjoy the ultimate (and intimate) viewing experience from within the hot tub each match. The unique pitchside experience enables the lucky supporters to participate in goal celebrations with players while enjoying ice cold refreshments. Once the team moves into a new stadium facility, there are apparently plans to devote a whole section of the stands to Jacuzzi seating - a first in professional sports.

Consider new ways that you can deliver similar once-in-a-lifetime experiences for fans!



See The Activation Here:
<http://yhoo.it/YyANy4>

TALKIN' #SPORTSBIZ

Here's a list of 10 #SportsBiz topics worth keeping an eye on:

1. Wearable Tech: <http://bit.ly/ZShsTm>
2. Retargeting: <http://bit.ly/ZLo5XD>
3. Hawk-Eye: <http://bit.ly/ZhtHNY>
4. Predictive Analytics: <http://bit.ly/I5CIKWx>
6. Datatainment: <http://bit.ly/ZSgE0H>
7. 3D Printing: <http://bit.ly/IIGMhvd>
8. Vine: <http://ht.ly/hrGTj>
9. StadiumVision Mobile: <http://bit.ly/I27yJMo>
10. Live Cinemas: <http://bit.ly/I5CEcim>

Go From The Front Of The Class To The Front Office.

At SMU, our one-year graduate degree in Sport Management gives you access to real-world learning, case studies, professors with vast industry experience and hands-on internships. All in Dallas/Fort Worth—a top-five sports market. Attend night and weekend classes where you'll meet top sports industry executives and learn from faculty at the SMU Cox School of Business, highly ranked by leading business publications. It's the first step to a big-league career.

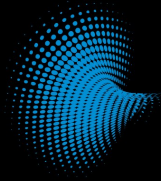
To learn more, visit <http://www.smu.edu/SportManagement>

SIMMONS SCHOOL OF EDUCATION & HUMAN
DEVELOPMENT AND COX SCHOOL OF BUSINESS



Check out SMU's Sports Management Program Now: <http://smu.edu/sportmanagement>





HOT OFF THE PRESS

Technology is transforming sport. Do you fully realize the implications?

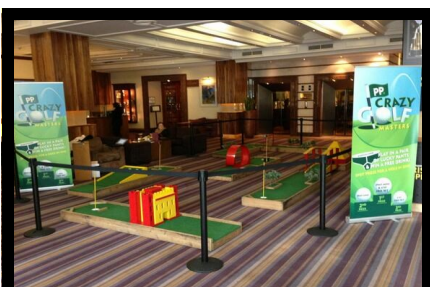
The Associated Press recently produced a tremendous piece showcasing how consumer behaviors are dramatically shifting due to new advances in technology. The video demonstrates how the second screen experience has become a firm reality in the world of sport and illustrates the evolution we will continue to see in respect to media consumption, spending, and adoption.

A few interesting stats to highlight include:

- **Over 50%** of tv viewers use smartphones or tablets while watching tv
- More iPads were sold in the past 2 years (**67MM**) than Macs sold in the past 2 decades
- **4 of 10** U.S. viewers are checking a social network during a tv show or commercial break
- During the 2012 Super Bowl, **over 50%** watched a portion of the game on a 2nd screen



CREATIVITY IN THE SPORTS MARKETPLACE



Realizing that it couldn't sponsor The Masters, Paddy Power set up its own version of "Crazy Golf Masters" mini golf to generate some excitement for fans



The Syracuse Crunch of the AHL infused a little adult humor into their marketing campaign to drive buzz around their ticket sales efforts



The University of Washington capitalized on signing day by creating simple, yet high-impact graphics to promote players' skills and attributes



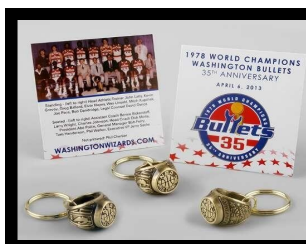
Newcastle turned a giant beer can into an interactive photo booth for fans to enjoy at SXSW



Coca-Cola treats VIP guests to an exclusive beach experience alongside the Sydney Cricket Ground



VCU delivered a social message to fans attending a late season college basketball game televised on ESPN



The Washington Wizards distributed replica championship rings as giveaways to fans

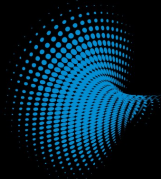


Bayern Munich created a brilliant bus stop display where consumers could actually sit next to life-sized players on the bench

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 April 2013 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) April recipients of the Partnership Activation Rising Stars Program:



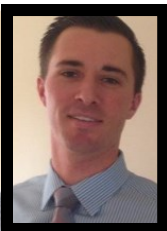
Andrea Pagnanelli, Leapseats (<http://www.Leapseats.com>)

Andrea Pagnanelli is CEO of LeapSeats, an in-venue seat upgrade app designed to enhance fans' event experience. Prior to LeapSeats, Andrea worked for the Phoenix Suns where she gained experience across all sales platforms. In 2009, she joined the New York Jets where she assisted with the opening of MetLife Stadium, managed the sales team, and created their first group sales department in 2011. Andrea received her Bachelor's Degree from Brown University.



Nic Barlage, Cleveland Cavaliers (<http://www.nba.com/cavaliers>)

Nic Barlage is currently the Vice President of Sales and Service for the Cleveland Cavaliers where he oversees all ticketing and suite revenue at Quicken Loans Arena. Nic has helped guide the Cavaliers sales and service team over the past four seasons, and in his current position for the past twelve months. The Cavs have developed and implemented many industry best practices in suite sales, ticket sales, and retention during his tenure with the Team. Prior to his tenure in Cleveland he spent one season in Phoenix with the Suns and two seasons with the Charlotte Bobcats, specializing in suite and premium seating sales. Nic graduated from Saint John's University in May of 2006, where he majored in Psychology.



Todd Smith, AEG Worldwide (<http://www.AEGWorldwide.com>)

Todd recently joined the Global Partnerships division of AEG as Director of Partnership Activation. Todd will oversee all of the LA Galaxy sponsorships as well as manage the new naming rights transition from The Home Depot Center to StubHub Center. Todd will also oversee all of the founding partners at StubHub Center. Before joining AEG, Todd spent 2 seasons with the Sacramento Kings working in the Corporate Partnership department. While at the Kings, Todd was nominated by the NBA for several best-practices awards. Additionally at the Kings, Todd played an integral part in developing the Corporate Partnership department's undergraduate internship program. Todd hopes to have the same type of effect on young professionals trying to break into the sports industry as his mentors had on him when he was first starting his career.

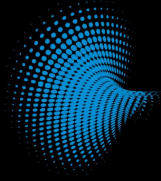


Anthony Harris, Octagon (<http://www.Octagon.com>)

Anthony Harris is described by his peers as a determined, driven, and disciplined marketing executive who is very passionate about the event and sports marketing industry. As an account executive at Octagon, Anthony helps develop, plan, execute, and activate marketing programs for a Pharmaceutical client along with other key projects. He is also the co-founder of M.O.D. Success (Motivation, Opportunities and Drive), a young professional organization based in Connecticut that creates opportunities for young individuals to meet, learn and be influenced by other driven leaders in their perspective industry. Anthony is a graduate of Post University, a small college that is located in Waterbury, CT.

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



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SOCIAL MEDIA SPOTLIGHT

Andy Pawlowski, founder of DigitalHoopsBlast.com (one of the best #sportsbiz sites out there), recently did a tremendous job highlighting the University of Kentucky Athletics Department's efforts to leverage Instagram as a platform to unite their fanbase, share moments and stories through imagery, and send a powerful message to recruits.

The results?

Thousands of fans have tagged their sports-related tweets and Instagram photos with #WeAreUK, creating a powerful image bank that allows the UK Athletics Department to show the world the strength of Big Blue Nation. Kentucky's Instagram efforts should be benchmarked by all organizations looking to derive value from the platform.

Here's a few other Instagram best practices:

<http://on.fb.me/XAsWOI> / <http://on.fb.me/I337T7X> / <http://bit.ly/1I7ktlm>

#WEAREUK

Connect to Submit Your Picture
 Connect with Facebook

Join the conversation using #WEAREUK in your tweets and Instagram and unite as Big Blue Nation

By connecting with Facebook, your picture may be featured on UK Athletics promotional materials. Don't have Facebook?

Check out UK Athletics' Instagram initiatives here:

<http://bit.ly/1I7zogwC>
<http://bit.ly/1I7ZLx>

PARTNERSHIP SPOTLIGHT

adidas Goes Behind-the-Scenes to Deliver Unique Social Content to Fans

When it comes to delivering value via social media, fans are oftentimes looking for insider access, real-time interactions, and original storytelling. Brands who truly get it right find a way to deliver all three of these elements exceptionally well.

A great example of this is adidas' recent social execution around the FA Trophy Final, where a team named Wrexham FC was fighting for promotion back to the Football League. adidas capitalized on affinity for its "All In" campaign by providing fans with unique perspectives of the team's entire day that they would not receive elsewhere - from the team breakfast to player preparations to in-game highlights to post-game celebrations.

Special thanks to the UK Sports Network for the find! <http://www.uksportsnetwork.com>

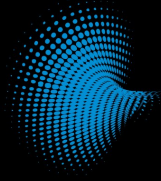
#allinaday

Check out adidas' execution here:

<http://bit.ly/YRYocd>

A CLOSE LOOK AT THE 2013 FINAL FOUR





#SPORTSBIZ ON
TWITTER

5 HANDLES
YOU MUST
FOLLOW



SBN

sm
sports



@SBNNow

@SMSports

@TracieHitz

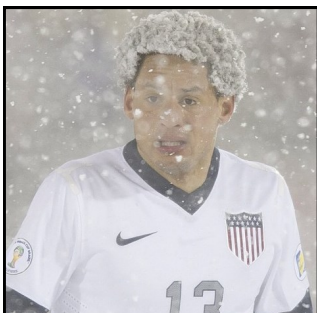
@i_am_chrisgriff

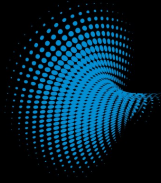
@PhiSBG

THOUGHT STARTERS

Looking for ways to leverage hair salon partners? Here's 25+ activation ideas to consider:

- Give free haircuts to fans attending games
- Create a featured haircut (based on a player's hairstyle and offer a discount to fans with game tickets)
- Promote a Beard-a-Thon, offering to trim fans' beards during team playoff runs
- Allow players to serve as celebrity barbers for a day
- Kick off the season by allowing fans to have their favorite team logo shaved into their head
- Distribute fun player wigs to fans
- Create a promotion where fans can receive a free haircut if the team wins X games, scores X points, etc.
- Offer free haircuts to every player that makes the cut (golf) or doesn't get cut (football)
- Allow fans an opportunity to comb the infield (as grounds crew)
- Create social graphics promoting athletes in sports with the best hair
- Create a promo incentive that involves a player dyeing their hair
- Distribute free mustaches to fans (ala Rams' Fischer Stache)
- Reward fans who complete haircut punch cards with free tickets
- Sponsor the dance team and distribute free posters to patrons
- Distribute game schedules and premium giveaways to consumers (bobbleheads with distinguishable hair styles / Chia Pets)
- Create video series highlighting players with the best style
- Create a promotion where fans/players/cheerleaders can shave their heads to contribute to a team charity
- Sponsor a team fashion show
- Create a game day spotter program where teams reward fans with the best/craziest hairstyles with free apparel
- Feature exclusive team highlights, interviews, and clips on televisions featured in chain locations
- Create a promotion that allows fans an opportunity to cut down the nets
- Profile the team's barber (or a player who serves as the team's barber) and create videos showcasing his thoughts on style
- Distribute "Beware of the Hair" t-shirts to fans
- Create an all-hair team (consisting of players, fans, coaches)
- Create a head-to-head player challenge where the losing player has to cut his hair and document it on camera
- Feature stylists wearing team jerseys on game day





WHAT'S HOT IN SPORTS BIZ

MOBILE

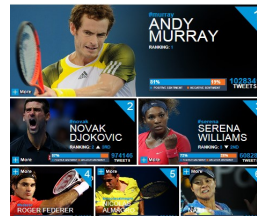
The Barclays Center & Brooklyn Nets App
Why? It's questionably the best live game app in all of sports, delivering live video streams of the game, multiple camera angles, replay functionality, seat upgrade features, ticket ordering functionality, and more.



The Barclays Center and Brooklyn Nets App
<http://bit.ly/XxEiDI>

SOCIAL

The Australian Open Social Leaderboard
Why? It opens up the door for teams/leagues to deliver game/player statistics and fantasy content in a highly visual and interactive manner based on real-time analytics. Look for more organizations to adopt this!



The Australian Open Social Leaderboard
<http://bit.ly/12DfCuN>

LOCAL

Score a Lakerized Harley Davidson Sweeps
Why? It's unique to see three national brands - Chevron, Harley, and the Lakers - partner to execute a compelling sweeps / activation display at the team level.



Score a Lakerized Harley Davidson Sweeps
<http://on.nba.com/127PQOb>

IT'S TIME TO GET POSTERIZED

adidas recently launched an interactive feature on its website that allows fans to create customized posters to hang in their offices, dorms, homes, etc. While the feature is relatively simple and generic, it does serve as a benchmark for team marketers looking for new ways to drive digital/social engagement throughout the season.

Each week, teams can provide fans an opportunity to create a customized virtual game program that they can feature as their profile picture or tweet out to friends. While teams would need to place some copy restrictions in respect to customization, the feature would allow fans to create a piece of their own team-related content that feels personal and shareable. Teams could also consider offering the "Customize Your Poster" feature to help fans celebrate and share their thoughts and expressions around game-winning plays, historic moments, and commemorative events.



Check out adidas' poster feature here:
<http://bit.ly/ZfPiWj>

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



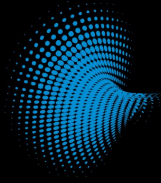
The Grand Rapids Griffins and Batteries Plus Light Up the Rink
<http://vimeo.com/61659067>



Delta Compares the Performance of Chelsea FC Athletes to Airplanes
<http://bit.ly/ZIRGfQ>



Nike Window Displays Deliver Interactive Experiences
<http://bit.ly/XIH8Yr>

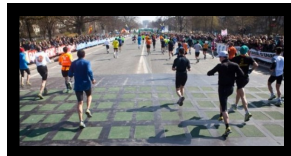


WELCOME TO THE PARTNERSHIP ACTIVATION GRAB BAG

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

I. Power Your Runs

Marathon organizers should benchmark the Paris Marathon's partnership efforts with Schneider Energy to install energy-harvesting tiles that allowed 40,000 race participants to power signage and displays around the course!



<http://bit.ly/16Wb6ZI>

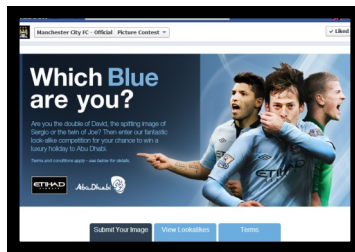
II. Go Big or Go Home

Teams can send a message to fans (both in-stadium and watching at home) by having personnel hold up massive, elongated signage on the field prior to games.



III. Looking Good (In the Eyes of Fans)

Teams may be able to draw some fun, unique social interest by aligning with a partner to host a look-a-like contest where fans can submit a photo comparing their appearance to players on the team for the chance to win an exclusive meet-n-greet opportunity prior to a game.



IV. Does Your Signage Measure Up?

Teams can drive excitement in the marketplace about their players' athleticism by creating magnified comparisons (vert, speed, etc.) to real-life objects that people can relate to. The OOH display (pictured on the right) could also work well to promote players competing in the NBA's Slam Dunk Contest.



V. Make a Spirited Statement

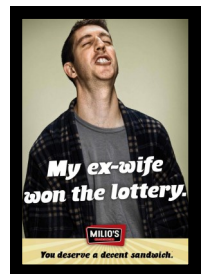
UK Athletics shows how properties can show off their people, players, facilities, and sponsors in spirited fashion through the creation of one music video. The piece does a great job showcasing the passion that student-athletes have for UK:



<http://bit.ly/Yn7Pwx>

VI. Drive Ticket Sales with Fun, Creative Campaigns

Teams looking for new ways to drive ticket sales should consider giving fans 50 different reasons why others have made the investment in a fun, visual way. Teams could feature the images online, outside the ticket box, or alongside a wall in the concourse.



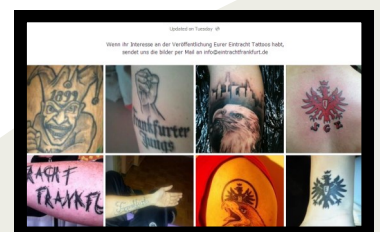
VII. Being Unofficial Is Still Impactful

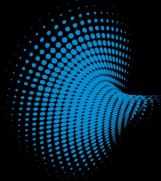
Brands looking for new ambush marketing techniques should consider developing humorous campaigns using an "Unofficial Sponsor" designation that still creates a perceived mental connection in the minds of fans.



VIII. Fans Love the Ink

Teams can seamlessly promote their affiliation with an official tattoo partner by creating a designated section on their digital/social channels where loyal fans (and players) can show off their favorite team-centric tattoos.





PartnershipActivation

The "Think Tank" for connecting brands with fans.

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BRANDED ENTERTAINMENT ... AT ITS FINEST

Pepsi Max - Jeff Gordon

<http://bit.ly/I24EtHS>

Reese's - Band of the Devil

<http://bit.ly/WNIEIv>

Carlsberg - Friend Test

<http://bit.ly/I2WBEYe>

Heineken - The Candidate

<http://bit.ly/ZJgoSO>



IDEA BOX

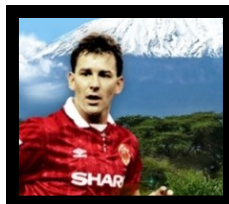


Let Beer Drinkers Light Up the Arena with Spirit

Teams can work with their alcoholic beverage partners to create limited edition bottles that light up (in fans' hands) every time the team scores on the court/ice.

Per the enclosed link, Heineken is currently testing out their first interactive bottle in rave settings. There are a number of ways that teams could replicate the concept and bring it to life in sports arenas to elevate the fan experience. Check it out below:

<http://bit.ly/Zppcz>

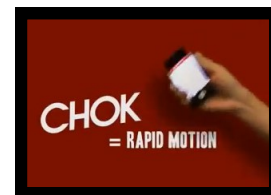


Need to Promote a Travel Partner? Offer an Opportunity of a Lifetime

In January, Manchester United gave fans a chance to join the club's legendary figure Bryan Robison on a trip of a lifetime climbing Mount Kilimanjaro.

The unique opportunity demonstrates how teams can work with travel partners, famous legends/alumni and team personnel to create unique VIP experiences for fans to take advantage of. The trips can be held in conjunction with road games or during the off-season.

<http://bit.ly/I6VglmD>



Use Mobile Interactivity to Drive Fan Participation at Home

Team marketers should consider new ways to leverage mobile apps to encourage active fan participation while watching games at home (especially during jewel events).

For example, teams could create an app feature that incentivizes fans to wave their phones back-and-forth during opposing team FG's for the chance to win prizes (if the team misses the kick).

Coca-Cola delivers a little inspiration here: <http://bit.ly/YUgQ46>



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Partnership Activation 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.