

Looking for Insight and Inspiration?

Here's 10 "Must-See" Sports / Marketing Ted Talks

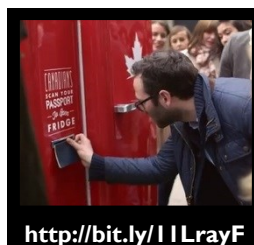
- **John Wooden** - <http://bit.ly/14QwMo2>
- **Seth Godin** - <http://bit.ly/124ILRr>
- **Chris Erb** - <http://bit.ly/125lj0U>
- **Morgan Spurlock** - <http://bit.ly/1batHUF>
- **Amy Jo Martin** - <http://bit.ly/12oQdCf>
- **Sir Ken Robinson** - <http://bit.ly/16RuUg8>
- **Dan Copley** - <http://bit.ly/14UX20a>
- **Sheena Iyengar** - <http://bit.ly/18z5JCY>
- **Malcolm Gladwell** - <http://bit.ly/19X2bZi>
- **Rory Sutherland** - <http://bit.ly/12fTHpP>
- **Adam Baker** - <http://bit.ly/14tzz7N>
- **Amy Lockwood** - <http://bit.ly/17Wm2KM>

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

PARTNERSHIP ACTIVATION

Welcome to the Summer 2013 issue of the Partnership Activation 2.0 newsletter! I hope you enjoy the creative activation tactics, social media strategies and sports business initiatives included in this issue.

As we head into the 2nd half of 2013, I'd like to encourage you to think about how you can deliver more personalized experiences for your fanbase. Is there a unique, surprise and delight element, like the Molson Canadian Beer Fridge pictured to the right, that you can deliver exclusively for a niche segment of fans (kids, fans seated in the upper deck, etc.)?



<http://bit.ly/11LrayF>

Can you feature on-the-ground "lottery teams" scanning suite-level fans' tickets for the chance to win instant "suite" rewards? Or can you give a group of (10) season ticket holders of 20+ years a chance to enjoy an exclusive meet-n-greet with players who competed on the team 20 years ago? As our fanbases continue to grow larger, we need to still be cognizant of the power of segmentation and personalization.

Have a great Q3 and I hope to connect with you again soon. If you ever come across any creative partnership ideas that you'd like to share, feel free to send them to: bgainor@partnershipactivation.com. Thanks and Best Wishes! Brian

this issue

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PartnershipActivation.com

INDUSTRY WATCH | BIG DATA, SMALL ADS

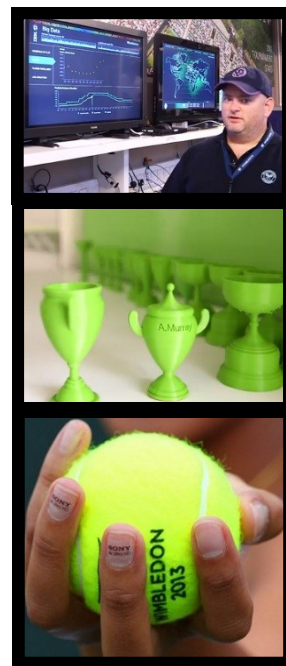
Wimbledon may be the oldest tennis tournament in the world, but it's no stranger to technology and revolutionary ideas. In 2013, Wimbledon established itself as an industry leader in a number of respects - both big and small.

Go Big or Go Home

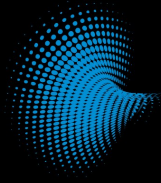
Wimbledon partnered with IBM to create a hub on-site that captures data from every point of every match and processes and distributes it for 700M fans worldwide to consume in real-time. Throughout the tournament, Wimbledon and IBM deliver millions of data points as well as live, interactive Keys to the Match features, social sentiment insights, and 3D printing. In addition, the parties collaborated to create a robust 2nd screen iPad experience showcasing Wimbledon in a way that fans had never seen before, featuring 360-degree panoramic photography, videos, aerial footage (using drones), and more.

The Smallest Signage You'll Ever See Has Value Too...

During the 2013 Wimbledon tournament, Sony officials called on tennis player Anne Keothavong to wear miniature Sony logos on her fingernails, skirt hem, shoelaces, and sports equipment. The advertising stunt, known as microtising, featured logos so small that only Sony's 4K cameras could spot them, an effort specifically designed to promote the brand's new 4K video technology. The initiative demonstrates how brands may begin seeing value in signage of all sizes!



Check out the Best of Wimbledon Here: <http://bit.ly/13UWoVe> / <http://bit.ly/18fPZWu>



EYES ON THE INDUSTRY
SPORTS CONTENT INSIDER

There's never been a more exciting time to be a sports marketer. The opportunities are endless to make your mark in the industry with the ability to deliver 24/7 access and real-time engagement while implementing turnkey initiatives that can impact the lives of fans across the world - gone are the days of having 1 platform, in language, through 1 medium.

With this, the development of high-impact, professionally produced content continues to play a greater role as the power of authority shifts from properties and media behemoths to the fans. Here is a quick look at how content continues to impact the world we live in:

Content Trends

English Premier League clubs are leading the way in developing and delivering highly compelling visual assets to their fans on a regular basis. Per the imagery on the right, clubs like Manchester City, Manchester United, Chelsea, Liverpool, and others are continuing to find ways to take insightful data and information and bring it to life in a number of different ways—from coaches' press conferences to milestone moments to rivalry games to match / season recaps.

Content Centers

As properties continue to realize the importance of developing their own high-quality content with scale across multiple mediums, they are actively investing in their own in-house production departments / centers - much like you'd find at a leading television network. A great example of this is the University of Notre Dame's state-of-the-art Fighting Irish Digital Media Center, a 3,000-square-foot production facility dedicated to producing industry-leading multimedia content, streaming live events, and linking the University's entire campus (check out their content here: <http://bit.ly/17Wb0VY>).

Content Partners

Tremendous value exists in having renowned partners help your organization deliver a continuous stream of high-quality content to fans. Look for more organizations to follow the San Francisco 49ers' lead and sign exclusive content partnerships with leading providers in the months to come. The 49ers recently made headlines when they announced a partnership agreement with Yahoo! that allows Yahoo! to serve as the team's exclusive online content provider, online photo/video partner, and social network partner. Click here for more details: <http://tcrn.ch/10BYUvB>

Need help navigating the content space? Freshwire has the expertise and resources to help your organization create industry-leading content/social strategies, develop high-impact social/video/photo solutions and distribute content with scale (or to niche/targeted audiences).

Please contact Brian Gainor at brian.gainor@freshwire.com for more information.

Freshwire

CONTENT TRENDS

Profile Coaches with Visual Graphics



Celebrate Rivalries with Infographics



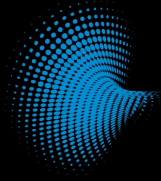
Use Pictorials to Bring Match Day to Life



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

Mobile Video Likely to Make Big Strides in Sponsorship



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.



Almost from its advent, mobile technology has been utilized by both properties and brands as a way to engage fans within the framework of a sponsorship. Initially, there were text-to-vote or text-to-win promotions. Then, as the picture quality on smartphones improved, there were photo submission campaigns that allowed fans to experience the thrill of seeing their own pictures on the scoreboard and/or team and brand websites. Now, with the advancement of mobile video, it seems likely that the world of sponsorship will embrace a pair of new companies in this medium: Vine and GoPro.

Vine is the more conventional extension of what's been done with photos. Smartphone users can download the Vine app and then easily record short videos, either as straight 10-second clips or with a stop-motion effect that allows for a great deal of creativity. Athletes have already shown how imaginative Vines can be, with Chicago Bulls guard [Nate Robinson](#) and Boston Bruins defenseman [Andrew Ference](#) creating two of the best examples. From a sponsorship perspective, teams and brands can create marketing initiatives around fan submissions, and then feature the best during games as part of the sponsor's in-venue exposure. There's also the possibility and hope that these would be shared and viewed online – and in an ideal world, go viral – generating numerous additional impressions in an engaging and uncluttered way.

GoPro will be more challenging to implement in sponsorships, but the possibilities are greater. GoPro is a company that has created light-weight cameras, which can be mounted to almost anything and are designed to capture superior images from the user's point of view. These were developed to go where a normal camera can't, and they have been mostly utilized to this point to take stunning images in extreme sports environments such as surfing, motocross, and skateboarding.

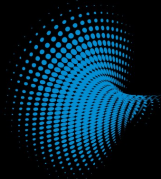
Again, there is great potential to engage fans within stadiums and arenas by utilizing GoPro to show new perspectives. And, of course, a sponsor can be incorporated based on the content. For example, if Anheuser-Busch had a partnership with a team, the GoPro camera could be mounted on a beer vendor's hat and a video of fans receiving their beers could be featured on the scoreboard. Just as fans pay great attention to the Kiss Cam, they would likely be excited by the *Bud Light Beer Man Cam*.

Fan submissions are also a possibility as GoPro becomes increasingly affordable (they start at \$200) and as more and more fans record themselves and their friends watching big games. A sponsor like Frito-Lay, who is an official sponsor of Major League Baseball, could be looking to associate the reaction of customers trying a new brand of chips with fan reaction to exciting moments. During the World Series, Frito-Lay could create a contest in which they request fans to submit their reactions to memorable plays. This footage could then be edited with footage of customers sampling their products for a new TV ad, or they could simply ask fans to be eating their products while they watch the World Series, and then use that footage. Fans could submit this video through the Frito-Lay website, or through an MLB.com link to the Frito-Lay website.

Navigate Research Delivers Industry-Leading 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



Create A United Fan Base
Teams can benchmark this Coca-Cola execution and feature interactive kiosks in the concourse that allow fans to personally connect with other fans across the world
<http://bit.ly/16rJCu4>



Billboard Videomapping
Teams and corporate partners should explore new ways to bring static OOH signage to life on game day (like this)
<http://bit.ly/188qPrR>



Deliver Content On the Go
Teams can consider partnering with transportation providers to allow consumers to listen to live game broadcasts through the windows (scary, yet cool)
<http://bit.ly/1aBLmXA>

GREAT SPORTS MARKETING IDEAS IN THE NEWS

Spreading the Love - One Deserving Fan at a Time

The Portland Timbers recently rolled out a tremendous campaign that embraces the notion of the sharing economy and allows fans to "Spread the Love" and nominate others who are truly deserving of free tickets.

The team has empowered 107 ambassadors to give out free tickets to individuals nominated by the Timbers' fanbase through its social channels. While the act of giving away free tickets is largely frowned upon in the sports marketplace, this instance is different - it has meaning and truly allows the team to use its social channels for a great cause and strengthen its relationship with its core fan base. Let's see more teams go to such lengths to make a difference!



SPREADTHELOVEPTFC.COM

See How The Timbers Are Spreading The Love:
<http://bit.ly/1IUeML6>
<http://bit.ly/19tvjXN>

Brand USA Finds Value (Globally) in the WBC

Brand USA, an entity promoting International travel to the U.S., recently leveraged the World Baseball Classic as an effective platform to drive awareness and engagement amongst millions of fans worldwide.

Brand USA partnered with Bobby Valentine, a recognizable multilingual personality to deliver their key messaging to fans, inspiring casual tourists to travel to the United States.



See Brand USA's Activation: <http://bit.ly/159lyv6>

Raycom Sports Brings the Box Score to Life

Raycom Sports recently launched an industry-leading initiative called ACC Game Graphics that turns game stats and highlights into interactive infographics.

These "out of the box scores" deliver game recaps in a compelling, digital format for dynamic viewing and social sharing and feature box score stats, video highlights, coach-player quotes, social buzz insights, high-impact imagery, and more.



See ACC Game Graphics: <http://bit.ly/15Ualyz>

TREND TO KEEP AN EYE ON: SOCIAL ACTIVATION

Over the past 24 months it's been exciting to see sports organizations continue to look to bridge the gap between online / offline fan engagement by investing in new social activation strategies. Two great recent examples include:

The Twitter Mirror at Wimbledon

Allowed star tennis players to pose in front of a simple mirror behind-the-scenes and have their photos automatically tweeted out using the #TwitterMirror and #Wimbledon hashtags

The SF Giant's @ Café

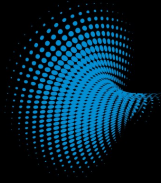
Bryan Srabian and team did an incredible job building an ultimate social destination at AT&T Park where fans can follow social posts, charge their phones, use WiFi, and follow/use trending hashtags!



<http://bit.ly/14PMaCr>



<http://bit.ly/1b9P4ql>



THINKING OUTSIDE THE BOX

IN THE FANZONE

Score Big with Fans With Fun Pre-Game Challenges

Every fan is an athlete at heart... so why not put their skills to the test prior to games? Teams can benchmark this clever Paddy Power execution and create opportunities for fans to shoot / pass to win

<http://bit.ly/15w8uOR>

IN THE CONCOURSE

Turn Concourse Signage Into Branded Experiences That Sit Well With Fans

As you look to evolve the concourse experience for fans, consider new ways that you can work with partners to evolve their static wall signage into engaging experiences that deliver a key message in a much more impactful way. Check out IBM's strategy for inspiration:

<http://bit.ly/12oDi3o>

IN THE MARKETPLACE

Turn Yards Along High-Traffic Roadways Into Native Marketing Displays (For Free Tickets)

As you look for new ways to leverage lawn / home improvement partners, consider creating a campaign that encourages and rewards fans for expressing their affinity by turning their yards into team-centric marketing masterpieces. With a little guidance and a unique incentive, teams may be able to make a memorable, lasting impression in the community.



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

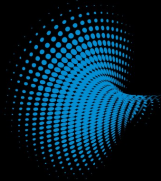
At SMU, our one-year graduate degree in Sport Management gives you access to real-world learning, case studies, professors with vast industry experience and hands-on internships. All in Dallas/Fort Worth—a top-five sports market. Attend night and weekend classes where you'll meet top sports industry 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>

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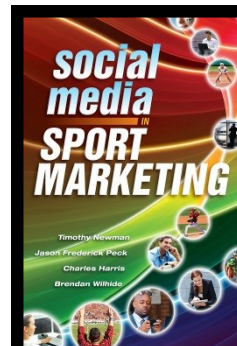
HOT OFF THE PRESS

Are you looking to gain an edge in the sports social media space?

A team of sports marketing professionals, led by Jason Peck and Tim Newman, recently published a tremendous new book on Social Media in Sport Marketing that delivers a comprehensive look at how new technologies are impacting the sports landscape. The 200-page book shares a compilation of industry insights, best practices, creative tips/suggestions, and more.

As social media continues to revolutionize all aspects of the sports industry, I'd highly recommend that all working professionals and sports-related graduate programs consider reading the book - as it will help level the playing field, spur ideas and creativity, and enable us all to deliver new, innovative social solutions or fans.

Personal Note: I have no personal affiliation/tie to Social Media in Sport Marketing. I just recently read the book and value the content that Jason, Tim, and team have taken the time to compile and share.



Order The Book Here:
<http://amzn.to/1a4IzpR>

CREATIVITY IN THE SPORTS MARKETPLACE

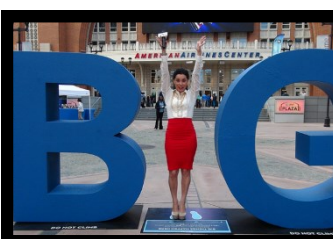


Manchester City is using social graphics to gauge real-time feedback on their social/video content

<http://on.fb.me/1aBEEkr>



Hublot branded the helicopter pad at a recent F1 race as a means to target highly affluent individuals. All available inventory on race day is sellable!



The NBA found a creative way to bring their BIG campaign to life for fans. Would love to see Ohio State create a similar photo display execution with O-H-I-O!



Teams can periodically remind fans how much their favorite players have evolved over the years with fun social graphics



The Cincinnati Bearcats baseball team created a sizzle reel highlighting their team's post-game interview antics

<http://bit.ly/19hMWgC>



Red Bull demonstrated how fast downhill riders go by sending a falcon in pursuit

<http://bit.ly/17wf3bl>



Nike and the Miami Heat partnered to celebrate LeBron James' 2013 MVP in a BIG way

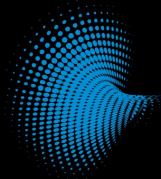


The Beloit Snappers have a Whitewall Ninja blend in on the warning track during games to drive fan interest before he is noticed and kicked off the field

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



Jose Duverge, New York Yankees (<http://www.Yankees.com>)

As a sales executive with the New York Yankees, Jose Duverge has quickly progressed to his current position as a Premium Sales and Service Specialist after recently completing only his second year in sales. Jose has been able to generate over \$2.5 million in new business; while also securing over \$2 million in new multiyear revenue seating agreements for the Yankees. Prior to the Yankees, Jose was with the Philadelphia Phillies in Player Development where he was responsible for constructing and implementing the ESL and Life Skills program for all Latin baseball players within the Phillies farm system before transitioning into the business side of the industry. A Class of 2011 Ohio University MSA grad, he currently serves on several Diversity Councils such as Ohio University MSA's as a Co-Chair and for the National Sports Forum.



Stefan Pflug, Unibet (<http://www.Unibet.com>)

While completing his masters degree at Copenhagen Business School, Stefan Pflug, 25, began his career with the online betting company Unibet as Marketing Coordinator in the newly regulated market of Denmark in 2011. Despite his young age, Stefan quickly excelled in a variety of areas within sports marketing and sponsorships. Today, Stefan oversees two of the largest sports sponsorships in Denmark, FC Copenhagen and FC Midtjylland. His responsibilities include both the overall sponsorship strategy, brand activation, CSR initiatives and an elaborate hospitality program. Stefan has managed to add tangible results to these sponsorships through elaborate KPIs and brand tracking displaying significant growth of revenue and brand awareness.



Jamie Rocha, Glideslope (<http://www.TheGlideSlope.com>)

Jamie Rocha is a Senior Associate with GlideSlope, a team of management advisors that helps clients seize opportunities for growth through global sport. Launched in 2010, she was GlideSlope's first employee. She has led strategic efforts for Dow Chemical, PepsiCo, Johnson & Johnson, The North Face and McDonalds and played a key role in the development of the Helios-GlideSlope joint venture. Additionally, she pioneered the GlideSlope internship program and leads the GlideSlope's Employee and Professional Development Task Force. Rocha is also the Marketing Director for the family-owned Fastpitch Nation, an indoor softball training facility that provides young female athletes with a place to "play ball", teaching tactics for success on and off the field. She is a graduate of Fordham University and in her spare time enjoys global travel, reading and studying for her yoga teacher certification. She currently resides in Brooklyn, NY.

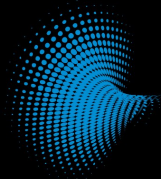


Calvin Fields, The PGA of America (<http://www.PGA.com>)

Calvin oversees the strategic partnerships and consumer platform activation of The PGA's women's initiatives, aligned with the strategic retail plan for the golf industry, Golf 2.0. This initiative aims to make golf more relevant and welcoming to a new and diverse set of consumers. Calvin started with The PGA at its Major Championships, providing support to high-value hospitality clients and operational assistance for the Championships. Calvin received a B.A. in Finance from Samford University's Brock School of Business, while working in the athletic department and managing part of the university's endowment.

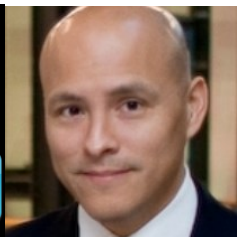
Would You Like to Nominate a Rising Star in the Industry for their Exceptional Work?

Send a two (2) paragraph nomination to bgainor@partnershipactivation.com



**#SPORTSBIZ ON
TWITTER**

**5 HANDLES
YOU MUST
FOLLOW**



@OscarUgaz



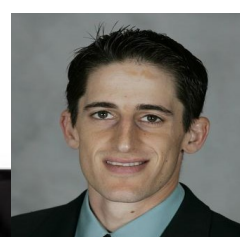
@SportTechie



@DanMigala



@Mildenhall



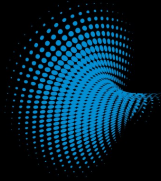
@njh287

THOUGHT STARTERS

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

- "Watch and Win" contest, rewarding viewers at home
- Ownership play around the Countdown Clock on the team site
- Sponsor team "Watch Parties", giving away (1) per game
- Content play around "Timeless Team Traditions"
- Presenting sponsor of the Game Clock / Play Clock
- Reward fans if game exceeds designated time limit (3 hours)
- Feature captivating countdown clock displays live at games
- Allow fans to guess the time a player will score in a game for the chance to win a prize
- "Own" a defining moment during a game (Fans, it's that time for)
- Presenting sponsor of game time
- Sell commemorative team watches on-site, online
- Create a Championship watch
- Showcase players' preferred watch styles / designs
- Design a commemorative player watch series
- Create an ownable event celebrating the fastest player (e.g. 40-yard dash event)
- "Own" and celebrate speed-related records (fastest lap, fastest goal, fastest serve, fastest pitch, etc.)
- Distribute replica watches to fans with official sponsorship messaging (either mass or targeted distribution)
- Sponsor a Countdown Clock during the offseason until various jewel events
- Reward fans for "watching" entertaining branded content displayed on partner properties' websites
- Feature a display where cheerleaders, legends, and players can teach fans the best ways to wear a watch
- Feature a display where fans can shoot/throw a ball at a giant watch target for the chance to win a big prize
- Reward all fans who "watched" a premier event live a chance to receive a next-day voucher for 20% off (with promo code)
- Give away player worn watches throughout the season
- Feature a Race against the Watch challenge for fans
- Serve as the "Official Postgame Watch" feature extensive branding and team personnel wearing watches during post-game press conferences
- Sponsor networking / VIP access experiences for affluent fans / customers
- Create and distribute commemorative team-branded watch cases
- Sponsor the timekeeper (or extra time) in a soccer match
- Reward fans with a promotional discount if a game goes into overtime





SOCIAL MEDIA SPOTLIGHT

When it comes to creativity, the sky's the limit. But are you capitalizing?

Paddy Power sent a creative message to fans and golfers participating in the 2012 Ryder Cup by hiring 5 stunt planes to write "sky tweets" 10,000 feet above the course in Medina that were submitted by fans using the hashtag #GoEurope. The promotional tactic cheered on European golfers while heckling their American counterparts (featuring sky tweets that said, "Spirit of Steve", "Rory's Gonna Getcha", and "Mrs Dufner Is Hot") - an initiative that certainly caught the attention of on-site attendees as well as people living within a 20-mile radius of the course.

The unique ambush marketing play signals how properties can creatively leverage the airspace above their venues to enhance the fan experience, create new (temporary) inventory for partners, and deliver an unforgettable message. While we commonly think about creating compelling partnership ideas that live both online and offline, we certainly should not forget about the airspace in between.



PARTNERSHIP SPOTLIGHT

Are you maximizing the value of partnerships around rivalries?

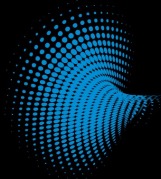
In the past few years we have seen an increasing number of brands look to create an ownership stake around prominent rivalry games and use that positioning to cut through the clutter and deliver a key message to fans.

As this continues to become more of a common practice throughout all sports, properties should look to benchmark adidas' branding/activation efforts around the Champions League final over the past few years. adidas has done a tremendous job creating fun, engaging activation elements that allow fans to express their pride and affinity for their favorite team - from rivalry-centric rickshaws to visual mapping to branded benches and concessions items. There is a tremendous amount of untapped opportunity around rivalry games that can certainly allow brands and competing properties to deliver a lasting impression!



A CLOSE LOOK AT THE UEFA CHAMPIONS LEAGUE





YOUR TICKET TO ACTIVATION

Over the past few years, StubHub has done an incredible job creating truly unique, endemic experiences for fans attending live games. The brand's signature activation experiences are featured on display for fans in Los Angeles to enjoy at the Staples Center and the new StubHub Center, including:

A Commemorative Ticket Experience - Provides fans the ability to create customized commemorative tickets (featuring a photo of themselves) that is printed out at the event and made available for social distribution

A Ticket Oak Backyard Experience - Features an interactive screen that allows fans to engage with StubHub's Ticket Oak mascot and provides users an opportunity to publicly share their best Instagram photos using the hashtag #StubHub in the concourse

Congrats to Gabby Duno and the team on delivering such tremendous executions for fans that will hopefully soon be replicated by properties across the world.



Check out StubHub's Activation Here: <http://bit.ly/124a79p>

ALL EYES ON THE PRIZE

As teams look for new ways to drive anticipation, excitement, and ticket sales for an upcoming season amongst casual fans, they should consider creating a mall-based marketing stunt that is surely designed to drive eyeballs and interest.

Teams can look to benchmark a recent Samsung S4 campaign for inspiration, where the electronics provider executed a fun marketing initiative in a high-traffic train station in Zurich that rewarded consumers for successfully staring at a phone for 60 minutes without getting distracted by a variety of elements.

From a sports perspective, teams could incentivize fans who stare at a pair of tickets for 20 minutes without getting distracted by cheerleaders, mascots, players/legends, and fellow fans with free tickets, ticket discounts, merchandise, exclusive experiences, and more!



Check Out Samsung's Execution Here: <http://bit.ly/10KHJtX>

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



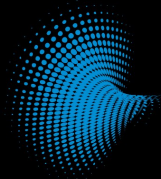
Victor Oladipo Gave Fans an Inside Look at the NBA Draft Using Google Glass <http://bit.ly/10T4iuj>



Nike Uses Laser Technology to Let Kids Play Their Favorite Sports Anywhere <http://bit.ly/14pAZ1J>



Nike Used Fluorescents to Deliver Tennis in a New Light <http://bit.ly/142vNCf>



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. Drive Excitement Pre-Game

Teams can take a page from Bon Jovi's playbook and promote automobile partners with a pre-game / in-game concert backdrop that fans will remember for a lifetime. They can extend the experience by distributing vouchers offering fans a chance to get a free team-branded t-shirt with a test drive experience at their local dealership.



II. Hit the Floor to Promote Travel-Related Partners

Teams can promote official airline / tourism partners with unique floor signage that gives fans a glimpse at all the unique destinations that they can see their favorite team play on the road



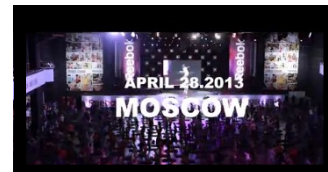
III. Drive Affinity for Airline Partners with Unique Giveaways That Fly with Fans

Teams can drive fan interest and support for airline partners by giving fans a chance to sign up and win a life-size airplane replica fully signed by the team and an exclusive chance to fly with team personnel to an upcoming rivalry game



IV. Stadiums Were Made for Fitness...

During the offseason, teams can host massive fitness-related events (Crossfit, Zumba) in their venues to reach new audiences of consumers in a truly memorable way. Reebok has begun executing similar initiatives in Russia (e.g. Reebok Fitness Stadium) to a great degree of success...



Click here for some inspiration: <http://bit.ly/1aF3EVi>

V. Pushing for a Free Flight

Teams looking to creatively leverage airline partners can benchmark Heineken's recent Departure Roulette initiative and give fans a chance every game to win a free flight to an away game. Teams can set up a 10x10 booth and allow fans to press a button for a chance to win a free flight to (1) of (10) away games (with 5 free pairs of flights being given away every game). Click here for inspiration: <http://bit.ly/15XMEW2>



VI. Delivering a Crash Course in Activation

NASCAR tracks can deliver a memorable experience for fans mingling around pre-race by featuring a photo display that allows them to take a personal photo of a car crashed into a wall (or taking a pit stop) and share it with their friends via social media



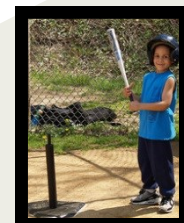
VII. Let Fans Call the Big Shots

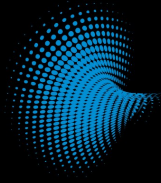
Teams can benchmark Nike's recent LeBron James VM execution by setting up designated numbers where fans can call to congratulate Players of the Game, newly signed draft picks, HOF recipients and more. Teams can take the execution to the next level by having said players/legends actually pick up the phone and surprise/thank fans for their support (capturing the action on video). <http://bit.ly/1lvCl7g>



VIII. Deliver a Sweet Tea Experience

Baseball teams can leverage officially designated "tea partners" by hosting an exclusive "tea ball" game during the offseason where fans get to play with their favorite players, legends, mascots and more. The creative play on words could serve as a great way to drive interest, awareness, and affinity for official tea partners on an ongoing basis (with free tea being distributed throughout the game)





PartnershipActivation

The "Think Tank" for connecting brands with fans.

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BRANDED ENTERTAINMENT ... AT ITS FINEST

Heineken - The Decision

<http://bit.ly/1IxLjwz>



Heineken - The Seat

<http://bit.ly/14qOfDo>



Budweiser - Jets Fan Brew

<http://bit.ly/15w592z>



Samsung - Jay-Z

<http://bit.ly/10b6kWq>



IDEA BOX

ORANGE MONEY

helps you plan for tomorrow, today.



Stadium Bucks: Give Some To Get Some...

In an effort to drive team store sales on game days, properties can work with their financial partners to give out \$2-3 of "Stadium Bucks" to all fans attending a select game.

This promotional initiative, benchmarking ING's Orange Money campaign, would allow fans to use their "free money" on purchases over \$10 in the team store (or concessions), enabling financial partners to cut through the clutter in a way that rewards fans while ultimately driving merchandise sales. Partners could include key messaging on the Stadium Bucks.



Marketing on the Water

Teams competing in high-tourism, tropical markets should consider creative ways to market single game tickets to hundreds of thousands of beachgoers and tourists.

While airplane signage is always an option, the above image depicts how some teams with fish/mammal related mascots can make a splash along the beach with non-traditional signage.



Give Furniture Partners a Seat at the Table

Teams looking for new ways to leverage furniture partners around jewel events and throughout the season should consider benchmarking a recent marketing initiative implemented by Heineken.

Teams can feature a piece of commemorative seating/signage within a chain of furniture store locations and reward the first set of people who buy the items with a free pair of tickets. Check out the link below for some inspiration:

<http://bit.ly/1caNTU5>



For More Information, Please Contact:

Brian Gainor

E: Bgainor@PartnershipActivation.com

Twitter: @BrianGainor

<http://www.Linkedin.com/in/partnershipactivation>

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.