

Looking to Build an Effective Global Sports Marketing Platform?

Here's 20 Brands to Keep an Eye on During the Olympics and World Cup in 2014

- **Coca-Cola**
- **Nike**
- **Adidas**
- **Visa**
- **Procter & Gamble**
- **Chobani**
- **Emirates**
- **Budweiser**
- **McDonald's**
- **British Airways**
- **Omega**
- **Johnson & Johnson**
- **Hyundai | Kia**
- **Samsung**
- **Panasonic**
- **GE**
- **Heineken**
- **Molson Coors**
- **Cadbury**

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

PARTNERSHIP ACTIVATION

Welcome to the Fall 2013 issue of the Partnership Activation Newsletter! I hope you enjoy the creative sports business ideas, platforms, and strategies included in this issue.

I oftentimes get asked why sports partnerships are a valuable and effective play for brands. While there's several proof points that reinforce the value of partnerships, it's critical that all parties involved invest in the necessary research, measurement, and activation to make the partnership successful from the start. I highly recommend reading Navigate Research's feature on Page 3 which reinforces the importance of this notion.

Andrew Varga, CEO and President of Zimmerman Advertising, recently said it best - "You can spend lots of money on sports or anything else in marketing, but you'd better be able to fully activate whatever you invest in: short term for sales and long term to position a brand correctly in the minds of consumers."

Have a great rest of the year and I hope to have an opportunity to meet/speak with you in the near future. If you ever come across any creative partnership ideas that you'd like to share, feel free to send them to me at bgainor@partnershipactivation.com.

Thanks and Best Wishes! Brian

INDUSTRY WATCH | IT'S TIME TO GOPRO

Over the next 2 months, sports properties should take the time to proactively develop a plan to enhance their marketing, social, and digital media efforts in 2014 with the use of GoPro cameras.

With fans demanding more access, transparency, and perspectives than ever before (across all mediums), GoPro delivers the endemic, cost-effective solution brands and organizations need to capture and deliver the action through a unique lens. GoPro has the potential to truly transform teams' ability to deliver unique, engaging video content on an ongoing basis.

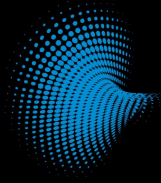
It's been energizing to see several teams, brands, athletes, and events - notably Manchester City FC, Red Bull, the X Games, and Ken Block/DC Shoes - sense the opportunities available with using GoPro technology to deliver unforgettable viewpoints, but now is the time for all sports stakeholders to capitalize on the action.



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EYES ON THE INDUSTRY
SPORTS CONTENT INSIDER

With fans using more devices, platforms, and resources to access sports content than ever before, the online / social space can be quite a conundrum for sports marketers. Realizing this, we wanted to share three (3) key principles to keep in mind when crafting your 2014 content strategy to power owned digital, mobile, and social channels:

I. Keep content simple, impactful, and visual

Research has shown that on average, consumers only engage with a brand for 6.5 seconds. What does this mean for sports marketers? It may be time to re-think the delivery of your marketing and communications materials (stories, press releases, box scores, etc.). With 36% of fans accessing sports content on their phones at least once per day (per Media Daily News), we collectively need to deliver content that can easily be consumed and shared on the go (hint: long-form video/editorial likely isn't the answer).

II. Be creative, consistent, and committed

Realizing that fans are engaging with your online channels on a 24/7 basis, it's essential that your organization develops a strategic plan to deliver compelling content, storytelling, and engagement opportunities on a sustainable basis. The best executors develop editorial calendars delivering timely content (around a multitude of topics and in varied formats), fan engagement/UGC experiences, and insider/exclusive access that fans cannot get elsewhere on an ongoing basis.

III. When in doubt, go with a 70/20/10 approach

Developing a sustainable online content strategy isn't easy, especially when you have limited resources to execute. However, if your organization can focus on delivering "proven content" 70% of the time (your bread and butter), "premier content" 20% of the time (requiring deeper engagement), and "experimental content" 10% of the time (considered to be risky / non-traditional), you'll likely see an uptick in your content output and overall performance.

Need help developing an effective content strategy for your organization?

Contact Brian Gainor at brian.gainor@freshwire.com

WHAT'S HOT RIGHT NOW...



Freshwire

LOOKING FOR WEEKLY CONTENT INSIGHTS?

Subscribe to
The Content Brief Here:

<http://bit.ly/H4s0xF>

THE CONTENT BRIEF
IN **60**

RECOMMENDED VIEWING



Wendy Clark, Coca-Cola Shares 5 Key Content Principles:

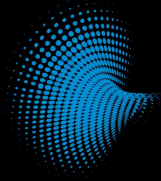
1. Authenticity Rules
2. Be Shareworthy
3. Embrace Your New Salesforce
4. Speed Trumps Perfection
5. Be Ambitious

<http://bit.ly/I75HId5>

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.



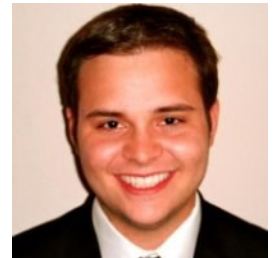


INDUSTRY SPOTLIGHT

THE VALUE OF RESEARCH



Ben Levy is the Coordinator of Business Development for Navigate Research. A graduate of Arizona State University, Ben has spent the past two years helping to position Navigate as the sports and entertainment industry leader in research, valuation, and sponsorship ROI.



At Navigate Research, we always advise companies to spend approximately 1-3 percent of their total sponsorship budgets on research. While this could seem self-serving, the information that can be derived from valuations, market research, or full return on investment studies can really make the difference between effective and ineffective sponsorships. That being said, the information and insights gained from research will only be valuable if the research processes are both reliable and valid, so it's worth covering what that means.

For a study to be reliable, it must produce stable and consistent results. In other words, it should yield virtually the same results each time it is conducted. From an analytical perspective, reliability is the degree to which a quantitative assessment provides consistent measurements/statistics. This concept is critical in our dynamic industry; in order for us to truly give our clients the best sponsorship research possible, our analytical tools and processes must be able to offer accurate and precise metrics at any point in time. Without a reliable process in place, we would be unable to offer sufficient insight to our clients (who together spend over \$100 million on marketing and sponsorship efforts annually) concerning the safety, stability, and profitability of their investments.

In addition to being reliable, it is important that analytical processes are also valid to a project's initial objective. A study's validity is the extent to which it measures what it intends to measure. We must be able to not only easily interpret its results, but also apply them to the situation at hand. Offering valid conclusions is also a crucial part of what we do as sponsorship research analysts. In order for us to deliver sound advice to a client on a particular area, whether it be sponsorship investments or activations, we must ensure that our results accurately depict the situation our client wants to understand. Guaranteeing a valid report to our clients at the very beginning of our work, when we ensure that the processes we have in place will produce results that allow us to address the initial objectives.

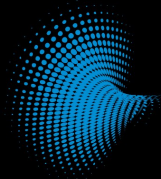
It is important to note that reliability is necessary for validity, but not vice versa. For instance, a sponsorship ROI study can be reliable by consistently reporting the same metrics no matter when the test is run. However, if the metrics produced by the study are key indicators of a sponsorship's return on objectives, rather than return on investment, we cannot claim this study to be valid since its results do not measure the original research topic.

Therefore, it is imperative for research analysts to put effort into maximizing both reliability and validity in order to build trust in their studies. Take the time before each study to ensure that you and/or your research firm's analytical processes are as smooth and flawless as possible, and make sure that your results will be able to answer the study's initial questions. It may only be 1-3 percent of your sponsorship budget, but it can lead to the successful use of the other 97-99 percent.

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.



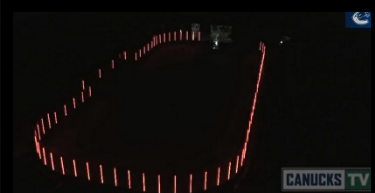
THREE THINGS YOU NEED TO SEE



Sports Fandom... Like You've Never Seen Before
Reese's highlights unique game day / fan traditions in college athletics
<http://bit.ly/1673Wja> / <http://bit.ly/1ax4nG4>



Lacking Funding to Sponsor Top Athletes or Teams?
With a little creativity, that's not a problem. See how Paddy Power created a "team of greatness" on a small budget
<http://bit.ly/1aUK6OP>



Goal Scoring Light Show
The Vancouver Canucks recently installed celebratory LED lights alongside the rink
<http://bit.ly/1fsfl0b>

GREAT SPORTS MARKETING IDEAS IN THE NEWS

Talladega Superspeedway Drives Buzz on Campus

Talladega Superspeedway recently executed a unique grassroots marketing initiative designed to drive heightened interest and awareness around its race amongst college students at Auburn University and the University of Alabama.

As part of a #RushtheInfield initiative, Talladega Superspeedway and NASCAR called on drivers Denny Hamlin and Darrell Wallace Jr. to give students rides to class throughout the day, sign autographs, play Coke Pong, and award 100 students with exclusive parking passes to a hospitality area in the infield for the Camping World RV Sales 400 at Talladega.

See the Execution Here: <http://bit.ly/16WQpB0> / <http://bit.ly/1b1RZtD>



Guess What Day It Is?

Over the past few years the Dallas Mavericks have proven that they are the best in the business when it comes to creating parody videos that resonate with fans. Recently, the organization teamed up with Dirk Nowitzki to create an entertaining ticket sales-related video that capitalized on the nationwide craze surrounding Geico's "Hump Day" commercial. The piece was creatively scripted and masterfully executed by the 7' 0" center, resulting in a complete gem of a sales piece. Check it out below.

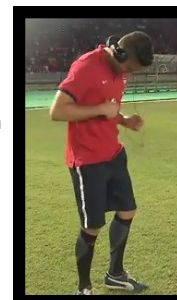


See It Here: <http://bit.ly/19Q7FIN>

Life On the Road

Teams have an incredible opportunity to capture behind-the-scenes thrills and frills from away games/matches that can be repurposed and distributed as compelling outtakes vignettes for fans to enjoy.

Arsenal FC recently demonstrated how teams can provide a transparent, light-hearted look at all of the fun, excitement, and action that happens off the field on team road trips.



See It Here: <http://bit.ly/1cQYAx7>

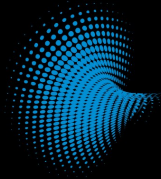
TREND TO KEEP AN EYE ON: PODS

In recent months, brand marketers have actively been turning to pods and innovative mobile marketing displays (that is, vehicles on wheels) to create truly unique game day experiences for fans. These holistic branded destinations provide increased opportunities to capture the interests and attention of fans, creating valuable 1-to-1 messaging / engagement opportunities that are hard to replicate elsewhere in sports.

While mobile marketing tours were certainly a leading grassroots marketing practice in the late 90's / early '00's, they have re-emerged as a hot, turnkey in-market solution as brands have found more nimble, cost-efficient ways to create footprints that can easily be set up and activated across a sizeable number of markets / events per year.

Check Out a Pod Experience in Action: <http://bit.ly/17xdXWD>





THINKING OUTSIDE THE BOX

IN THE ARENA

BRANDED CAMERAS

Emirates unveiled an A380 aerial camera at the French Open designed to promote its aircraft that flies to Paris twice daily... An absolutely brilliant new piece of "branding" inventory for properties worldwide!

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



IN THE CONCOURSE

SMART, TARGETED MARKETING

CoverGirl, the Official Beauty Sponsor of the NFL, is featuring a "Fanicure" activation station at stadiums across the nation, delivering a unique, memorable game day experience for female sports fans to trial products. The activation demonstrates how brands can take a targeted approach to create a unique experience for specific consumer segments!



AT THE TICKET OFFICE

REWARD FANS WHEN THEY LEAST EXPECT IT (& ENJOY IT MOST)

Dairy Queen recently teamed up with the Minnesota Wild to surprise 1,000+ fans waiting in line to purchase single game tickets with free DQ branded t-shirts and Dilly Bars. The simple yet effective surprise and delight experience will be a moment that fans will remember for years to come!



BLENDING SPORTS & ENTERTAINMENT

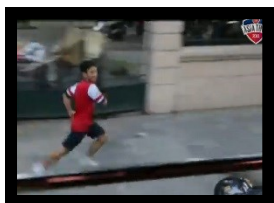
A huge opportunity exists for teams to elevate their online marketing / engagement efforts by creating incredible pieces of "branded entertainment" featuring a blend of sports, music, and fan brilliance. With firsthand access to athletes, mascots, fans, and talented performers, teams can bring team anthems (e.g. Fly Eagles Fly), fan cheers/spirit, and slogans to life in a truly memorable fashion - similar to the Jimmy Fallon | Miley Cyrus | Roots execution on the right. While it may require time and resources to execute, it could turn out to be the best thing your organization does all season long to win over fans worldwide if implemented properly.

Teams can seamlessly integrate sponsors (or promote slogans/hashtags) by dedicating a square / section of the video for brand placement or feature an interactive element (e.g. dancing Aflac duck). Giving players, fans, and celebrities a "voice" that is shared through owned/earned social channels may be just the answer your organization needs to break through the clutter to kick off a season, generate spirit during the playoffs, or promote a new partner!



Here is a fun opportunity for sports + music + fan + celebrity brilliance: <http://bit.ly/1ccdoGR>

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



Global Fandom is Incredible. Introducing: The Running Man

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



The Melbourne Aces Created a Series of Viral Stunts to Drive Buzz Worldwide

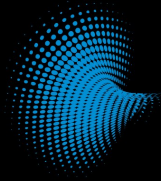
<http://bit.ly/GWC8rn>



An MLS Player Shows How to Execute Live Product Placement In-Game

<http://bit.ly/1goOh8U>





HOT OFF THE PRESS

Are you looking to get the inside track on sports business?

The Tao of Sports podcast series, developed by sports business veteran Troy Kirby, has emerged as one of the industry's leading audio resources sharing key insights, best practices, and personal/professional development tips.

Kirby has done an incredible job building a robust archive of 240+ podcast interviews with talented individuals from across all disciplines in sports. Each of the interviews provide an inside glimpse at the lives and responsibilities of industry leaders and hit on key topics impacting their daily responsibilities. Check out his work when you have a moment!

The Tao of Sports Podcast - The Definitive Sports, Marketing, Business Industry News Podcast

THE DEFINITIVE SPORTS INDUSTRY PODCAST

Check out The Tao of Sports' Collection of Sports Podcasts Here:
<http://bit.ly/175LhKT>

CREATIVITY IN THE SPORTS MARKETPLACE

VÆLG HVILKEN QUIZ DU VIL STARTE MED

Unibet & FC Copenhagen partnered to launch an interactive YouTube quiz & "Select Your Dream Group" contest around Champions League:
<http://bit.ly/1aWUwtn> / <http://bit.ly/19QX9N9>

Cork & Kerry, a Chicago-based restaurant, found a creative way to make a Blackhawks burger

Liverpool blurred out players' faces in their team photo and encouraged fans on social channels to comment on who was missing

Turkish Airlines found a creative way to showcase its partnerships with Kobe and Messi at the airport

Carlsberg recently surprised VIP guests with a unique experience featuring football legends hosting and serving beers
<http://bit.ly/15KI5Nh>

AmEx enhanced the US Open experience by giving fans free rides in eye-catching rickshaws

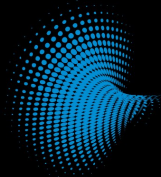
Under Armour broke through the clutter with this billboard to welcome sports fans to Baltimore

The 76ers recently launched an outdoor campaign that personally acknowledged loyal season ticket holders

Interested in signing up for the newsletter?

Send an email with "Subscribe" in the subject line to newsletter@partnershipactivation.com.

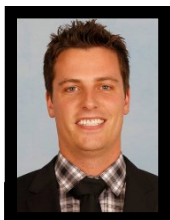
In the body of the email, please include your name, company affiliation, and contact information when subscribing.



RISING STARS

Which individuals will emerge as the next generation of leaders in the sports marketplace?

Partnership Activation, Inc. is excited to recognize the October 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) October recipients of the Partnership Activation Rising Stars Program:



Brad Nagel, Chicago Cubs (<http://cubs.mlb.com>)

As Manager of Fan Service within the Ticket Sales & Service Department, Brad is responsible for overseeing all inbound fan communication via email, phone, letter and online chat mediums. In 2013, he enhanced the Fan Communication Center by bringing all single-game ticket sales, service and fulfillment offerings in house. At the same time, he strategically executed inside ticket sales efforts to generate incremental revenue. This enhancement enabled fans to engage with educated and personable Cubs Associates through a full-service concierge-like experience, which resulted in increased fan spends. Brad is co-developer of the Chicago Cubs College Internship Program, which focused on adding value to the Cubs organization by presenting a revenue-generating, cross-functional case study to the Cubs executive team at the conclusion of the group's summer term. Brad is a graduate of Illinois State University and enrolled at Northwestern University's Kellogg School of Management in a tailored Executive Program.



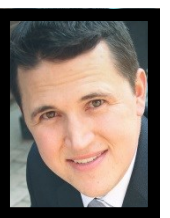
Eric Eways, Madison Square Garden (<http://www.TheGarden.com>)

Eric Eways is primarily responsible for generating sponsorship revenue across the various properties and brands owned by The Madison Square Garden Company. These include 7 different venues across the country, 3 professional sports teams, and multiple other sports and entertainment events. Previously, Eric has held roles with Van Wagner Sports and Legends Sales & Marketing.



Ryan Fischer, Fenway Sports Management (<http://www.FenwaySportsManagement.com>)

Ryan Fischer serves as Account Executive for the Partnership Sales Group at Fenway Sports Management (FSM). In this role, Fischer is charged with driving revenue for properties across FSM's impressive client roster of leading brands, including: the Boston Red Sox, NESN, Roush Fenway Racing, Liverpool Football Club, Boston College Athletics, Major League Baseball Advanced Media, and NBA superstar LeBron James. Prior to his work at FSM, Fischer spent three years at Madison Square Garden Sports working in premium and season tickets sales for the New York Knicks, New York Rangers and WNBA's New York Liberty. Originally from Brooklyn, New York, Ryan received his B.S. in Management and Business from Skidmore College, where he was a two-year captain on the Varsity Basketball team.

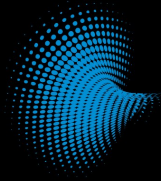


Sean Phifer, Nike (<http://www.Nike.com>)

Sean Phifer, a graduate of Creighton University and Ohio University's Sports Administration program, is the Retail Brand Manager for Running in North America at Nike. This includes overseeing Nike's retail activation across the wholesale marketplace, including Dick's Sporting Goods, Finish Line, and hundreds of retail specialty accounts. Sean has worked at Nike for over three years and has previously held positions working on Finish Line account marketing and with the EKINS, Nike's marketplace education team.

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

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



SOCIAL MEDIA SPOTLIGHT

Texas A&M Football Delivers an Inside Look at Life as an Aggie

Texas A&M Football recently launched an innovative social/content hub that provides recruits with an inside look at life inside the program on and off the field. The "must-see" hub is filled with exclusive lifestyle-driven content, delivering a level of transparency, storytelling, and access never seen to date in the college space.

The site, AggieFBLife.com, delivers a daily look at the swagger and excitement of being a student-athlete at Texas A&M, featuring insider photos/videos, social posts, playlists, gear, practice clips, and more. In a day and age where college athletic departments are looking for every advantage in the recruiting space, Texas A&M is surely capitalizing via social/digital!



PARTNERSHIP SPOTLIGHT

THERE'S VALUE AND MONEY IN DATA. HOWEVER, ONE MUST APPROACH THIS CATEGORY WITH A WISE EYE TOWARDS THE FUTURE.

What's Hot - Professional Sports:

As a category leader alongside SAP, IBM continues to introduce revolutionary data and analytics platforms for iconic global sports properties worldwide. However, in 2013 IBM has taken their efforts one step further by providing fans with a wealth of compelling content tied to Predictive Analytics and Data Driven Insights around live sports events. IBM launched a hub that officially houses all the content and works strategically with partners to distribute it to fans. Check out their work: <http://ibm.co/19YTIvp>



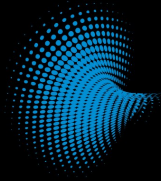
What's Hot - College Sports:

The University of Oregon Athletics Department recently announced an unprecedented marketing partnership with Datalogic, a global leader specializing in data capture. As part of the agreement, Datalogic will be positioned as the "Official Bar Code Reader & Automatic Data Capture Provider of the Oregon Ducks and IMG College" and will look to capitalize on synergistic values tied to speed, efficiency, and teamwork.



A CLOSE LOOK AT THE BEST SOCIAL GRAPHICS IN COLLEGE ATHLETICS





#SPORTSBIZ ON TWITTER

5 HANDLES YOU MUST FOLLOW



@dersportmanager



@TKGore



@FEngagement



@ChrisBottaNHL

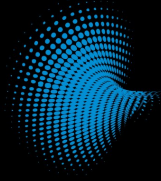
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@SportsPro

THOUGHT STARTERS

Looking to leverage home improvement retail partners? Here's 30+ activation ideas to consider:

- Distribute project starter coupons
- Invest in spend back with the retailer for stadium repairs
- Host player appearances at retail locations
- Run contest offering man cave / home / room makeover
- Allow fans to help build a new interactive element within the stadium
- Create an ownable tailgate area | reward fans who tailgating with products from preferred partners (grills, etc.)
- Provide merchandise for staff to wear on game days
- Offer promotion if the team wins, fans save X day after the game
- Allow fans to get free tickets or merchandise if they spend over \$400 in-store (and submit receipt code online)
- Execute a community initiative (e.g. paint the town green)
- Create ownable events around Fathers Day, Labor Day, 4th of July
- Offer pass-through promotional rights to preferred suppliers
- Execute a receipt promotion offering instant win opportunities
- Reward fans who shop at retail location on game day to receive 15% discount if they are wearing team-branded gear
- Host a pep rally / watch party at select retail location
- Host an official tailgate | watch party for road games
- Execute an in-game promotion where fans have to throw/kick/shoot a ball into a washer | dryer combination
- Run a Black Friday | holiday promotion where fans can "check-in" to win team-related merchandise
- Create an affiliation with a family section inside the stadium/arena
- Create an ownable segment around "Tools of the Game"
- Distribute branded hard hats to sections of fans
- Feature game day kids clinics (building team-oriented item)
- Host a Habitat Build with players, team personnel and fans
- Feature compelling messaging in construction areas around the venue
- Create ownable week/period around Back to Spring
- Host an exclusive event for key partners | professionals | exclusive customers
- Create an ownership play around the grounds crew, tarp, etc.
- Run a promotion encouraging fans to decorate their homes / yards with team-branded marks
- Offer a fan the chance to meet the grounds crew or have the grounds crew do a yard makeover
- Turn the foul poles into giant tools (hammer, screwdriver)
- Provide an inside look at players' personal home improvement projects (cribs style)
- Create surprise and delight video experiences renovating / turning fans homes / rooms into team-branded spectacles
- Execute an instant win promotion at retail (every 1,000 shopper at each cashier station wins X)
- Feature branded carts (customized per sport) at retail
- Feature a tool race on the field
- Allow fans to put their passion "to work" for a good cause
- Offer game day daily deals with unique team-centric incentives
- Execute a Tickets for the Troops promotion (as most HI retailers have military related affiliations)



7 QUESTIONS WITH JIM KAHLER

EXECUTIVE DIRECTOR, CENTER FOR SPORTS ADMINISTRATION AT OHIO UNIVERSITY



Everyone talks about having a "game-changing moment" in their career. For me, it came in 2006 when I was granted admission into Ohio University's distinguished Sports Administration program. The Ohio University Center for Sports Administration helped me build the foundation I needed for a successful career in sports, delivering a world-class education, lifelong friendships/network, unparalleled experiences, and an opportunity to learn the business, professionalism, and pearls of wisdom from the likes of Jim Kahler, Dr. Charles "Doc" Higgins, and Dr. Andrew Kreutzer among others.

I recently had an opportunity to sit down with Jim Kahler to ask 7 intriguing industry-related questions:

I. What advice would you give to persons looking to build a foundation for a successful career in sports?

My advice would be simple. Discover what you're really good at and try to find opportunities where those skills will transfer best. Avoid being a fan and start thinking like a solutions provider. Ask yourself what it is that you can bring to the table to a sports organization.

II. What are the defining factors / characteristics of a world-class sports postgraduate program?

A committed faculty, strong and loyal alumni network and a commitment to full time placements after graduation. A world class graduate program should also control and limit the number of students admitted every year and be keep the focus on student placements as opposed to driving head count.

III. What key attributes do you look for when interviewing candidates for Ohio University's two-year MBA/MSA program?

Communication skills and the ability to present your brand in manner that distinguishes itself from your competition. While your academic record and GMAT scores are important, we will also be looking at your ability to sell yourself in the interview. If you can sell our graduate committee chances are you will have no problem landing a full time job after graduation.

IV. What value does Ohio University's Professional Master of Sports Administration online program deliver for individuals already working sports?

We believe our Professional MSA Program delivers tremendous value for individuals who are already gainfully employed in the sports business industry. Not only will this degree deliver lifetime benefits through your association with Ohio University, it will challenge you to get out of your comfort zone and teach you to think critically. The program will round out your existing skill set and broaden your awareness in key subject areas like sponsorship, finance, research, management and consulting.

V. How important is networking, mentoring, and goal setting to career development in sports?

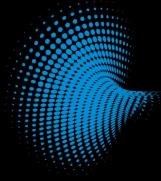
All three areas are extremely important and interrelated as your mentors should help you expand your network and will hopefully help you establish both your long term and short term goals. We place a great deal of emphasis in placing our students with alumni mentors that are dedicated to helping us prepare our students for a long and prosperous career in the sports business industry.

VI. Name 3 trends you are currently following in sports business that will have a notable impact in 2014.

1. Where college athletics is heading.
2. The impact of social & digital media in sports and wave of new jobs that are being created as a result.
3. Internships and changes in the law that may impact future opportunities for our students that could be positive or negative.

VII. What are 3 things most people don't know about Ohio University's Sports Administration program?

It's much more than a network of loyal alumni and driven by an ever changing curriculum that is practical in nature and extremely demanding. By the time our students graduate they will have mastered the art of time management, teamwork, critical thinking and humility. They will leave here with the understanding that they are just getting started and willing to pay their dues without losing sight of giving back to the generation of students who will follow them.



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. Game Day Gifting

Organizations can create "surprise & delight experiences" on game day for fans/STH's in their social channels by allowing them to open a virtual box and receive a surprise gift (ticket/merch discounts, partner rewards, unique experiences). Teams can also leverage this idea to promote a new footwear / apparel product launch in a unique way.



II. Celebrate Real-Time Moments

Teams can enhance the game day fan experience by installing an interactive display wall (made of pucks, soccer balls, mini-footballs) that displays real-time messages based on in-game events. The wall would serve as a unique area for fans to take photos before, during, and after games alongside fun messages (e.g. Braves Win! Braves Win!)



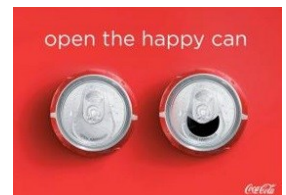
III. "In the Moment" Photo Opportunities

Realizing that 99% of fans cannot attend a Championship game / jewel event live, teams can leverage their online channels to allow fans to upload a picture of themselves standing in front of the celebration to share out through their channels and surprise their friends... pretending they were there live (with partner branding integrated in the mix).



IV. Cheer for the Happy Can

Teams can creatively drive excitement during live games by encouraging fans to cheer loud to "Open the Happy Can" (e.g. make a Coca-Cola can smile). If the crowd can successfully do so in a designated timeframe, all fans in attendance will receive a special coupon voucher that can be redeemed at a preferred retail partner (for X off 12-pack of Coca-Cola products).



V. Give Social Participation a Boost

Teams can drive increased comments / participation in their social communities by asking fans to participate in games where they are asked to help name "all 53 players on the active roster in 1978" or "name all 13 opponents the team beat in 1991" ... All fans who participate can win the chance to partake in an exclusive online chat or receive an exclusive photo / download / personal tweet or message tied to the team the social game alluded to.



VI. Deliver Surprise & Delight Social Experiences

Prior to the start of the season, teams can generate buzz by asking their social communities, "If you could watch the (Insert Team) play XXX, who would it be and why?" Teams can then identify the best comments/responses and reward those fans with free tickets to incent participation throughout the year.



VII. Give Fans What They Want To Hear

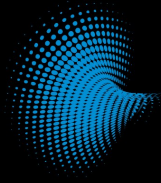
Teams can benchmark Heineken's use of high frequency beams of sound influencing consumer behavior at retail to create a unique concourse experience where fans can "mysteriously" hear play calls, trash talk, and cheering/fight songs. In addition, teams can partner with an apparel provider to create a unique setting in the team store where fans can "listen" before they buy.



VIII. Turn to the Fans to Celebrate Milestone Moments

Teams can celebrate milestone moments / key dates in history by creating video montages featuring video messages from fans, very similar to Beyonce's recent 10-year anniversary piece around Dangerously in Love. This serves as a great tactic to empower fans and drive discussion via social: <http://bit.ly/19ychRj>





PartnershipActivation

The "Think Tank" for connecting brands with fans.

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BRANDED ENTERTAINMENT ... AT ITS FINEST

**Farmers Insurance -
Dick Fowler PI**
<http://bit.ly/17eIBHg>

**Budweiser - #ToTheDream
(FA Cup Film)**
<http://bit.ly/1egtXm9>

**Samsung GALAXY Note 3 -
Messi's Note**
<http://bit.ly/1gPJNWv>

**Dodge Durango - Staring
Contest (Anchorman 2)**
<http://bit.ly/1aZbc3E>



IDEA BOX



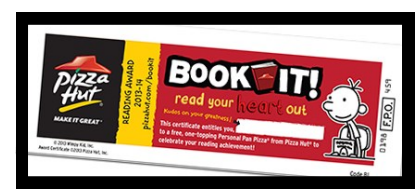
Reward Fans for Their Loyalty at Home and On the Road

Teams can align with a travel / airline partner to create a fun promotion that rewards fans who can prove (with photos) that they've traveled to see their favorite team play in every stadium / market nationwide (or against every divisional opponent). The promotion would allow teams and partners an opportunity to build a robust catalogue of fan photos that could be repurposed to support other initiatives while providing fans a chance to truly demonstrate their passion and willingness to see their favorite team play live at all costs.



Give Fans a Chance to Compete to See Their Favorite Team Play Live

Teams have an opportunity to tap into the affinity of the local/regional marketplace by giving fans (of all income levels) a chance to "earn" their way in to see their favorite team play... Despite how much teams discount tickets, some fans will never have an opportunity to go to a game. Thus, teams can host a pre-game (or pre-season) challenge like the Madden Challenge below that allows fans to compete for a chance to see their favorite team play live (with 1 pair of tickets being given away each game or each season): <http://bit.ly/1c73sBD>



Looking to Attract A Young Fanbase?

Realizing the popularity of Pizza Hut's Book It program in the U.S. over the past 20 years, teams have a unique opportunity to align with a QSR/retail partner to create a similar initiative designed to drive affinity / viewership amongst young fans (6-18). Teams could create a "Fan For Life" or "Watch Us" loyalty program that rewards fans who denote that they watch each game (either online, via text, or via coupon) with a free redemption item (free pizza, etc.) or discounted team merchandise each week during the season. The promotion could be a great way to integrate a media broadcast provider as well!



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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.