

**Looking to Maximize Your Productivity in 2014?**

Here's 10+ Ways to Work Smarter in The New Year

- Do One Important Task At a Time (And Do It First)
- Turn Key Tasks Into Habits
- Create Time Limits to Complete Tasks
- Organize, Concentrate, and Develop Action Steps
- Do a Daily Brain Dump
- Create Daily/Weekly To-Do Lists
- Prioritize and Delegate More Freely
- Establish Routines and Make Them Fun
- Plan Regularly (and Ahead)
- Batch Similar Tasks Together
- Focus on Work-Life Balance
- Turn Off Email / Clear Your Computer Screen
- Start Early (Wake Up 3 Hours Before Work Starts)

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

**PARTNERSHIP ACTIVATION**

Welcome to the Winter 2014 issue of the Partnership Activation Newsletter! I hope you enjoy the creative sports business ideas, best practices, and strategies included in this issue.

As we kick off the New Year, I wanted to reinforce the notion that a great idea can come from anywhere. While many teams, leagues, and events still primarily look to emulate and share best practices from their own individual sports/leagues, the key is understanding that game-changing ideas and business solutions can come from any league at any level across the world. A great example? Fox Sports' Eric Shanks created the RedZone Channel after being inspired by an Italian soccer show he saw being produced in a studio while traveling internationally.

I've recently been inspired by the work Tracie Hitz is doing building an idea-sharing blog dedicated to growing the game of women's basketball. I encourage you to check it out here: <http://bit.ly/IjHh8DE>

I hope 2014 proves to be an incredible year for you and look forward to hopefully having an opportunity to meet / speak in the near future. If you ever would ever like to connect to share creative ideas, discuss business opportunities, or other items, please reach out to me anytime at [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com).

Thanks and Best Wishes! Brian

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[PartnershipActivation.com](http://PartnershipActivation.com)

**INDUSTRY WATCH | THE VALUE "INSIDE"**

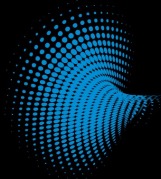
In early December, Intel announced a pinnacle agreement to become the official technology partner of FC Barcelona - a deal worth \$25 million over five years that included an industry leading marketing opportunity.

As part of the agreement, Intel scored the rights to brand the strapline of the inside of the team's jerseys - a largely untapped piece of inventory in leagues worldwide that in so many ways is unique and endemic to the brand's "Intel inside" positioning in the marketplace. The announcement created a firestorm of media attention worldwide, highlighted by FC Barcelona star Neymar pulling his jersey over his head during a recent match revealing the iconic Intel branding "inside".



Intel will serve as FC Barcelona's official technology partner and will be responsible for helping the Spanish club become one of the most technologically advanced teams in the world. In turn, Intel will provide FC Barcelona with equipment and expertise to develop training and performance insights. Intel execs see the entire partnership as a huge win for the company as it symbolically (and authentically) tells the brand story to a global audience through an iconic property.

See More About The Innovative Partnership Agreement Here: <http://bit.ly/JrItg5>



## EYES ON THE INDUSTRY

### SPORTS CONTENT INSIDER

One of the hottest technologies hitting the sports marketplace in 2014 are beacons, a fan-friendly app system that allows teams to send targeted content, offers, and alerts to fans' mobile devices at key points inside and outside stadiums.

Beacons essentially act as small radios that use location-based technology to pick up signals from mobile devices (based on a user's location) and send back compelling content.

Several properties, including MLBAM and the Miami Dolphins, have experimented with beacon technology in recent months and are considering aggressive implementation plans to enhance the fan experience in-stadium. As mobile solutions continue to be more important to fans, teams, and partners, beacons will help fuel opportunities to deliver the right message to the right fan at the right time.

Here's a quick look at how beacon technology works:

#### Who's Involved:

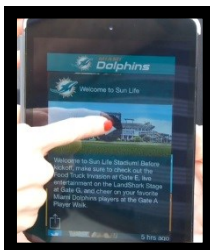
- Property, beacon service provider (e.g. Qualcomm Gimbal, Apple iBeacon), team's mobile / application developer, sports marketing agency

#### What's Developed / Installed:

- Official team app is equipped with beacon transmitting technology
- Small beacon devices (approximately the size of a light switch) are placed throughout the stadium in key touch point areas (with high foot traffic / engagement / sales opportunities)
  - Beacons run on Bluetooth low energy technology, making them cost-efficient (as low as \$5 - \$10, with 1 year life span) and operating on a spectrum separate from stadium WiFi

#### What's the Experience:

- Fans who download the official team app and sign up to receive alerts receive valuable, real-time content pushed to their mobile devices as they move about the stadium based on location, quality, and time of day
- Content can include:
  - High-impact videos (personalized greetings, highlights, video messages from players and former coaches)
  - Discounts on concessions and merchandise and fan loyalty rewards
  - Alerts informing fans of shorter concessions/bathroom lines / traffic
  - Messages about alcohol sales ending in the 3rd quarter
  - And more...



## Freshwire

**Interested in Using Beacon Technology at Your Venue?**

Contact Brian Gainor at [brian.gainor@freshwire.com](mailto:brian.gainor@freshwire.com) for more info

### RECOMMENDED VIEWING

**The Miami Dolphins Partner with Qualcomm on Beacon Technology**

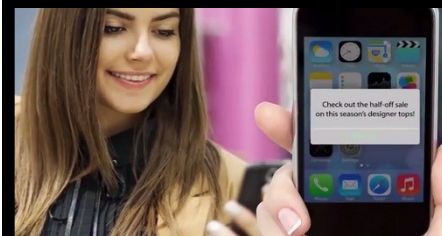
<http://bit.ly/1ctA6Hn>



### WILL 2014 BE THE YEAR OF THE BEACON AT RETAIL?

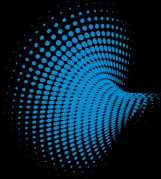
Learn More:

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



### 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.

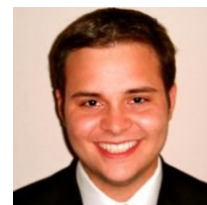


## INDUSTRY SPOTLIGHT

### MAXIMIZING THE VALUE OF SOCIAL



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



As the New Year begins, it seems most companies have accepted that the use of social media must become part of their marketing strategy. As a result, social media marketing has spread over the past years and its use will only grow in the future. This trend is led by platforms such as, Twitter, Facebook and LinkedIn that offer a seemingly unlimited reach to consumers. While social media marketing has quickly become one of the industry's most popular tools, it is new enough that marketers are still learning what the best methods are to promote their brand, impact its consumers, and how to measure its effectiveness.

In the marketing world the common conclusion is that the more "friends," "followers," and "likes" an organization has, the more popular it is. Because social media marketing is still relatively new, organizations continue to discover the best ways to convert their followers into consumers. In managing their social media accounts, marketers find themselves asking, "What is the best way to impact the social media population?" and "Are these chosen methods working and what impact are they having?"

Establishing a creative, digital presence is typically a company's first step. For example, many brands have ditched the traditional URL and swapped it for a Twitter handle, in hopes that a customer might see it and "follow" them as a result. Others have added "Like us on Facebook" on advertising materials to increase their social media footprint. While these aren't bad ideas, as we move into 2014 brands are creating more unique and innovative social media marketing ideas. Sports sponsors are now striking deals not just for naming rights, or other traditional multi-media licenses, but are specifically targeting teams for their large social media fan bases. Individuals gravitate toward their team's social media account without the team necessarily spending time or money promoting it. As a result, access to these followers leads to a larger, more attentive audience. Take the New England Patriots' new partnership with Xbox One as an example. "Patriot Predictions: Presented by Xbox One," are Facebook posts where fans can make game predictions in the comment section or enter to win by filling out a quick survey. Not only is "Xbox" in the contest's official name, but the Xbox logo can be seen vividly on the page. Other companies are using similar methods, but channeling their efforts through players. For instance, the Brooklyn Nets' Paul Pierce and American Express paired up to hit Pierce's 2.9 million Twitter followers. Pierce tweeted, "How do you elevate your game? Submit a photo & @AmericanExpress will fly the winner to meet me [link to contest]." It's likely that Pierce's following represented the demographic that American Express wanted to reach. This type of social media is becoming more prominent and allows brands with few followers to utilize the higher number of impressions available from sports accounts.

Currently, it's very difficult to create a quantifiable number that demonstrates how well a company's social media efforts are performing. While it may be easy to track an organization's following through likes and followers, companies need more concrete answers.

Questions that industry professionals are looking to answer:

How are fans using digital/mobile/social media within sports?

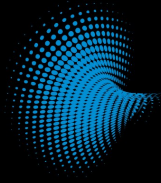
What are the biggest drivers of value (CPM) for different elements of social media in sponsorships?

How is digital/social/mobile media impacting fan spending?

There are few resources and little data that assist in answering these questions. However, at the end of January, Navigate Research and Wasserman Media Group will release a study that provides an in-depth look into the impact social media has on sports fans. "The Social Media Scoreboard" sets out to piece together the complex puzzle of the social media landscape. The study will answer questions relating to consumer's digital and social media use, as well as how marketers determine a relative CPM for social media within a sponsorship package.

As the digital world continues to age, it is only a matter of time before we know as much about using social media for sponsorships, as we do about signage and broadcast platforms. However, companies can now take advantage of the "Social Media Scoreboard," and combine the study's findings with the brand's own creativity to maximize the effectiveness of social media marketing.

**To request more information about The Social Media Scoreboard—Understanding the Value of Fan Engagement in Sports, please email: [Info@NavigateResearch.com](mailto:Info@NavigateResearch.com).**



**THREE THINGS YOU NEED TO SEE**

**GREAT SPORTS MARKETING IDEAS IN THE NEWS**



**Delivering 360° Viewpoints**  
Teams have a unique opportunity to curate fan reaction videos to create compelling video snapshots of memorable moments in time (game winning plays, retirements, signings, hirings, etc.)  
<http://bit.ly/1jYEB61>

**Going Against the Grain with Humor**

Humor can go a long way in sports - just ask the officials of the Tostitos Fiesta Bowl who recently partnered with Jimmy Kimmel to create "The Worst Contest Ever" as a means to drive buzz nationwide prior to the game.

Taking a lighthearted approach to their marketing efforts, the parties aired a vignette on Kimmel's late night show promoting a contest with no prize, no rules, and no winner... just a simple ask for consumers to purchase a bag of Tostitos and mail Kimmel a single chip in an envelope.

The promotion generated 120,000+ views, a flood of submissions, and helped Tostitos and the Fiesta Bowl escape the clutter and shine during bowl week.

**See the Execution Here:** <http://bit.ly/1I2NFpk>



**Making Headlines**  
Famed Milan striker Mario Balotelli recently wore boots featuring newspaper headlines about himself  
<http://yhoo.it/1isz0DX> / <http://bit.ly/1cjRcLk>

**Creating True Value for Loyalists**

The most impactful partnership activation opportunities create "win-win-win situations" benefiting fans, properties, and corporate partners alike. New Balance has proven this over the past few years leveraging a partnership with the Department of Conservation and Recreation in Boston to build loyalty with the local running community.

New Balance uses its partnership to fund snow removal efforts along the 17-mile path of the Charles River, featuring motivational signage/messages along the way. The brand's commitment serves as a textbook example of an effective activation strategy as it truly benefits / enhances the lives of the Boston running community and ensures that they can actively train year round.

**Learn More Here:** <http://bit.ly/1geWWaT>



**Capitalizing at Retail**  
Fan Instagram photos can be featured at retail using new POS technologies to drive shopper interest / sales  
<http://bit.ly/1dj69y8>

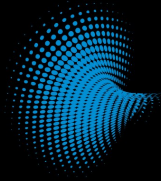
**Winning Consumers Over - One BMW Challenge at a Time**

In August, BMW South Africa launched an industry-leading activation display in support of its partnership with the Springboks, a South African rugby club that has generated interest worldwide. The display, coined The BMW Challenge, allowed consumers to test their performance against their favorite rugby players through a variety of interactive experiences.

The experiential display provided fans an opportunity to test their dynamism and agility through an incredible running race experience against the Springboks in real-time on a life-sized LED wall and their power using a scrum machine. In addition, the display featured RFID experiences, a photo booth, BMW vehicles, and more - a truly all-encompassing footprint.

**Check Out BMW's Execution Here:** <http://bit.ly/1eRxnKT>





## THINKING OUTSIDE THE BOX

### IN THE ARENA

**Monetize and Magnify the Beat**  
Marathon organizers and teams can amplify the deejay / live music experience for attendees by aligning with brands entrenched in the music space (Skullcandy, Beats by Dre) to deliver a more immersive, memorable experience.



### IN THE STANDS

**Create Memorable Mascot Challenges**

The Jacksonville Jaguars recently showcased how teams can leverage their mascot's unique talents to create halftime stunts generating nationwide interest. The Jaguars pinned their mascot, Jaxson de Ville, in a head-to-head challenge against PGA golfer Jim Furyk to see who could drive a golf ball from the upper deck closer to the pin, positioned at midfield.

See Who Won Here:  
<http://on.nfl.com/lbxjZe>



### IN THE COMMUNITY

**Capitalize on the Holidays**

Teams have ample opportunity to create at least (1) major holiday-related event each year to raise funds for a local philanthropic cause. A great example of this is Manchester City's Santa Stroll, which features a day full of festivities attracting thousands of MCFC fans wearing sky blue Santa suits doing a 5K for a great cause and more:

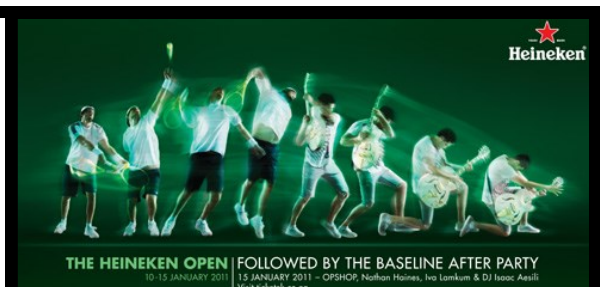
<http://bit.ly/lcxY3NK> / <http://bit.ly/lholGQQ>



## BLENDING SPORTS & ENTERTAINMENT

For the past five years, Heineken has celebrated the finale of the Heineken Open tennis tournament in Auckland, New Zealand by hosting a Baseline After Party event that has proven to be hugely successful. The event, featuring performances from a collection of New Zealand's hottest artists and deejays, showcases how properties and brands can work together to deliver a valuable blend of sports and entertainment offerings that appeal to a wider audience of consumers.

The Baseline After Party serves as a great benchmark for teams, leagues, and events worldwide as it creates additional inventory for partners and new opportunities for fans to interact with players, enjoy exclusive, live entertainment, and create long-lasting memories!

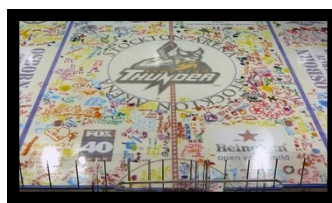


Check out the Heineken Baseline After Party Here:  
<http://bit.ly/lEtX7jp> / <http://bit.ly/lEtVgkU>

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



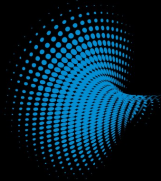
**The Spurs Hit the Laundry Room to Sell Detergent**  
<http://bit.ly/lEkEgV4>



**The Stockton Thunder Let Fans Paint the Ice Prior to a Game**  
<http://bit.ly/lgzi7o4> / <http://bit.ly/lI5J5UG>



**Red Bull Pushes the Boundaries High in Dubai**  
<http://bit.ly/lahJ6Q8>



## HOT OFF THE PRESS

**Are you looking for reliable industry projections?**

PwC recently released its latest Sports Outlook e-publication, a reliable resource providing industry predictions, revenue projections, and more through 2017.

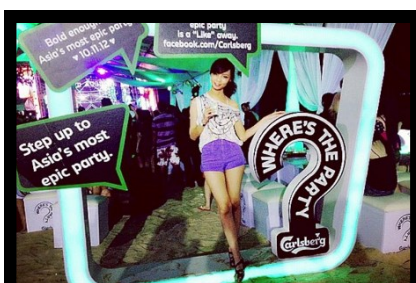
The document, available as a free download online, details how the sponsorship, media rights, gate revenue, and merchandising sectors are forecasted to evolve in North America over the next (5) years.



## CREATIVITY IN THE SPORTS MARKETPLACE



Chick-fil-A generated fan interest at the Chick-fil-A Bowl with its creative signage delivering game predictions



Carlsberg showcases how brands can create fun, engaging photo displays for fans at concerts (standing alongside musicians' song lyrics, famous sayings, etc.)



University of Texas fans are known for their loyalty but one fan took his affinity to new heights by creating this "Hook 'Em Horns" statue in his front yard.



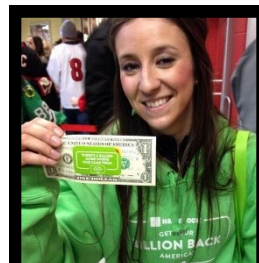
Chelsea struck gold with this simple, yet fun photo opportunity for fans



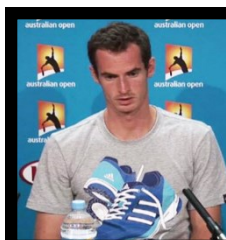
An Asian beer company created a unique photo display where fans could literally sit inside a "Drunken House" (a cutout of the beer bottle inside a wall)



The IMG College team at Ohio University made fake papers for students to hold up during pre-game warm ups to ignore opponents, creating new inventory opportunities for partners to directly reach fans



H&R Block gave away free dollar bills at a recent Chicago Blackhawks game to promote tax services (via @breakground)



Andy Murray used his press conference apparel at the Australian Open to promote his new adidas shoes

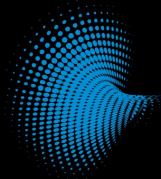


The Anaheim Ducks create unique promotional offers for fans based on milestone moments throughout the year

**Interested in signing up for the newsletter?**

Send an email with "Subscribe" in the subject line to [newsletter@partnershipactivation.com](mailto:newsletter@partnershipactivation.com).

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



## RISING STARS

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

Partnership Activation, Inc. is excited to recognize the January 2014 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) January recipients of the Partnership Activation Rising Stars Program:



#### **Linds Glass, Churchill Downs Racetrack (<http://www.kentuckyderby.com>)**

Linds Glass manages the Partnership Activation and Licensing team for Churchill Downs Racetrack, home of the Kentucky Derby. Linds has played an integral role in the launch and implementation of many of Churchill Downs' most prominent partners, including the inaugural presenting sponsor of the Kentucky Oaks. In addition, Linds is responsible for the day-to-day management of Churchill Downs' licensing program, which includes the "must have" item for any Kentucky Derby patron, the Mint Julep glass.



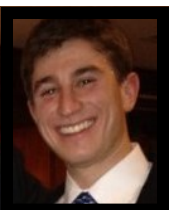
#### **Brian Josephs, REPUCOM (<http://www.repucom.net>)**

Brian Josephs is an Account Director at REPUCOM, based in Stamford CT. In his role Brian is responsible for management of REPUCOM's wide list of franchise clients across the MLB, NBA, NFL and NHL. This encompasses the delivery of a wide platform of media and market research solutions across teams such as the Miami HEAT, Los Angeles Dodgers and Washington Redskins. Originally from Chicago, Brian is a graduate of Georgetown University where he was a member of the varsity football team and Patriot League Honor roll.



#### **Keith Baulsir, Tampa Bay Buccaneers (<http://www.buccaneers.com>)**

Despite being just 27 years old, Keith Baulsir has already overseen millions of dollars in sponsorship deals. After graduating from JMU's Sports Management program with honors he worked his way up from intern to Account Supervisor at Starbridge Media Group, a boutique sports agency that represented the Verizon Center in Washington DC (home of the Washington Wizards & Capitals), athletes, and various properties. After 2 ½ successful years he was hired away by Terrapin Sports Marketing/ CBS Collegiate Sports Properties, where he was the top producer of new business for the University of Maryland's multimedia rights group for the 2010-2011 school year. D.C. United then recruited Keith to jumpstart their new business efforts and he added over 20 new partners to the team's sponsor base and closed nearly \$2M of sponsorship deals in just over 2 years. Keith was recently named to the 10 NEXT Class of 2013 by SportsPro Media, and earlier this month he joined the sponsorship team at the Tampa Bay Buccaneers.

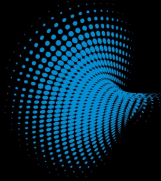


#### **Corey Rosen, National Football League (<http://www.NFL.com>)**

Corey, a graduate of the University of Maryland, is currently a TV Sales Analyst for the National Football League. Prior to joining the League, he served as a Sales Assistant for Terrapin Sports Marketing where he managed client partnerships and generated revenue for the University's multimedia rights group. Also at Maryland, Corey served as a Sports Marketing Coordinator for the Maryland Baseball team overseeing all marketing and promotions for the team. In addition to these experiences, he has also worked for the MLB Network assisting in day-to-day ad sales/market research shortly after the networks launch in 2009.

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

Send a two (2) paragraph nomination to [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com)



# Partnership Activation

The "Think Tank" for connecting brands with fans.

WINTER 2014 - ISSUE 49

## SOCIAL MEDIA SPOTLIGHT

### Take Fan Celebration Nights to the Next Level with Social

Organizations looking to elevate their fan appreciation / social media nights should take a close look at the work the Golden State Warriors are doing in the space. The Warriors recently hosted a #DubNation Night presented by Esurance, showcasing how properties can fully leverage available online and social channels to create an extraordinary experience for fans in-arena and for those watching at home.

The Warriors executed #DubNation Night to perfection, delivering:

- 3K hashtag themed t-shirts to fans who checked in on Facebook at the game, 20K #DubNation cheer cards, Twitter and Instagram contests, a Warriors Mobile App contest for fans watching at home, fan tweets and Instagram photos on the scoreboard, special contests, and more.



## PARTNERSHIP SPOTLIGHT

### Entering your stadium should be just as magical as entering a theme park. The question is what are you doing to create that unforgettable experience for fans?

With rising ticket prices and the evolution of the home viewing experience, properties are increasingly facing pressure to enhance the game day experience for fans in new, memorable ways. While there are certainly many areas for improvement (customer relations, stadium WiFi, etc.), all properties should consider whether they are making the first touch point with fans as they enter the stadium/arena an unforgettable one.

As an industry benchmark, Carlsberg has done a tremendous job making guests of its "Where's the Party?" concert series feel like they are part of something incredible from the start, including:

- Featuring a tunnel of personnel lined 20+ deep welcoming guests to the experience
- Featuring models dressed as airline stewardesses welcoming fans through metal detectors
- Featuring a line of models holding umbrellas creating a special entry way for fans in the rain

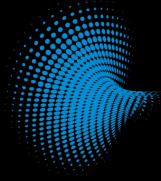
Gate entitlement partnerships offer properties and brands some of the biggest opportunities to create a long-lasting impression. Consider all avenues in using game day personnel to and available assets to truly deliver a unique experience for fans.



## A CLOSE LOOK AT THE 2014 NHL WINTER CLASSIC







**#SPORTSBIZ ON TWITTER**

**5 HANDLES YOU MUST FOLLOW**



@RichardAyers



@IE\_Sports



@TaylorMcGillis



@benjsto



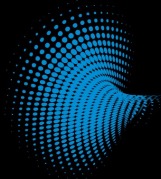
@CharlieSayz

## THOUGHT STARTERS

Looking to leverage convenience store (c-store) partners? Here's 20+ activation ideas to consider:

- Fan loyalty cards / incentives
- Fill up and win promotions (fill up 8 times, win tickets to X game)
- Player / mascot / showcar appearances
- Post-game coupon drivers (team scores 5 goals, fans get 10% off)
- Exclusive products (team-branded Slurpee, game day donuts)
- Team-branded POS displays
- Surprise and delight experiences (players pump gas for fans)
- Exclusive collectibles (bobblehead series distributed throughout the season)
- Game day discounts (15% off all in-store purchases on game day)
- Game day promotions (fans who wear their team jersey receive a free/discounted item)
- Co-promotion of team lottery cards
- Pass-through sponsorship rights for an exclusive/premier vendor relationship
- Ticket distribution (exclusive sales outlet for single game tickets)
- Promotion of team-centric offers on at-the-pump media channels
- Offer fans who pump gas on gameday the chance to win free season tickets (randomly selected - 1 per weekend during season)
- Free team branded t-shirt distribution (to all customers) on game day
- Store receipt promotion (offering discounts on tickets, merchandise, concessions, and more at the stadium)
- Rights to feature an in-stadium store location
- Rights to sell exclusive line of concessions/products in-stadium
- Designation rights as the official pre / post game destination for fans, featuring a radio remote, mascot, cheerleaders, team personnel, and more
- Rights to distribute collectible cups / card series throughout the season
- Interactive signage promoting key products in-store (coffee, drinks, snacks, etc.)





**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!

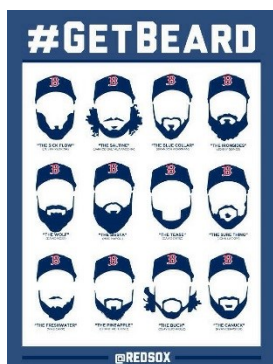
**I. Tweet a Ticket**

Teams can consider creating a "Tweet a Ticket" initiative as an added benefit for season ticket holders. From an executional standpoint, all STH's would be allowed to designate (1) person in their social circle who they'd like to give a free pair of tickets to (when registering for season tickets) and the team can share them out as a social outreach mechanism. Here's a little food for thought: <http://bit.ly/KqR7MX>



**III. Capitalize on Social in Style**

Haircare / grooming partners can align with teams to create an engaging social promotion encouraging fans to tweet/post photos resembling their favorite players' stylish appearances (using a designated hashtag) for the chance to receive a unique meet-n-greet experience and exclusive grooming tips from the pros.



**V. Bring Fans Closer to Their Favorite Players on Game Day**

An opportunity exists for teams to create immersive online experiences that bring fans closer to their favorite players while incorporating a shared sponsor. For example, the Miami Heat could create "The LeBron James Experience" and allow fans to virtually follow James through his typical game day routine and guess what time he wakes up, what breakfast he eats, what television shows he watches, what he wears, who he talks to, and what his traditions / rituals are for the chance to win prizes, and meet-n-greet experiences.



**VII. Put on a Display That Celebrates History in Style**

Teams can align with beverage partners to create an outdoor photo display showcasing a series of co-branded commemorative bottles that the team/brand has rolled out over the years to drive fan affinity (reinforcing the brand's commitment as a long-time partner), affiliation awareness, and/or introduce new packaging roll-outs.



**II. Capitalize Game Day GIFs**

Teams have an opportunity to plan for the moment (when touchdowns happen, games are won, new lap leaders emerge) to engage fans in their social channels with entertaining GIFs - either pre-produced by the team or by players. The GIFs could serve as a piece of sponsored content depicting entertaining touchdown dances (not permitted on-field), crowd reactions, celebrity reactions, and more. Looking for a great benchmark? Check out HBO's social execution around the 2013 Emmy's.

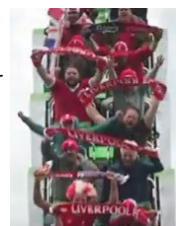
**IV. There's Value in the Numbers**

Teams can leverage owned digital, social, and mobile channels to create a weekly polling series designed to amplify the voice of the fans. Teams can showcase favorable fan sentiment datapoints about upcoming matches, player performances, and more through an ownable branded social graphic series displayed on their digital/social/mobile channels.



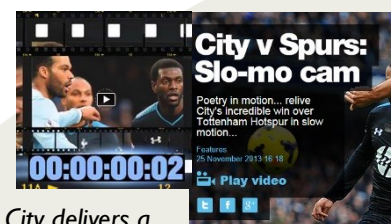
**VI. Let Fans Enjoy the Roller Coaster Ride**

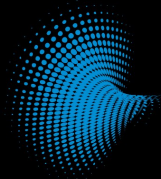
Each season is a surely a roller coaster of emotions. Realizing this, teams and their respective theme park partners can help strengthen the bond of their season ticket holders (for the roller coaster ride) by allowing them to participate in a free after-hours event where they can ride roller coasters showcasing their team spirit in unison. Here's a little inspiration: <http://bit.ly/1cQ7DQw>



**VIII. Replay Rewards**

Teams can repurpose game day footage in a variety of formats to create exclusive, weekly content packages for corporate partners (in leagues where applicable). Manchester City delivers a great benchmark here with its Slo-Mo Cam: <http://bit.ly/1hgWhW3>





# PartnershipActivation

The "Think Tank" for connecting brands with fans.

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## BRANDED ENTERTAINMENT ... AT ITS FINEST

**Beats By Dre - Hear What You Want**

<http://bit.ly/lip1bDX>



**Nike - Dare to Be Brazilian**

<http://bit.ly/lahPCX8>



**Foot Locker - All Is Right**

<http://bit.ly/lgeEMpC>



**Samsung Galaxy II - The Beginning**

<http://bit.ly/l d23Wnk>



## IDEA BOX



### Deliver a Dream Seat Experience

Teams should consider creating a social initiative that gives fans a chance to watch a game alongside a team executive, former player, or celebrity.

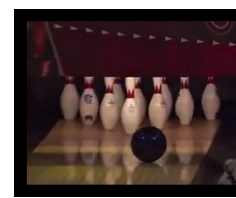
The concept, mirroring Heineken's #SharetheSofa initiative (<http://bit.ly/lct3YHf>), could provide a great way to socially engage fans around away games and/or create unique, snackable content that can be shared through social channels on an evergreen basis. The initiative would also provide an outlet for fans watching at home to submit questions they'd dream of asking their favorite personalities.



### Give Airline Passengers the Surprise of a Lifetime

Teams can drive affinity in the marketplace for their official airline partner with a beautifully executed surprise and delight experience.

To kickoff the season, a team can have the mascot, cheerleaders, legends, and team personnel surprise passengers on a routine flight turned pep rally. The action can be captured through hidden cameras and shared through the team's social channels. Vitaminwater delivers some inspiration here: <http://bit.ly/lbGlbZa>



### Host Post-Game Skills Challenges

Teams should consider how they can create new, engaging, and ownable inventory for partners by hosting unique post-game skills challenges for fans to enjoy.

For example, a team like the Miami Heat could encourage fans to stick around after a game to see a former legend (e.g. Glenn Rice) attempt a 3-point challenge presented by Sprite. If he converts (10) 3-pointers in 30 seconds, all fans in attendance receive a voucher for a free 16 ounce Sprite on their way out. Here's a little inspiration from the Professional Bowlers Association:

<http://bit.ly/JAJhzy>



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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.

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