

Are You Looking to Focus More on Measurement?

Twenty (20) Metrics to Track Program Success

- Sales Lift
- Awareness
- Database/Sweeps Entries
- Bounce Back Redemption
- # Unique Visitors
- Incremental POS Displays
- # Premiums Distributed
- Generated Leads
- Consumer Retention
- Sponsorship Recall
- # of Page Views / PR Hits
- Footprint Traffic
- Click Thru Rates
- Impressions
- Passerby Traffic
- # Qualified Recruits
- Incremental Exposure
- Coupon Redemption
- Attendance
- Reduced Turnover

“Build partnerships, not sponsorships.”
Brian Corcoran,
Fenway Sports Group

PARTNERSHIP ACTIVATION 2.0

Welcome to the August '09 issue of the Partnership Activation 2.0 newsletter. I hope you enjoy the creative activation tactics, signage concepts, and branding initiatives included in this issue.

I wanted to take a moment this month to thank all of my family and friends for their support, but most importantly my beautiful bride-to-be, Laura Vossberg. The August Issue of the newsletter is being sent out a few days early because Laura and I are finalizing the last minute details for our wedding on August 22nd - and then it's off to Mexico for a few relaxing days of vacation. Thanks to all of you who continue to impact our lives and support everything that we are doing.

This month, please take a moment to pass the newsletter along to **three (3) friends in the industry** who may also enjoy some of the content featured in the issue. If I can ever be of assistance, please send me an email at bgainor@partnershipactivation.com. I would love to hear from you. Best Wishes! Brian

this issue

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Looking for more?
Check out
PartnershipActivation.com

INDUSTRY WATCH | LCD GOLF BAG ADVERTISING

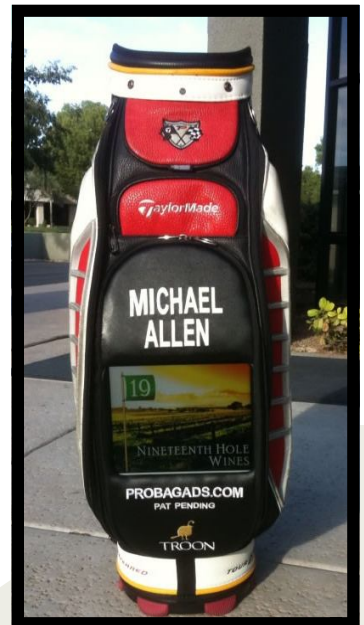
Are you looking for new sponsorship trends in golf?

PGA tour veteran Michael Allen made history at the 91st PGA Championship held in Chaska, MN - but not because of his performance on the course.

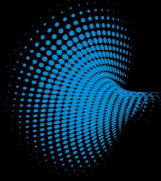
Allen became the first PGA professional to feature an LCD advertising screen on his golf bag during PGA tournament play. The new LCD golf bag technology, created by Pro Bag Ads, will surely become a hot topic in golf's sponsorship/marketing scene.

With an HD screen prominently displayed on the large storage compartment of a player's golf bag, Pro Bag Ads technology enables marketers to promote multiple messages (vs. current static branding) and offers more brands the chance to advertise during the action of live tournament play.

Michael Allen used the technology to promote 19th Hole Wines and a children's diabetes charity. As part of an agreement with the PGA Tour, all players associated with the Pro Bag Ads technology must advertise a charity of their choice.



For More Information, Check out: <http://www.probagads.com>



EYES ON THE INDUSTRY

PRESENTED BY



<http://www.adidas.com/us/eyewear>

Are you looking for new ways to build programs literally from the ground up?

With thousands of consumers participating in road races around the nation each weekend, Puma is hitting the streets with a new street race campaign that enables athletes the chance to experience running in a whole new light.



The footwear/apparel giant recently teamed up with Usain Bolt to create the Puma Street Meet, a series of Jamaican-style street races that provide consumers the chance to compete for the right to be crowned the Street Meet champion by the World's Fastest Man himself. By opening up the events to the general public, Puma is truly reinventing the way consumers view and experience the sport of track & field at a grassroots level.

The campaign will feature Usain Bolt and a collection of T&F associates hosting Puma Street Meet events in major cities across the nation in search of the next World's Fastest Athlete (the first event took place in Boston the weekend following the Boston Marathon). For more details, check out: <http://www.pumastreetmeet.com>.

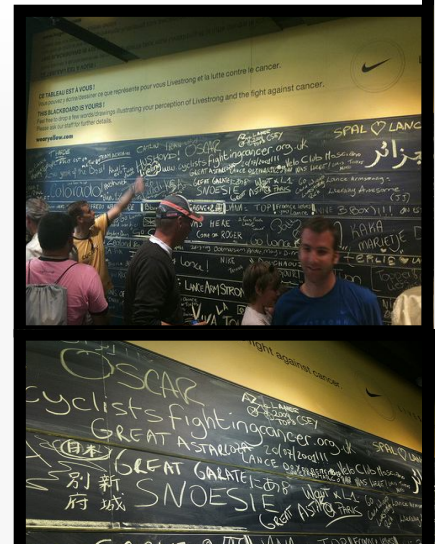
Take a minute to watch footage from the Puma Street Meet here: http://www.youtube.com/watch?v=W9jLluV4_Kw

This Month's Activation Tip - Develop an Ongoing Conversation with Fans

Is your organization giving fans a voice on game day and at retail?

Sports organizations looking for new ways to engage in open dialogue with fans should consider creating a Victory Wall in their stadium concourse. Teams can simply transform a blank concourse wall into a team-branded chalkboard that serves as a "live discussion" for fans to share their favorite game day moments, good luck messages, and a little bit of trash talk.

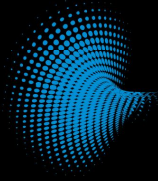
To bring the concept to life, organizations can consider modeling a Livestrong chalkboard concept that was recently featured at a Nike store in Paris in support of the Tour de France (as seen in the pictures on the right). Teams can align retail sponsors with the initiative by featuring Victory Walls in select retail locations where fans can send good luck messages or telecommunications sponsors by bringing the chalkboard "open discussion" to life in the virtual world through Twackle pages and online discussion forums. Look for more organizations to implement live discussion forums in the near future!



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.



**CREATIVE
ACTIVATION
IDEAS**



The UPS Store challenges fans with knocking down a stack of boxes by throwing a perfect pitch outside the Metrodome



Nike created a Michael Jordan mural in Chicago using 18,000 Gatorade bottles (as reported by Darren Rovell of CNBC)



Evian Took its Wimbledon activation to the streets literally with sidewalk judges engaging with consumers

PARTNERSHIP SPOTLIGHT
ESPN THE MAGAZINE



PARTNERSHIP ACTIVATION HIGHLIGHTS

Brand marketers searching for unconventional ways to give their product sales a lift at retail should pay close attention to a recent co-branding initiative between Crown Equipment Corp. and ESPN the Magazine.

The two parties teamed up to create a unique front-page feature for the July 27th cover of ESPN the Magazine, an editorial that is distributed to 2MM+ recipients. To drive buzz around the 2009 fantasy football season, ESPN the Mag featured Adrian Peterson standing on top of Crown's propane-powered forklift, the first of a new line of lift trucks that are designed and built by Crown.



The product placement stunt serves as a terrific example of ways that sports media outlets and organizations are working closer than ever with brands to drive business and buzz in the marketplace!

TECHNOLOGY WATCH

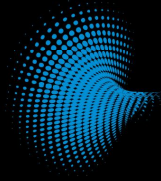


Is your organization making efforts to identify the "anonymous fans" attending your events? **If not, it's time to consider taking action.**

As teams constantly look for new ways to drive sales leads and derive incremental value out of mobile messaging programs, many are turning to Full House Entertainment Database Marketing to provide sufficient, turnkey solutions. The company, led by Ron Contorno, recently unveiled a new Crowd ID proprietary mobile device database that offers teams a way to sell ticket packages directly to "anonymous fans" that have experienced a game.

The Crowd ID technology helps teams convert cell phone numbers (acquired through in-game text messaging promotions) into descriptive sales leads detailing full names, addresses, and related information. Teams can then use this data to target their "anonymous fans" through a direct mail campaign designed to sell partial ticket plans and drive traffic to their team website. Utilizing the Crowd ID technology, Full House Entertainment Database Marketing was able to sell 30 ticket plans for the Atlanta Thrashers organization during the 2008-09 season (generating \$25K in incremental revenues).

For More Information, Check Out: <http://www.fillthehouse.com>



HOT OFF THE PRESS

Are you looking to subscribe to a valuable weekly sports business resource detailing the latest job opportunities in the sports marketplace and online resources?

Industry PR guru Joe Favorito has done a tremendous job creating a weekly Sports Marketing & PR Pros newsletter that is now distributed to 13,000 sports business professionals. The newsletter features new job postings in sports, a look at valuable online sports resources, book reviews, and details regarding upcoming networking events. Working in tandem with Mike Dillon (reynoldssports@gmail.com), Joe has quickly developed one of the most recognizable weekly resources in sports business.

How To Subscribe:

Send an email to fatherknickerbocker1@yahoo.com with "Subscribe" in the subject line. Include your name, company affiliation, and contact information when subscribing. Also, check out Joe on Twitter via @joefav

CREATIVITY IN THE SPORTS MARKETPLACE



Vendors hawk giant inflatable tubs of Dreyer's Ice Cream at Safeco Field (a great awareness play in-venue)



UNC Charlotte released an eye-popping billboard campaign to drive support for a new football program



adidas drove awareness for its apparel endorsements at the '08 Olympics with a giant display outside one of its stores



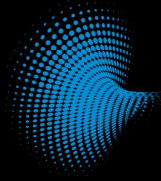
Puma's transformation of this bus enabled consumers to literally race against Usain Bolt while traveling on the road



The San Diego Padres add a touch of originality to their pre-game festivities



Pepsi creatively aligned its MLB All-Star activation with its national messaging campaign



RISING STARS

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

Partnership Activation, Inc. is excited to recognize the August recipients of the "Rising Stars Program", an initiative that honors four (4) young professionals each month who are making an impact in the sports industry early in their career. The four individuals nominated each month 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) August recipients of the Partnership Activation Rising Stars Program:



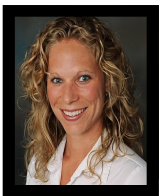
Shawn Bennett, New York Knicks (<http://www.nba.com/knicks>)

At the ripe age of 31, Shawn Bennett has ascended the corporate ladder quickly. Shawn always refers to the following quote when asked about his career, "Luck is what happens when preparation meets opportunity". He always credits his past superiors for giving him the tools to succeed. Currently serving as the VP of Event Presentation for the New York Knicks, Shawn oversees the day-to-day operations for the NY Knicks Event Presentation at Madison Square Garden, the World's Most Famous Arena. After his start in AAA Baseball with the Memphis Redbirds, Shawn left his creative stamp with the Orlando Magic and Memphis Grizzlies. His work has frequently been noted on several of the NBA Best Practices Lists."



Lewis Howes, The Sports Networker (<http://www.sportsnetworker.com>)

Lewis Howes, a previous two sport collegiate All-American, is also the NCAA All-Division Record Holder for the most receiving yards in a single football game (418 yards, currently an unofficial World Record). He founded SportsNetworker.com in October 2008 to help sports professionals received the most up to date information and insider tips from the experts within the industry. Lewis graduated with a Sports Management degree in 2005, played in the AFL in 2007, and co-authored the LinkedIn success book, *LinkedWorking* in March of 2009.



Carolyne Savini, Turnkey Sports & Entertainment (<http://www.turnkeyse.com>)

Carolyne Savini manages retained executive searches for Turnkey Sports & Entertainment and has recruited some of the industry's top executives for properties such as the New Meadowlands Stadium Company, NASCAR Media Group, Los Angeles Dodgers, NBA, and the Miami Dolphins. Prior to joining Turnkey, she developed proposals and sold sponsorship packages for the University of Memphis' Tiger Sports Properties. Carolyne received her MBA and MSA degrees from Ohio University and received a B.A. in Communications while competing as an All-American student-athlete at the University of Pittsburgh.

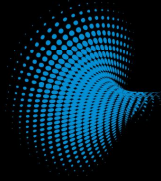


Brett Klasko, Phinaz Marketing/Ticket Booster (<http://www.phinaz.com>)

Brett is the founder of Phinaz Marketing, which coordinates innovative fundraising activities for youth teams and non-profit organizations through its highly acclaimed program Ticket Booster. Brett has helped some of the most respected professional sports franchises in the country, such as the LA Dodgers, Atlanta Hawks, and Chivas USA, move large amounts of tickets to less desirable games. A graduate of Emory University's Goizueta Business School, Brett began Phinaz's parent company while still in high school at age 14.

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

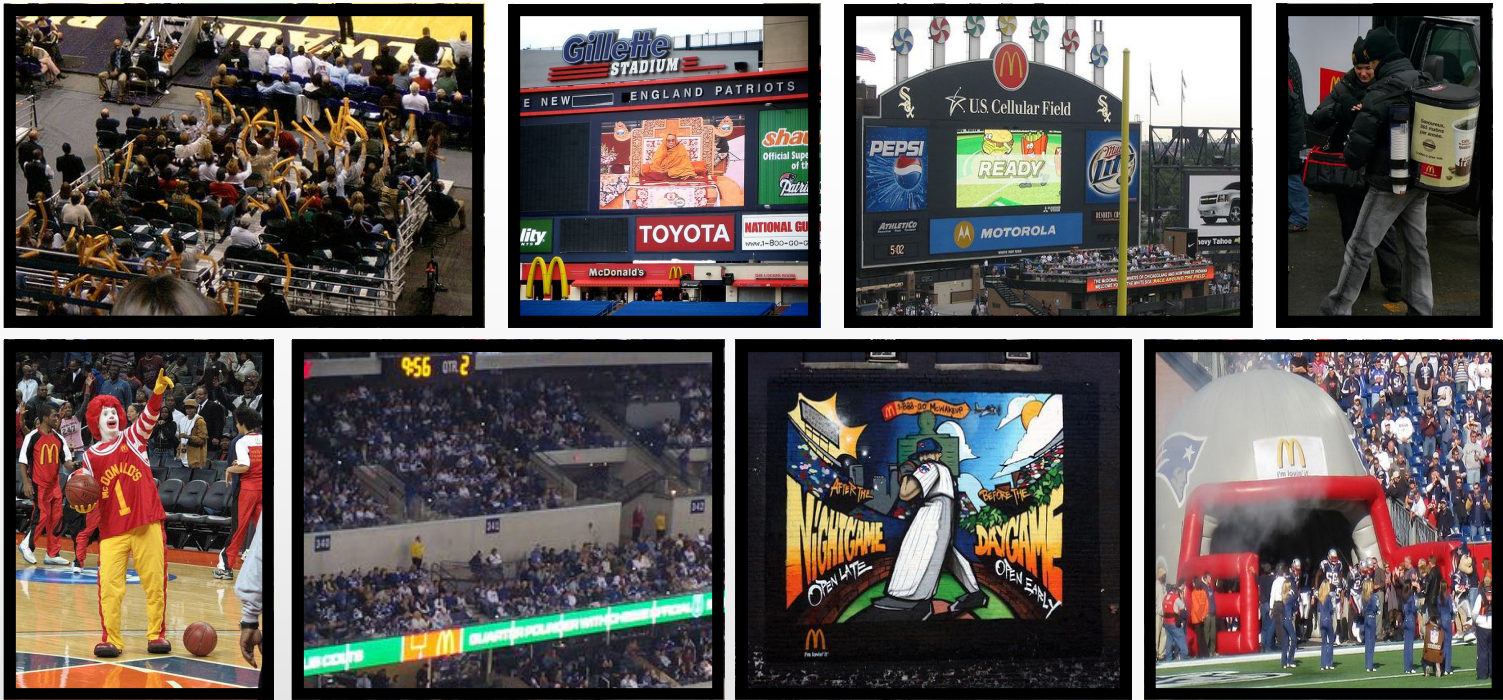
Send a two (2) paragraph nomination to bgainor@partnershipactivation.com



THOUGHT STARTERS

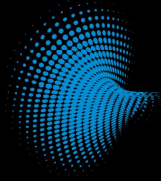
Looking for unique ways to leverage McDonald's as a corporate partner? Here are some tactics to consider:

IN-VENUE ACTIVATION AND BRANDING



NON-VENUE ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



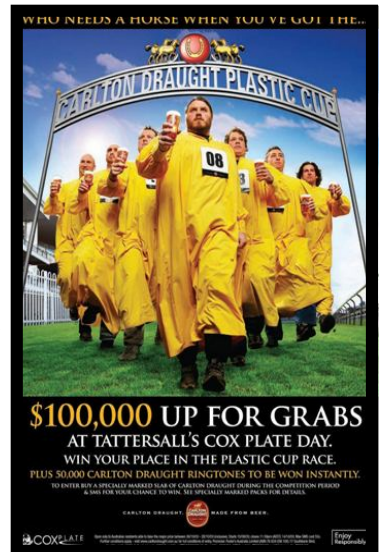
LOOKING TO CREATE A CUSTOM PLATFORM THAT DRIVES RESULTS?

In 2008, Australian brewing company Carlton Draught looked to mirror the frenzy surrounding the Melbourne Cup (a famous horse racing event in Australia) when it created an event of its own, the Carlton Draught Plastic Cup. Carlton Draught created specially marked packaging that advertised the exclusive "Cup race", with a grand prize of \$100,000 at stake for the winner.

To be eligible to win, consumers had to log onto a select promotional website and play the Carlton Draught Plastic Cup race (running through an obstacle race while trying to avoid spilling their beer). Eighteen (18) of the top online performers were selected to compete in the foot race, which took place at the Melbourne Spring Racing Carnival racing-day event.

The 18 contestants competed in a heated foot race, with some falling over barriers while others lagged behind. The race was so successful it is now a part of the annual Melbourne Spring Racing Festival. Carlton Draught drew a tremendous amount of awareness and participation numbers:

- \$3.5MM in free media sales
- 11% spike in product sales
- 14,611 online participants
- 4,469 outlets participated in the promotion



Check out the Carlton Draught Plastic Cup Race Here:
<http://www.youtube.com/watch?v=ULUzXM6zq08>



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

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