

Are You Looking to Focus on Rivalries?

Ten (10) Rivalry Game Sponsors in College Athletics

- **Boeing** - Apple Cup (Wash. Vs. Washington St.)
- **State Farm** - Arch Rivalry (Illinois vs. Missouri)
- **State Farm** - Lone Star Showdown (UT vs. Texas A&M)
- **AT&T** - Red River Shootout (Texas vs. Oklahoma)
- **Verizon** - Lamar-McNeese State Rivalry Series
- **USAA** - Army-Navy
- **Lexus** - Lexus Gauntlet (USC vs. UCLA, Stanford vs. Cal)
- **M&I Bank** - The Border Showdown (Kansas vs. Missouri)
- **Qwest** - Rocky Mountain Showdown (Colorado vs. Colorado State)
- **Chick-fil-A** - College Kickoff (Virginia Tech vs. Alabama)

“Build partnerships, not sponsorships.”

Brian Corcoran,
Fenway Sports Group

PARTNERSHIP ACTIVATION 2.0

Welcome to the September '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.

As I profile “best-in-class” activation tactics each month, I wanted to quickly take a moment to recognize the incredible work that GMR Marketing continues to do for its clients on a daily basis. GMR was recently named the 2009 Sports Event Marketing Firm of the Year by SportsBusiness Journal. The award is a true testament to the caliber of people working for the agency and the amazing work being done. Hats off to you!

This month, please take a moment to pass the newsletter along to **four (4) friends** 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

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Looking for more?
Check out

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INDUSTRY WATCH | INTERACTIVE FEATURES

Are you looking for new ways to enhance the stadium game day experience?

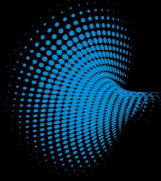
In July, Coca-Cola replaced its signature 42-foot-tall bottle in the outfield at Turner Field with a new, 21st century model that is downright incredible. The new structure, capable of emitting 16MM different colors, serves as an entertainment attraction that leads fan chants and shoots fireworks into the sky after every Atlanta Braves homerun.

Coca-Cola unveiled the new 49-foot-tall Contour bottle structure with a special ceremony at home plate prior to the Braves July 16th home game against the New York Mets. Coca-Cola drove awareness for the structural change by creating an official Turner Field Coca-Cola Bottle Group on Facebook that attracted 380+ members and a multitude of pictures and videos.

Coca-Cola also celebrated the occasion by sponsoring select Coca-Cola Recycling Nights and by featuring an exclusive All-American Rejects concert after the Braves game on July 18th.



Check out Some Videos of the New Coca-Cola Bottle in Action:
Coke Bottle Fireworks Display: http://www.youtube.com/watch?v=rnnX_DWPCsI
Capping the Coke Bottle: <http://www.youtube.com/watch?v=yWHe5abt508>



EYES ON THE INDUSTRY

PRESENTED BY



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

Are you looking for new ways to drive sales at retail?

In November 2008, Monster Energy took c-store activation to a whole new level when it formally converted a Union 76 gas station in Barstow, CA into an "Xtreme Convenience" location. As the store's Official Sponsor, Monster Energy outfitted the location with flashing green lights, images of Monster-sponsored sports stars, and a full interior wrap that mirrors a Monster Energy can. The energy drink company filled the store's fridges with nothing but Monster-branded products, put merchandise up for sale, and displayed a variety of Monster-branded elements (scuffed fenders, electric guitars, racing helmets, jerseys, etc.) inside for fans to enjoy.



Monster Energy President Mark Hall found the concept of a sponsored store (proposed by the store operator, Ed Kowski) to be an evolutionary way to target consumers.

For more pictures of the innovative c-store location, see: <http://www.watercraft.com/forums/viewtopic.php?f=41&t=254>

This Month's Activation Tip - Capitalize on Current Events

Are you effectively leveraging current events to drive your business?

Retailers looking to capitalize on partnerships at a regional/local level should consider new ways to capitalize on current events.

After a local professional team secures a big victory (e.g. clinching playoff berth, championship win), local retailers should look to enhance the consumer's shopping experience by featuring congratulatory team messages in the shopping aisles (as seen on the right).

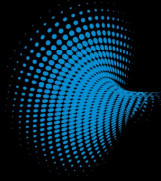
Retail partners and sports organizations can collaborate to take this "congratulatory note" tactic to another level by letting fans redeem them (when taking them off the shelves) for a chance to receive product discounts and special offers on tickets/merchandise. Retailers should surprise consumers by taking notice of their favorite teams' performance on the field!



Interested in signing up for the newsletter?

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

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



HOT OFF THE PRESS

Are you looking for the latest, reliable news and information in the sponsorship marketplace?

IEG offers a tremendous complimentary "Off the Wire" sponsorship newsletter for all registered users of Sponsorship.com. The bi-weekly publication details breaking news and announcements in the sports marketplace and features related IEG Sponsorship Report articles. The newsletter serves as a complement to IEG's Sponsorship Blog and Twitter Feed (IEG), two (2) additional outstanding resources for industry information and trends.



Related Information

IEG Subscribers Who Would Like to Receive "Off the Wire" Should Contact: CustomerService@Sponsorship.com

Those Who Want to Share News Releases, Announcements, and Story Ideas, Contact: Offthewire@Sponsorship.com

To Access IEG's Sponsorship Blogs (free): <http://www.sponsorship.com/About-IEG/Sponsorship-Blog.aspx>

CREATIVITY IN THE SPORTS MARKETPLACE



adidas featured wrapped World Cup trophies on airport luggage belts during the '06 World Cup



Dexia Bank placed notices in soccer locker rooms to remind players to be cognizant of sponsor branding when scoring



Burger King took its jersey sponsorship with the soccer club Getafe to a new level by branding the inside of the jersey



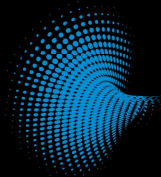
The Nike store in Paris received a new LeBron James façade to drive buzz amongst tourists and local residents



An Asian beer company found a unique way to brand benches in Beijing around the '08 Olympics



To kickoff the '08 college football season, one Chick-fil-A location drove buzz by laying down sod in the store



RISING STARS

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

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



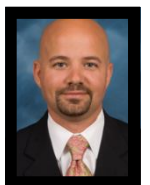
John Semeraro, Peach Belt Conference

In only a year with the NCAA Division II Peach Belt Conference, John Semeraro has revitalized the conference's revenue generation and community engagement strategies. Under his guidance as Assistant Commissioner, the conference has formed new corporate relationships and created a multitude of new programs. John has a broad range of college athletic experience having worked with the Ohio University Office of Annual Giving, NCAA Eligibility Center, NCAA Office of Government Relations, and Consultant for NCAA Division II, where he assisted in the launch of the best practice website, www.diicommunity.org. John received his MBA/MSA degrees from the Ohio University Center for Sports Administration.



Darren Heitner, Dynasty Athlete Representation / SportsAgentBlog.com

At 24-years-young, Darren Heitner is the founder and CEO of Dynasty Athlete Representation. Darren started Dynasty, a full-service sports and talent agency, in his senior year of college, only two months after his 22nd birthday. Darren is also the Founder/Chief Editor of SportsAgentBlog.com, second term President of the University of Florida Entertainment and Sports Law Society, and a contributing writer on An Athlete's Guide to Agents: 5th Edition, which will be published in December, 2009. He is in his final year of law school at the University of Florida Levin College of Law.



Michael Lake, Indiana Pacers

Michael Lake is an Account Executive for both the Indiana Pacers (NBA) and the Indiana Fever (WNBA). For the past seven (7) years, Michael has successfully sold corporate partnerships for numerous sports properties, including but not limited to the Pacers, Fever, Indiana Firebirds (now defunct AFL team), and The John Wooden Tradition. Michael has worked vigorously to meet and exceed all of his sales goals and lends the following advice to his peers, "Look your best always and never let the sales process get you too high or too low, because tomorrow is another day." Outside of his day-to-day duties, Michael has assisted the Special Olympics of Indiana, the Cystic Fibrosis Foundation and Habitat for Humanity.

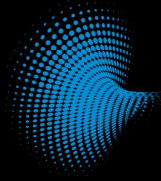


Jason Belzer, Global Athlete Management Enterprises (GAME, Inc.)

Jason is founder of Global Athlete Management Enterprises, Inc. (GAME, Inc.), an agency that specializes in the career management and marketing of coaches. GAME, Inc. handles contract negotiations, press relations, shoe and apparel deals, personal appearances and broadcasting opportunities for over two-dozen college basketball and football coaches. In addition, his firm helped put together the CollegelInsider.com Postseason Tournament (CIT), a 16-team mid-major postseason college basketball tournament. Jason also serves as Executive Director of the Jewish Coaches Association, a 501(c)(3) non-profit organization that supports Jewish basketball coaches of all levels around the world.

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

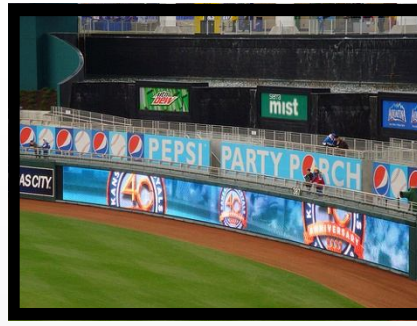
Send a two (2) paragraph nomination to bgainor@partnershipactivation.com



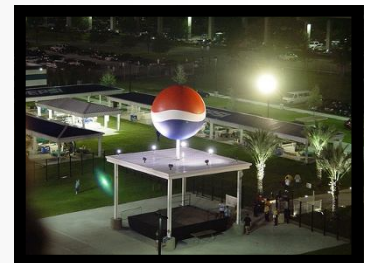
THOUGHT STARTERS

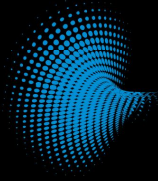
Looking for unique ways to leverage Pepsi as a corporate partner? Here are some tactics to consider:

IN-VENUE ACTIVATION AND BRANDING



NON-VENUE ACTIVATION AND BRANDING

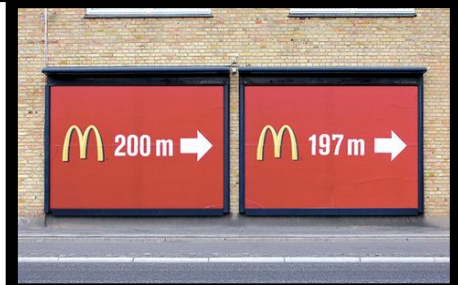




WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Drive Awareness at Team Shops with Shattered Glass

It's no surprise - consumers can't help but glance when they see a shattered window. With this being said, sports organizations (NHL, NFL, MLB, tennis, NASCAR) should look to grab the attention of passerby consumers by making it appear that a ball/puck/car shattered the glass of their concourse level team store.

Get Creative With Player Haircuts

Sports organizations featuring players with unique hairstyles (e.g. Ben Wallace) should consider creating outdoor messaging campaigns that enable fans to feel a little bit of swagger while they wait for the bus, etc. Consider bringing on a hair salon (Supercuts, Great Clips, Sports Clips) to support the initiative on the ground.

Remind Marathon Participants Every Mile

Marketers looking to make an impact on race day should display inspirational messages at each of the mile markers... Who wouldn't remember a campaign that they read 26 times (every 8-10 minutes) during a race?



For More Information, Please Contact:

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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.