

Hearing A Lot of Buzz About Foursquare?

Here's 13 Ways to Leverage Foursquare in Sports Biz

- Fan Rewards
- Fan Identification
- On-Site Engagement
- Drive Viral Awareness
- Give Fans a Voice (Tips)
- Incorporate into Season Ticket Holder Packages
- Offer Concessions Specials
- Reward "The Mayor" (and set up a contest to drive incent to become the Mayor)
- Connect with Gen Y Fans w/ Interest in Technology
- Offer Exclusive Badges
- Gain Immediate Consumer Feedback
- Drive Awareness/Traffic to Corporate Partner Events at Retail
- Incorporate in Overall Social Media Campaign

"Build partnerships, not sponsorships."

Brian Corcoran,
Shamrock Sports Group

PARTNERSHIP ACTIVATION 2.0

Welcome to the March '10 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.

It's pretty incredible that we have reached the 20th Issue of the Partnership Activation 2.0 Newsletter. Less than 2 years after its inception, the newsletter is now circulated to nearly 6,000 sports business professionals across 31 countries - a number that continues to expand every month. It seems like just yesterday when Chris Chaney (Founder of the Chaney Sports Group) suggested the idea. Thank you for your continued support as we continue to flatten the global sports marketplace and share the industry's brightest ideas!

Just do me one favor. Take a quick moment to pass the newsletter along to **(2) friends in the industry** who may enjoy the creativity, innovative thinking, and tactical insights included in this issue. Please feel free to reach out to me at bgainor@partnershipactivation.com if I can ever be of assistance. I would love to hear from you and hope to have the opportunity to connect with you all in the near future! Best Wishes, Brian

this issue

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- Looking for more?**
Check out
PartnershipActivation.com

INDUSTRY WATCH | STORE CHALLENGES

Are you looking for new ways to engage consumers via competitions at retail?

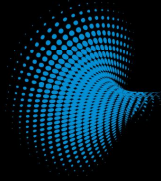
In February, Nike invited hundreds of soccer fans to NikeTown London to test their shooting skills in the T90 Laser III Accuracy Challenge for the chance to take home the championship title and win a Nike ID prize that money can't buy. The event came to fruition after Nike's Master Accuracy viral piece, starring English striker Wayne Rooney, generated a significant amount of buzz in the soccer space.

AKQA and TRO served as the masterminds behind the NikeTown event, offering fans and shoppers a chance to trial the T90 Laser III soccer cleats and test their accuracy against lasers and virtual targets.

The prize? The five highest scorers from the competition were provided the chance to challenge a top Premier League Player live for the championship crown!



Check out Nike's innovative Master Accuracy retail competition here:
http://inside.nike.com/blogs/nikefootball-en__EMEA/tags/master_accuracy



EYES ON THE INDUSTRY

PRESENTED BY



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

Brands looking for new, creative ways to leverage their sports partnerships should take a close look at Coca-Cola's recent "Fannovation" initiative. The world's largest beverage company recently turned to crowdsourcing to generate the next great way to leverage their NCAA partnership while enhancing the overall fan experience.

Dept. of FANNOVATION

Submit ideas to improve the NCAA® fan experience. You could win \$10,000 and tickets to the 2011 Final Four.®

The act of crowdsourcing has become a very popular means amongst businesses, authors, and journalists and can serve as a great way for sports organizations to come up with new, creative ideas and help give fans a voice. Coca-Cola's Fannovation initiative offered fans who submit ideas the chance to win \$10,000. Thus far, popular fan submissions have included fan videos on the jumbotron, one-on-one mascot shows, fan HORSE, Coke Zero cameras located everywhere, fan highlight reels, and Ref the Ref voting. Benchmark this idea to help your organization generate the next great idea that drives results!



Check Out Coca-Cola's Fannovation Initiative Here: <http://ncaa.cocacolazero.com/>

WORLD CUP WATCH

Carlsberg, the Official Beer of the England football team, recently launched an "England Team Talk" social media campaign that encourages fans across the nation to show their avid support for the team during the 2010 World Cup. The Team Talk is a really unique, innovative idea that could ignite a phenomenon in the United States among professional sports organizations. The Team Talk campaign enables consumers the chance to shoot and upload their best version of a team pep talk, submit a written message online, and/or watch other popular team pep talks.

Consumers who enter their own videotaped version of a team pep talk can win the chance to meet a collection of players on the England national team and deliver their best pep talk in person at Wembley Stadium! Contestants can enter the best submissions until April 30th for the chance to win.

Carlsberg did a nice job making the campaign viral-friendly. The official England Team Talk microsite drives consumers back to a "Carlsberg for England" Facebook fan page and encourage and official Twitter feed (@EnglandTeamTalk) that provides up-to-date messages about the latest Team Talk entries. Fans across England will also be able to enter the England Team Talk promotion by going out to see the Carlsberg Team Talk Roadshow bus at select venues across the country!

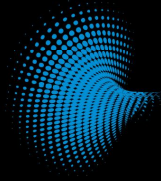


Check out: <http://www.youtube.com/user/EnglandTeamTalk>

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.



A SIGN OF THE TIMES

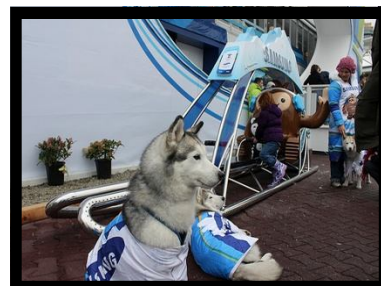
Check out how sports organizations are capitalizing on the emergence of international stars!

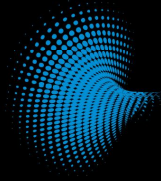
As international stars competing in the U.S. sports marketplace continue to draw greater media attention, sports organizations are finding new ways to capitalize on their global popularity. With an influx of new fans and international corporate partners entering the space, a select number of teams have begun selling backdrop signage behind specific international stars during their pre-game/post-game press conferences.

The Boston Red Sox made headlines doing this with Daisuke Matsuzaka and the Los Angeles Angels of Anaheim are considering similar tactics after signing Hideki Matsui. To execute, teams simply change out backdrops when international stars speak with international reporters or the American press. While the tactic is becoming mainstream in Major League Baseball, ample opportunity exists in other sports where there is a significant/growing international presence (NFL (e.g. Mark Sanchez), NBA, NHL, PGA, etc.). Look for more teams to drive incremental profits by implementing this inventory tactic in the near future!



LOOKING BACK ON... VANCOUVER





HOT OFF THE PRESS

Are you looking for new sports business resources?

SportsManagementDegree.org recently compiled a terrific list of the Top 50 Sports Business Blogs. The site categorizes the listing of blogs alphabetically within a variety of categories, which include: sports marketing, sports management, sports economics, sports sponsorships, sports law, sports insider, and sports media. The site has some great industry information as well.

The resource is definitely worth checking out, especially for sports business professionals looking to gain a more holistic understanding of the industry!



Check out the Top 50 Sports Blogs: <http://sportsmanagementdegree.org/2010/top-50-sports-business-blogs/>

CREATIVITY IN THE SPORTS MARKETPLACE



Have you considered some unique ways to feature the National Guard/US Army on-site? Check out this "gun grill"



The Florida Panthers gave their dance team an interactive backdrop—a great piece of inventory to drive incremental value for Bova



One runner in the Tokyo Marathon dressed as the World Cup Trophy... a Great Branding Piece!



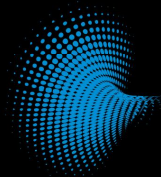
Axe featured models in a snow globe at the Winter X Games while AT&T offered photo opportunities with ring girls at a Pacquiao match



All across the world fans have World Cup fever... The countdown is on



Golf courses can drive incremental post-work traffic by offering night putting contests



RISING STARS

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

Partnership Activation, Inc. is excited to recognize the March 2010 recipients of the "Rising Stars Program", an initiative that honors four (4) young professionals each month ages 30 and under 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) March recipients of the Partnership Activation Rising Stars Program:



Katy Young, Eastman-Beaudine (<http://www.eastman-beaudine.com>)

Katy Young manages and facilitates retained executive searches for Eastman & Beaudine, Inc. As Vice President, she is responsible for business development, conducting original research to identify candidates, discovering new talent in the field of College Athletics, recruiting potential candidates, sourcing, facilitating interviews, and maintaining contact with clients and candidates throughout the search process. She has recruited and worked with some of the industry's top executives for sports and entertainment properties has facilitated over 25 searches for Division 1 Head Coaches and Athletic Directors since 2005. Katy received her Bachelors degree in Business Administration and Marketing from the University of Tulsa and serves as Vice President for the University of Tulsa Alumni Board of Directors in Dallas area.



Cameron Wright, The Collegiate Licensing Company (<http://www.clc.com>)

As University Services Representative for The Collegiate Licensing Company, a division of IMG Worldwide, Cameron Wright manages the trademark licensing programs for nine of the most recognizable collegiate brands in the country, including Michigan, Penn State, and Wisconsin. He joined CLC in September 2006 and has led seven of his nine clients to record royalty revenue years during his short tenure there. Cameron earned a B.S. in economics and mathematics from Bowling Green State University in 2003, and received a MBA and MSA from Ohio University in 2005 and 2006. Prior to returning to graduate school, he worked in game operations for the Las Vegas (now Cleveland) Gladiators of the AFL. He also worked as an intern for University of Washington Athletics, Ohio University Athletics, and Las Vegas Motor Speedway. Cameron resides in Atlanta with his wife Jessica, son Maximo, and daughter Aila.



Russell Scibetti, New York Jets / TheBusinessOfSports.com (<http://www.newjetsstadium.com>)

As Senior Manager of Database Marketing and CRM for the Jets, Russell is responsible for creating, managing and reporting on all direct sales campaigns, building in-depth consumer profiles, and generating consumer and corporate sales leads for New Jets Stadium. Prior to taking this role, he worked as a CRM analyst for Comcast-Spectacor, where he implemented CRM and technology-based marketing initiatives for the Philadelphia Flyers' consumer, premium and advertising sales departments. Russell received his MBA in Sports Business from Arizona State University and a B.S. in Computer Science from Rutgers University. Russell is also the Founding Editor of TheBusinessOfSports.com, an industry blog discussing current events and best practices in sports business.

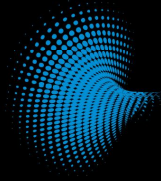


Emily Lentz, bluemia (<http://www.bluemia.com>)

In her young career, Emily has gained experience in the Marketing and Public Relations fields by working for the Arizona Super Bowl Host Committee, the Phoenix Coyotes, and the Arizona Sting. She currently works for Bluemia as an Account Executive focused in the sports industry. She works extensively with various collegiate and professional sports teams and properties to create, plan and execute various stadium sponsorships, activations and large format graphics. Her efforts have also lead to an increase in bluemia's presence with spring training franchises throughout the Southwest, the Waste Management Open, and other major sporting events.

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



SPORTS SOCIAL MEDIA WATCH

Are you listening to your fan base via social media channels?

A group of soccer fans in Portugal have created a Facebook campaign advocating that all Portuguese players should wear moustaches during World Cup play in the months of June and July. The fan-developed Facebook campaign has attracted the support of 32,000 fans and even features hundreds of moustache photos for inspiration.

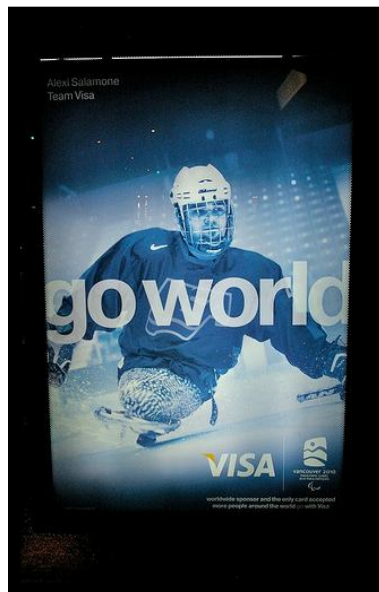
It is interesting to note that while many countries are primarily focused on their team's performance in the World Cup, a group of Portuguese supporters are taking a more lighthearted approach with this campaign. Avid moustache supporters even recently brought the campaign to life by featuring a banner in the crowd at a recent Portugal vs. China friendly match.

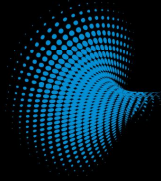
What does this spell out for sports marketers? Despite team success, fans are always interested in having a voice, making a difference, and pushing for their favorite star players to be as "human" as possible. It would be tremendous to see a group of Portuguese players respond to this campaign by sporting stylish moustaches, even if it's just for the first few days of World Cup preparations in South Africa. It will definitely be an interesting underlying storyline to watch in Cape Town!



Check out the Portuguese Moustache Campaign Here: <http://www.facebook.com/combigodeemafrica>

A LOOK BACK ON... VANCOUVER (PART 2)





**CREATIVE
ACTIVATION
IDEAS**



Captain Morgan went with a guerrilla marketing campaign at the '10 NHL Winter Classic that garnered tv exposure on NBC

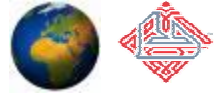


Fans could ride a mechanical Taco Bell hot sauce packet at Winter X Games 13



Versus hit the streets to drive awareness for its sports programming

INTERNATIONAL SPORTS BUSINESS WATCH
2010 F1 Gulf Air Bahrain Grand Prix



EVENT FACTS AND INSIGHTS

Event Date: March 12-14, 2010

Sponsors: Gulf Air, Bahrain, Alba (Aluminum Bahrain), The Bahrain Petroleum Company, Batelco (Bahrain Telecommunications Company), Arcapita, Al Zayani Investments

Revenue: The Gulf Air Bahrain Grand Prix generates nearly \$600MM USD of direct and indirect economic impact for Bahrain

Tourism: The Gulf Air Bahrain Grand Prix attracts 18,000+ international tourists annually; on average, each visitor spends US \$1,356 per day outside the Bahrain Intl. Circuit

Tickets: The event draws 90,000 people over a three (3) day stretch; attendance is driven by a strong passion residents have for the sport as well as the overall event as family entertainment

Viewership: Formula 1 attracts a global viewership of 550 million viewers

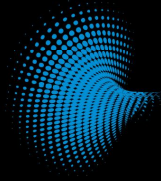
Did You Know? The Bahrain Grand Prix was the 1st Formula 1 race to be held in the Middle East



**HAVE YOU HEARD ABOUT THE OHIO SPORTS
BUSINESS ACADEMY?**

<http://www.sportsad.ohio.edu/undergrad/academy/>

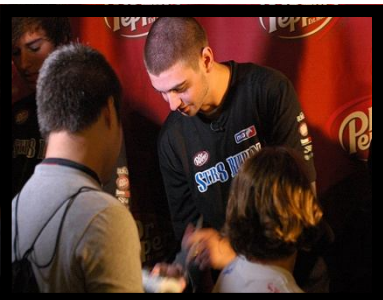
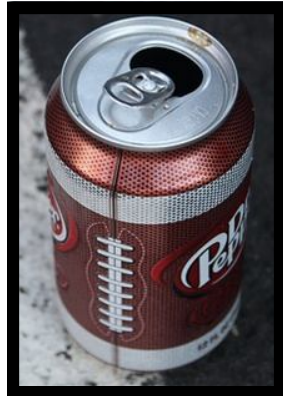
SIGN UP NOW!!!

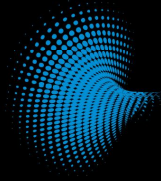


THOUGHT STARTERS

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

ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Hang Your Airline Partnerships High for All Fans to See!

As more airline partners leverage their agreements by branding select aircraft, teams can tie this activation back to the stadium/arena by featuring replica model planes hanging from the rafters in the concourse area. Teams can also consider giving away tiny model planes to fans sitting in select sections or entering the stadium gates!

Looking to Drive Season Ticket Sales?

Teams looking for unique ways to drive ticket sales could consider bringing a billboard message to life by offering five (5) lucky fans the chance to sit in seats (hanging from the bottom of the billboard) for a chance to win a pair of free season tickets! Consider bringing in a radio deejay to broadcast the action live on the radio to spur consumer excitement!

Would Your Fans Like a Little More Space to Tailgate?

If ample space exists, teams should consider selling different tiers of tailgating space. While some fans may prefer just parking in a single car space, others may be willing to pay a few extra dollars for the opportunity to spread out their chairs and throw the football. Consider featuring a similar billboard to drive awareness for tiered parking levels!



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.