

Looking to Become a Leader in Sports Biz?

Top Team Executives to Keep an Eye On

- **Derrick Hall, Arizona Diamondbacks**
- **Brett Yormark, Nets Sports & Entertainment**
- **Daryl Morey, Houston Rockets**
- **Dan Migala, San Diego Padres**
- **Bill Schlough, San Francisco Giants**
- **Michael Yormark, Sunrise Sports & Entertainment**
- **Chad Estis, Dallas Cowboys**
- **Shawn Tilger, Philadelphia Flyers**
- **Brooks Boyer, Chicago White Sox**
- **Steve Griggs, Orlando Magic**
- **Pete Winemiller, Oklahoma City Thunder**

"Build partnerships, not sponsorships."

Brian Corcoran, Shamrock Sports Group

PARTNERSHIP ACTIVATION 2.0

Welcome to the May '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.

I wanted to take a moment this month to highlight the important role that Foursquare is going to play in the sports marketplace in the coming years. To date, 1,830 people have "checked in" at Dodger Stadium alone (totaling 3,080 check-ins, including 124 for a game the other night), demonstrating that there is a rising segment of fans that are going out of their way to let others know that they are attending Dodger games, providing tips about their experiences, and are waiting to be engaged (via a special deal, etc.). Capture this segment of loyal, tech-savvy consumers... The longer you wait, the more opportunities you continue to miss!

Thank you again to all those of you who continue to follow Partnership Activation and help spread the word to your colleagues and friends in the industry - I really appreciate it. As always, feel free to drop me an email at bgainor@partnershipactivation.com.

Thanks and Best Wishes, Brian

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Looking for more? Check out

PartnershipActivation.com

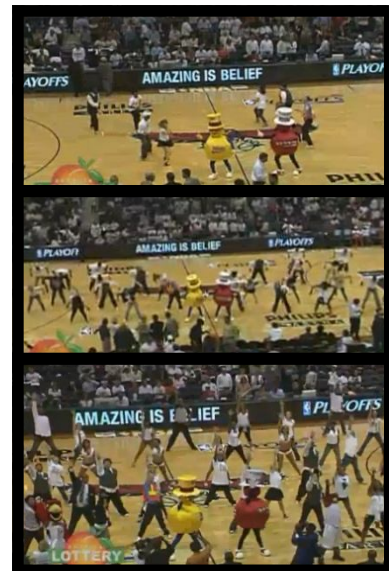
INDUSTRY WATCH | FLASH MOBS IN SPORTS

Are you looking for new ways to surprise fans with some free entertainment?

During the 2010 NBA Playoffs, the Atlanta Hawks teamed up with the Georgia Lottery to feature the first-ever NBA on-court flash mob promotion during halftime of the team's first round game against the Milwaukee Bucks.

The stunt, initiated by the Georgia Lottery's Megaball and Powerball mascots, involved 120+ dancers portrayed as fans, police officers, on-air media talent, and ushers all performing a choreographed dance routine to perfection. The performance required many hours of coordination and training late into the night during non-event hours at Philips Arena.

The Georgia Lottery complemented the Flash Mob performance with a halftime t-shirt parachute drop and a game day distribution of Georgia Lottery Rally Towels to all fans in attendance. Look for more thrilling flash mob executions like this one appear in the near future!



Check out the Hawks/GA Lottery's incredible flash mob execution below:

http://www.nba.com/hawks/playoffs/video_GA_Lottery_2010.html



EYES ON THE INDUSTRY

PRESENTED BY

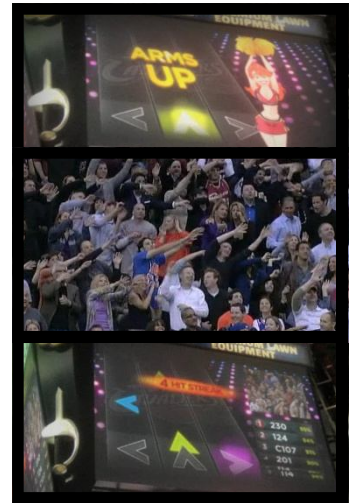


<http://www.adidas.com/us/eyewear>

Is your organization looking to implement new initiatives for fans during games?

CrowdWave is a new mass-participation technology that uses the collective movement of a crowd to control a video game that appears on a scoreboard featured in the arena. Essentially, CrowdWave is a game system that allows fans to play together simply by moving their arms. The technology, developed by Ottawa-based startup Bent 360: Medialab, features eight (8) cameras situated throughout an arena that send images to a server and analyze the timing, direction, and magnitude of a crowd's movement to generate commands that control a game or answer a poll.

CrowdWave introduced its product to the sports marketplace via product trials with the Ottawa67s, Lake Erie Monsters, and most recently, the Cleveland Cavaliers during their 2010 Playoff run. The technology has been an instant hit with fans and can be customized to engage an entire crowd or create a "section vs. section" competition. There are various interactive themed games that teams can offer during timeouts, commercial breaks, and select stoppages of play, including a dance off, fan voting, and rock-paper-scissors competitions. Check out a clip of the action of the in-game excitement that CrowdWave can offer your fans here: <http://is.gd/c0diy>



For More Information About CrowdWave, Check Out Their Website Here: <http://www.crowdwavegames.com/>

WORLD CUP WATCH

Hyundai is supporting the 2010 World Cup with a very unique online promotion for soccer fans around the world to enjoy. Hyundai created a contest on FIFA.com where fans were given a chance to submit slogans that they would like featured on the team buses of each of the participating WC teams. To entice participation, FIFA.com Club Members who wrote the winning slogans were awarded with a free Hyundai i10 automobile (or equivalent model in countries where the i10 is not available)!

Once all of the slogan submissions were received, Hyundai created an interactive listing of all the team buses on FIFA.com and provided fans with an opportunity to vote for which slogan submission they liked the best. On May 15th, the 32 Hyundai buses with the winning slogans were unveiled for all fans to see. The promotion served as a terrific example of an automobile provider using an out-of-the-box sports concept to drive greater awareness to their product offerings. Throughout the World Cup, fans will be watching for the winning slogans featured on the side of Hyundai buses transporting teams on game day to their historic matches. Consider new ways that you can bring similar concepts to life for your organization!



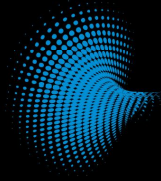
Check out the Hyundai Bus Slogan Voting here:

<http://www.fifa.com/worldcup/bethere/onlinevoting.html>

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

Are you looking for new ways to reward fans with VIP experiences?

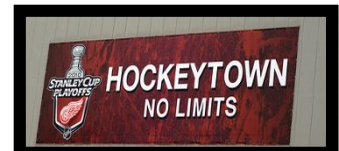
Sports properties looking to implement new corporate-driven initiatives designed to reward fans with unique experiences should consider benchmarking a recent fan photo day hosted by the San Francisco Giants. The Giants organization teamed up with Flickr and Yahoo to host "Flickr On-Field Photo Day", an exclusive opportunity for 4,000 fans to take the field at AT&T Park prior to the team's game against the Colorado Rockies and take some memorable photos that they will never forget.

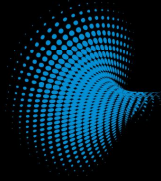
The event enabled 4,000 fans the chance to go onto the field approximately 3 hours before the game to snap photos with the entire 2010 San Francisco Giants team. The event served as a nice perk for fans and also offered a great medium for the Giants organization to generate plenty of social media buzz with live tweets, status updates, and Flickr/Facebook photo albums.

It's only a matter of time before teams begin realizing the true value and benefits that Flickr has to offer. By analyzing what fans are posting about your franchise on Flickr using keywords (team name, stadium name, opponent name, event name), teams can use Flickr as a valuable way to gain fan insights, competitive analyses, photos of signage and in-game promotions, and a collection of game day photos. The more incentives that teams can offer fans to post pictures to Flickr albums, the more value they will reap in the long-term with terrific photos that capture the fan's experience. Look for more Flickr (or Canon, Kodak, Flip Video) On-Field Photo Days to pop up around the nation!



A CLOSE LOOK AT... THE NHL PLAYOFFS





HOT OFF THE PRESS

Are you looking for the latest NBA social media insights?

Two (2) respected basketball bloggers, Peter Robert Casey and Andy Pawlowski, began an NBA Digital Disciple Series in late April that shares best practices and key learnings of how NBA teams are leveraging digital tools and social media outlets to connect with fans. Over the course of 7 weeks Peter and Andy are highlighting five (5) key insights and takeaways per team... and their analysis is terrific. Take a few minutes to check out their outstanding work by clicking the links enclosed below. It's only a matter of time before this will become a mainstream practice across sports!



For Peter Robert Casey's NBA Digital Disciple Series Coverage, Click Here: <http://www.peterrobertcasey.com/>

For Andy Pawlowski's NBA Digital Disciple Series Coverage, Click Here: <http://www.digitalhoopsblast.com/>

CREATIVITY IN THE SPORTS MARKETPLACE



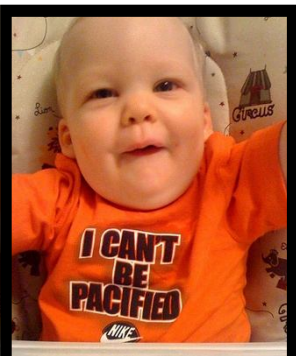
Budweiser is featuring a "Thirst Inning" campaign at MLB ballparks. Will we soon see "Thirst Period" and "Thirst Quarter"?



The Mariners welcomed back Randy Johnson in a big way at Safeco Field on Opening Day



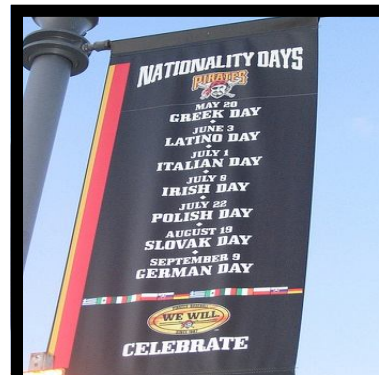
The Los Angeles Dodgers supported LA Marathon participants with this billboard (what a smart move)



Nike doesn't just market to athletes - they cater to babies and their athleticism too



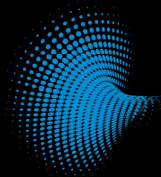
Pepsi found an effective way to offer a great game day photo opportunity for fans that ties the brand into the experience



The Pirates use pole banners to drive awareness for Nationality Days featured during the season



The Orioles' Light Rail is a Hit with Fans!



RISING STARS

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

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



Peter Robert Casey, Team Chemist LLC

Peter Robert Casey is a basketball scribe and Chief of Communications for Team Chemist, LLC, a 'decision management tool' for NBA front office personnel. In addition to covering the interplay of basketball and interactive media for The Huffington Post and PeterRobertCasey.com, Peter became the first media credentialed microblogger in college basketball history this past season. He was selected as a 2010 Irish Echo "40 under 40" honoree, and holds an M.A. in Organizational Psychology from Columbia University.



Doug McNamee, ISP Sports - Baylor University (<http://www.ispsports.com>)

Doug joined ISP Sports in May 2005 as the Marketing Assistant for Baylor ISP. Since that time, he has been promoted three times and has served as the General Manager for the property over the last three years. Doug oversees sales and operations for ISP's partnership with the Bears and is a recipient of the ISP Chairman's Cup award, given annually to top performers within the company. He received his undergraduate degree from Baylor and worked with the Houston Astros before returning to his alma mater to serve as a graduate assistant with the Baylor baseball program for two years, earning a Masters in Sports Management during that time.



Romola Ratnam, National Basketball Association (<http://www.nba.com>)

Romola started her career at the National Basketball Association as an intern in 2007. Now a Manager of Business Development, her responsibilities include creating customized marketing activation programs for top marketing partner prospects across the NBA, WNBA NBA Development League and USA Basketball. As a member of the Strategic Marketing team, she also oversees the creation and development of the NBA's global sales materials and collateral. Romola has been involved in developing and pitching successful activation concepts for Timberland, Kmart/Sears and current League Partner Hewlett-Packard. Romola graduated from New York University in 2007.

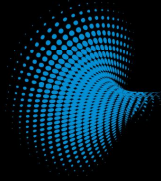


David Highhill, Turnkey Sports & Entertainment (<http://www.turnkeyse.com>)

David serves as a Project Director for Turnkey Sports & Entertainment's Market Intelligence division. There he handles the research needs of all NHL and NBA clients including the Capitals, Magic, and Bruins. This research focuses on broad areas of team and brand experience, including season ticket holder satisfaction, social media usage, and brand studies. His work has also focused on sponsorship evaluations for clients such as the Miami Heat, Honda, and the US Air Force. Before working with Turnkey, David received his M.S. in Psychology from Lehigh University, where he was also a two-year Captain of the rowing 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



SPORTS SOCIAL MEDIA WATCH

Have you considered bringing your stadium merchandise and products to life via interactive barcodes?

Laura Gainor, a Milwaukee-based social media strategist for Comet Branding, has emerged as an industry leader profiling the opportunities and uses for **stickybits**, a new fun and social way to attach digital content to real world objects. Stickybits is a new social media app that could have some serious implications in the sports space.

Here's how it works: Consumers can download the stickybits app for FREE on their iPhone or Android smart phone. The stickybits app allows consumers to scan any barcode and upload their favorite pictures, videos, and experiences for that product for others to see. If two (2) consumers scan the same barcode (which is available on many products) they will see what one another has posted... essentially giving products and brands their own virtual world experience!

If Nike were to release a new version of Kobe Bryant's shoes, they could attach a stickybits video from Kobe thanking fans for purchasing his shoes, a highlight reel, and potentially a sweepstakes offer to the barcode (with a set of instructions on the box) for consumers to experience! Stickybits content can be applied to ticket stubs, merchandise, concessions items, program ads, and player profiles on team websites!

But stickybits is for more than just brands... it's for people too. Gainor demonstrates on her blog how consumers can create their own stickybits barcodes that they can use to upload their own pictures, videos, etc. This tactic could serve as a new, innovative way to boost your resume, LinkedIn profile, and personal brand!



Laura Gainor



Scan with the
← stickybits
app

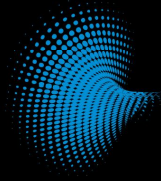
Check out more of Laura Gainor's Stickybits expertise on her blog here: <http://is.gd/cn4W0>

A CLOSE LOOK AT... THE NBA PLAYOFFS



**Chi-town?
buh-bye town**

KeyBank
Unlock your possibilities



CREATIVE ACTIVATION IDEAS



The Mariners proudly serve Starbucks coffee to fans enjoying the game in their seats at Safeco Field



Sponsors hit the water with soccer ball boats in Cape Town for the World Cup



Bass Pro Shops drove awareness for free samples on LSU Gameday with a tent display and a giant tiger featured on a pickup

INTERNATIONAL SPORTS BUSINESS WATCH

UFC 112: INVINCIBLE



EVENT FACTS AND INSIGHTS

Event Date: April 10, 2010 - Yas Island, Abu Dhabi, United Arab Emirates

Sponsors: Flash Entertainment, Synaxis Media, Virgin Megastore, iQ Magazine, Rotana,

Tourism: UFC 112 generated an estimated live gate of \$3.5MM; Economic studies have shown that the UFC can drive \$10-\$20MM in new economic revenue into any community they enter into

Tickets: The event drew 11,008 in attendance, marking the first UFC event held in the Middle East

Viewership: The UFC 112 fight drew a 1.3 rating with 1.7MM viewers

Did You Know? The fight, considered the UFC's first-ever open air event, was a financial success for the UFC brand but it will be interesting to see if this same success can be replicated in foreign markets on a consistent basis. German television recently banned UFC broadcasts.



HAVE YOU HEARD ABOUT THE OHIO SPORTS BUSINESS ACADEMY?

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

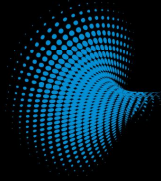
SIGN UP NOW!!!



Research

Valuation

Sponsorship
ROI



THOUGHT STARTERS

Looking for unique ways to leverage lottery partners? Here are some tactics to consider:

ACTIVATION AND BRANDING

POWERBALL HOME RUN LEADERBOARD



Rank/Name	Position	HR
R. Braun	OF	28
P. Fielder	1B	20
C. Hart	OF	16
M. Cameron	OF	15
B. Hall	3B	14

HOME RUN LEADER BOARD WISCONSIN LOTTERY

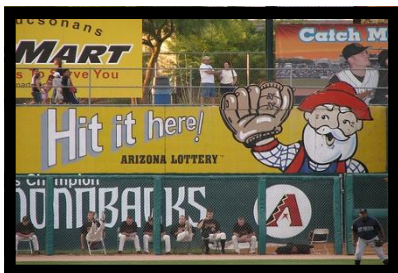
Top 5 Home Runs - Week 16

Following the All-Star break, the Brewers have picked up where the rest of the league is being on all corners as each player on the team is contributing offensively. In Week 16, Prince Fielder's hot has come close to carry the Brewers, but Ryan Braun still maintains his position atop the home run leaderboard.

Click Thumbnail to view clip



GO TO POWERBALLCALCULATOR.COM **POWERBALL** 75,000,000

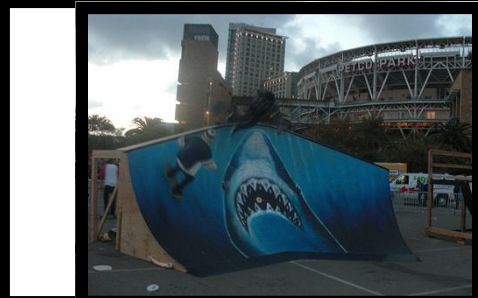




WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Generate Unusual Buzz with Skate Ramp Displays

Brands looking for unique ways to drive excitement on game day should consider branding skate ramps in the tailgate lots that are brought to life with live demonstrations. This activation tactics can help brands connect with younger fan demos, escape game day stadium clutter, and drive excitement during pre-game tailgating activities outside the stadium.

Bring Brands to Life in 3D!

Teams looking to showcase team partners in new ways should consider offering 3D branding elements that hang from the ceiling in the concourse or plaza levels. The flowing beer can (above) serves as a great example of ways that teams can bring beverage partners to life and provide them a means to escape the static/LED clutter typically seen on game day.

Give Fans an Instant Memo That They Will Never Forget!

Brands looking to provide fans with a unique premium item takeaway from a player appearance should consider giving out signed Polaroid photographs. These premiums serve as great mementos that have personal worth and terrific to share with friends, etc. Consider bringing these to life with a web address on the back of the Polaroid that fans can access and share with friends digitally!



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.