

## Looking to Own the Soccer Space?

### 20 of the Most Visible Brands Around the 2010 World Cup

- Coca-Cola
- Visa
- adidas
- Nike
- Sony
- Hyundai
- Budweiser
- Puma
- McDonald's
- MTN
- Louis Vuitton
- Samsung
- Emirates
- EA Sports
- Kia
- Tesco
- Mars
- Castrol
- Vodafone
- Dolce & Gabbana



"Build partnerships, not sponsorships."

Brian Corcoran,  
Shamrock Sports Group

## PARTNERSHIP ACTIVATION 2.0

Welcome to the July '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 encourage you to take a close look at engagement opportunities outside of the sports and music space. The next time you are traveling through the airport, taking your kids to the zoo, treating your wife to a musical/play, or visiting a casino in Las Vegas for a bachelor party, take a moment to think about new, creative ways that brands can leverage those settings to connect with consumers. By forcing yourself to think out-of-the-box in non-traditional settings, you will find that you become a smarter, more creative marketer... and we need more of those in our industry these days!

Thank you for your continued support of Partnership Activation and willingness to share with friends and colleagues in the industry. Please let me know if you ever find yourself in Milwaukee (or Chicago), as I would love to connect!

Thanks and Best Wishes, Brian

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## INDUSTRY WATCH | PLAYER/ALUMNI CHALLENGES

### Consider new ways to introduce non-traditional sponsors to your sport!

The Canadian Football League is teaming up with Herbal Magic to host the Herbal Magic Weight Loss Cup, a challenge amongst (8) CFL Alumni who are battling to lose weight and adopt a healthier lifestyle. The former players are taking part in a 20-week weight loss program challenge which consists of eating real food, using natural health products, and getting advice from a personal health coach. The players are competing for the chance to be crowned the Weight Loss Cup Champion.

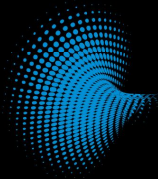
The Herbal Magic Weight Loss Cup is supported by an official microsite, <http://www.weightlosscup.ca>, that allows fans to track the progress of their favorite former CFL stars, cheer them on throughout the process, and even vote for a chance to win great prizes, including a trip for (2) to the 98th Grey Cup in Edmonton.

The CFL's Weight Loss Cup serves as a terrific benchmark for sports properties looking to create compelling activation programs for non-traditional sponsors and integrate players and alumni into the mix. Herbal Magic, a Canadian owned and operated chain, is the largest weight loss company in Canada with 300 retail locations across the country.



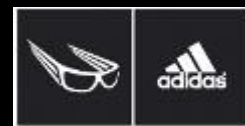
Check Out The CFL's Herbal Magic Weight Loss Cup Here:

<http://www.weightlosscup.ca/>



## EYES ON THE INDUSTRY

PRESENTED BY



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

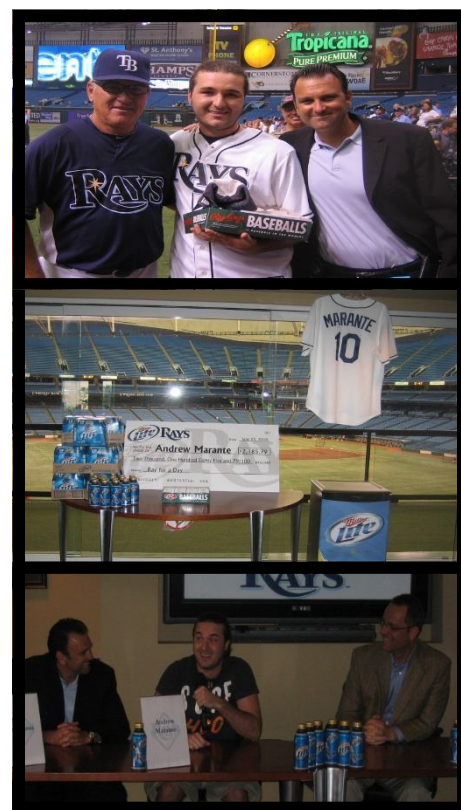
### *Are You Providing Truly Exclusive Experiences for Fans?*

Miller Lite and the Tampa Bay Rays recently teamed up to execute a "Ray for a Day" promotion that truly offered one (1) lucky winner the ultimate Rays game day experience. Miller Lite called on agent Drew Rosenhaus to host the winner, Andrew Marante, and represent him in negotiations with Rays SVP Mark Fernandez, President Matt Silverman, and GM Andrew Friedman that officially made him a "Ray for a Day".

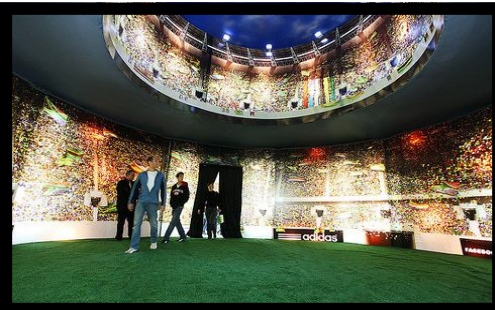
Following the negotiations and official press conference, Marante was presented with a collection of prizes, which included a one-year supply of Miller Lite, a one-day rookie salary, an authentic, customized Rays jersey and hat, (4) pre-game field passes to watch batting practice, (4) game tickets in Row 1 - directly behind the Rays dugout, an on-field meet & greet with Rays Manager Joe Maddon, a box of authentic Miller Lite-branded Rawlings baseballs, a Miller Lite/Rays neon sign, a Miller Lite beer fridge, a commemorative press release issued by the Rays, and the opportunity to throw out the first pitch prior to the game.

The promotion, managed by GMR Marketing from ideation to execution, was picked up by a host of media outlets and the Rays organization featured a (1) minute clip of the press conference on the jumbotron during pre-game warm-ups and at the bottom of the 4th inning.

Miller Lite leveraged relationships with several retail partners (Publix, Total Wine and More, Buffalo Wild Wings, Winn-Dixie, ABC Liquor, Hess, and Beef O'Brady's) to execute the Ray for a Day sweepstakes, which tasked consumers ages 21+ with filling out entry forms between May 1- June 6 for a chance to win.



## ANOTHER EXAMPLE OF... AN OUT OF THIS WORLD EXPERIENCE



**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.





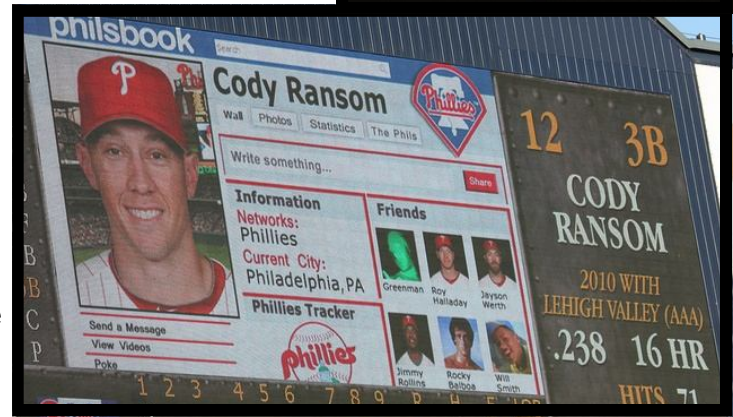
## A SIGN OF THE TIMES

**Are you looking for new ways to integrate social media into your game entertainment?**

The Pittsburgh Pirates devised a new, creative way to incorporate Facebook into their game entertainment at PNC Park. The MLB club developed a scoreboard feature that profiles opposing players (during their at-bat) in a Facebook page format. The unique scoreboard piece displays players' "friends", team information, and customized branding (e.g. "philsbook" accompanied by the Phillies logo).

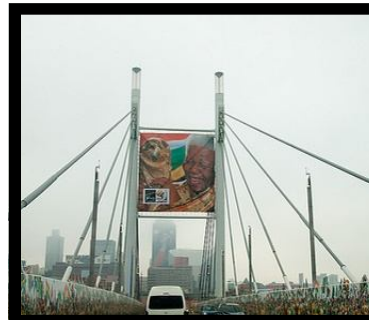
The opportunities are endless for teams looking to integrate social media into their scoreboard entertainment. The Pirates could take this concept to the next level by showing personal player videos, birthday information, and live comments on a players Facebook wall (Tweeted/texted by fans). It's only a matter of time before we see more organizations look for new ways to integrate Twitter, YouTube, Foursquare, and LinkedIn into the mix.

If anything is for certain, scoreboard Facebook features can serve as a great opportunity for teams to promote their own Facebook page and related social media channels. Consider new ways to take your scoreboard entertainment to the next level with social media integration!



Check out other Scoreboard Features from the Pirates Here: <http://www.youtube.com/user/PiratesScoreboard#p/u>

## A CLOSE LOOK AT... THE WORLD CUP





## HOT OFF THE PRESS

**Are you looking to track sponsorship activity from the 2010 World Cup?**

Prior to and throughout the 2010 World Cup, Xtreme Insight has provided independent research and analysis on the marketing activity surrounding the event. Now that the tournament has wrapped up, they have produced their World Cup 2010 Wrap Report, a comprehensive review of key marcoms and campaign strategies from this great sporting extravaganza.

Included in the report is a review of all the marketing strategies from official FIFA sponsors, and selected national team partners and ambush brands – from ATL activity to social media to on-the-ground activation in South Africa. Feature articles include an overview of the sportswear market, how the major players leveraged the tournament, and what sports professionals can learn from the event – such as how brands utilised low latency activity, consumer created campaigns, ambush strategies and approaches.

For further details, contact Matthew Carlton at [matthew.carlton@xtremeinsight.net](mailto:matthew.carlton@xtremeinsight.net) (and be sure to follow the Xtreme Information Twitter handle at @Insight2012)!



**XTREME INSIGHT** | 2012 Blog



For more insights, check out the Xtreme Insight 2010 Blog Here: <http://www.xtremeinsight.net/2012blog/>

## CREATIVITY IN THE SPORTS MARKETPLACE



Burger King created a World Cup marketing campaign that incorporated a famous Spanish soccer fan in Madrid (a nice ambush marketing play)



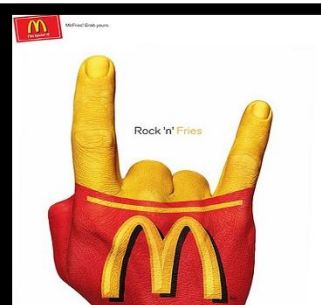
Nike celebrated FC Barcelona's championship victory with special congratulatory field board messaging



Jet Blue Uses Top 10 Lists on the Scoreboard at Dodgers Games to Promote Tourist Destinations



Rivers Casino leverages their Pirates' partnership with signage that hits home with fans



McDonalds discovered a great way to connect with rock-n-roll fans

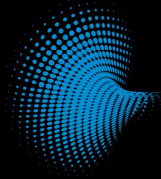


The Lakers promoted their appearance in the 2010 NBA Finals with a giant mobile billboard



Kraft is featuring giant noodle art just outside Wrigley Field





## RISING STARS

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

Partnership Activation, Inc. is excited to recognize the July 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) July recipients of the Partnership Activation Rising Stars Program - the first four (4) members of the 2010-2011 Class:



#### **Joshua Boren, Aedas Sport (<http://www.aedas.com>)**

Joshua A. Boren is responsible for leading and coordinating business development, sales, and marketing opportunities for Aedas Sport, a design and architecture firm specializing in new and renovated sports and entertainment facilities. Joshua has helped position one of the world's largest architectural practices in the rarefied specialty of sports design and his efforts have helped Aedas Sport win various undertakings across the globe including notable projects such as a new stadium for Qatar's 2022 World Cup Bid and the new Los Angeles NFL Stadium. Joshua is a graduate of the Wharton School of Business at the University of Pennsylvania and brings a real estate, finance, and entrepreneurial background to the practice which ties in well with the sports group's focus on revenue generation and cost savings. While currently living in Los Angeles, Joshua is a native Michigander and a diehard Detroit sports fanatic.



#### **AJ Andrassy, adidas Eyewear (<http://www.facebook.com/adidasEyewear> )**

Based out of Carlsbad, CA, AJ currently works in business development for adidas Eyewear, focusing on sales and sports marketing in golf. During his time, AJ has helped adidas Eyewear better leverage their tour athletes to drive sales in the golf-specialty channel. AJ received his MBA and MSA degrees from Ohio University, and received a B.A. in History and English at the University of Notre Dame.



#### **Ward Gibson, GMR Marketing (<http://www.gmrmarketing.com>)**

Ward has served with GMR Marketing for the past four years in a client service role, managing a variety of partnerships for Lowe's Home Improvement. His core role has been as partnership manager and consultant for Lowe's wide-ranging collegiate platform, including over 40 individual school relationships and NCAA Corporate Partnership. In addition to the sports realm, Ward manages a variety of non-sports platforms, including SeaWorld/Busch Gardens theme parks. In his spare time, Ward is an AFAA-certified group fitness instructor at YMCA branches in Charlotte. He received his Masters in Sport Administration from UNC and interned with Tar Heel Sports Marketing/Learfield Sports before joining GMR in 2006. He spent two years prior working in Marketing and Promotions at Davidson College, where he graduated in 2002 as a Sociology major and participated in football and track & field.



#### **Nicholas Porrini, Digital All-Star (<http://www.digitalallstar.com>)**

Nicholas Porrini is the Director of Sales for Digital All-Star, LLC (DAS), an interactive video technology, promotions and services firm. In his role, Nick is responsible for creating sponsor partnerships, contracting events for DAS's videographers and overall client relationship management. Nick's recent successes include a permanent studio installation in Tropicana Field, home of the Tampa Bay Rays, promoting the Bighthouse Sports Network, and formalizing a joint marketing agreement with the Raymond Entertainment Group on their minor league mascot tour promoting various products.

**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)**

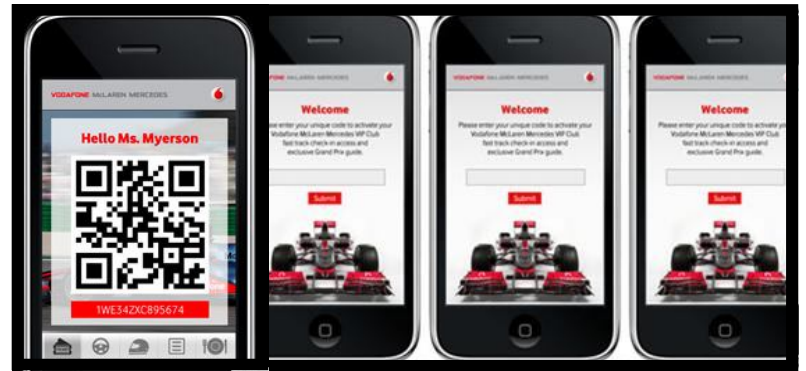


## SPORTS TECHNOLOGY WATCH

**Are you looking for new ways to enhance your hospitality efforts via technology and social media?**

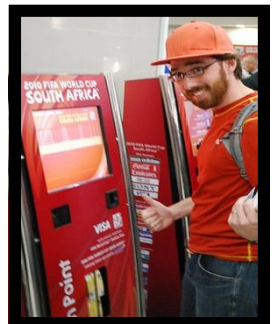
The Vodafone McLaren Mercedes F1 team recently announced that it is launching an app specifically made for the Android platform that is designed to enhance at-track hospitality efforts. VIP guests attending races on behalf of the Vodafone McLaren team will receive an SMS (text) message that invites them to download the user-friendly application. Upon arrival at the track, guests will be able to download exclusive team content and a guide that details on-site attractions via a unique QR code.

There's no question that smart phone applications are here to stay and will forever change the way sports properties manage their hospitality operations. The new Vodafone hospitality app even incorporates real-time ticket scanning, check-ins, and augmented reality features (where users can aim their handset cameras around the track to pick up dynamic content and info). The app, created by Marvellous, has already received rave reviews from thousands of guests and officials. Check out more information on the app below!



**For More Information About the Mobile Hospitality App, Click Here: <http://bemarvellous.com/vmm.html>**

## A CLOSE LOOK AT... THE WORLD CUP







## CREATIVE ACTIVATION IDEAS



Arizona Diamondbacks fans enjoy the option of having margaritas served to them in the stands at Chase Field



Heinz featured an interactive ketchup shooting display at a Family Festival



CCM featured a locker room display at the 2010 NHL Draft where fans could try on gear

## INTERNATIONAL SPORTS BUSINESS WATCH

### 2010 Wimbledon Championships



#### EVENT FACTS AND INSIGHTS

**Event Date:** June 21—July 24, 2010

**Official Suppliers:** Blossom Hill (Official Wine), Evian (Official Bottled Water), G4S (Official Security Services Provider), Haagen-Dazs (Official Ice Cream), Hertz (Official Car), HSBC (Official Banking Partner), IBM (Official Supplier of Information Technology), Lanson (Official Champagne), Nescafe (Official Coffee), Polo Ralph Lauren (Official Outfitter), Robinsons (Official Still Soft Drink), Rolex (Official Timekeeper), Slazenger (Official Ball)

**Tickets:** Total attendance for the event in '10 was 489,946, the 2nd highest total attendance ever (averaging 37,688/day). Wimbledon set an attendance record for the 2010 men's finals match between Rafael Nadal and Tomas Berdych (32,036).

**Viewership:** Ratings of NBC's Wimbledon coverage in the U.S. were down significantly in 2010 (1.6 rating) after setting records in 2009 when Roger Federer faced off against Andy Roddick in the Finals (3.8 rating, 10 share).

*Did You Know?* About 15% of Wimbledon revenue goes to prize money (in comparison, less than 10% of the U.S. Open goes to the players). The winners of the men's and women's singles events take home a cool £1MM check while the runner up receives £500K. In total, prize money reaches £13,725,000 (a 9.4% jump from '09).



## VALUE OF THE MONTH

The Florida Panthers capitalized on LeBron James' arrival to South Florida by offering a terrific "Seats for a King" ticket promotion that enabled fans to purchase:

- A limited number of lower bowl season tickets for \$23/game (LeBron's initial NBA jersey number)
- A limited number of upper bowl season tickets for \$6/game (LeBron's current NBA jersey number)

The ticket promotion served as a unique example of ways that teams can capitalize on free agent signings by other professional organizations in the local marketplace.







# Partnership Activation

The "Think Tank" for connecting brands with fans.

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## THOUGHT STARTERS

Looking for unique ways to leverage Dunkin' Donuts as a partner? Here are some tactics to consider:

### ACTIVATION AND BRANDING







**WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?**



**IDEA BOX**



**Cool off Fans With Beer Misters on Game Day!**

Marketers of music festivals and outdoor sports events should consider aligning with a beverage sponsor to create giant bottle misters that cool off fans. Whether it's Heineken, Sprite, or Smirnoff Ice, giant bottle misters can serve as a great, interactive messaging display for brands!

**Give Your Brand Messaging an Interactive, Fan-Friendly Twist**

Brands looking for new ways to leverage team partnerships should consider creating a scoreboard/OOH campaign that features custom messaging on brand packaging. As shown above, teams could display interactive Taco Bell sauce packets on the jumbotron that feature congratulatory/trash talk/inspirational messages submitted by fans in the arena and watching at home via text/Twitter.

**Everyone Loves Beer Visuals.**

Sports organizations looking for new ways to leverage beer sponsors should consider featuring custom fountains in the plaza/parking lots/concourse that appear to have water (beer) flowing out of a branded can. Take the idea to the next level by offering a \$1 discount to all fans who show a picture of the display on their phone when purchasing a beer from a concessions stand!



**For More Information, Please Contact:**

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LinkedIn: <http://www.Linkedin.com/in/partnershipactivation>

**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.

