

**Looking to Further Your Career?**

**20 Top Sports Graduate Programs to Consider**

- Ohio University
- University of Oregon
- Univ. of Central Florida
- San Diego State Univ.
- Univ. of Massachusetts
- Univ. of North Carolina
- New York University
- Columbia University
- George Washington University
- Indiana University
- Northwestern University
- West Virginia University
- Texas A&M University
- University of Florida
- Georgetown University
- University of Tennessee
- Florida Atlantic University
- St. Thomas University
- Univ. of Memphis
- Univ. of San Francisco

"Build partnerships, not sponsorships."

Brian Corcoran,  
Shamrock Sports Group

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the August '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.

Looking across the sports landscape, it's always refreshing when you come across a Corporate Partnerships team that really does all the little things to stand out in a crowd. I recently had the privilege of spending some time with the entire Cincinnati Bengals Corporate Sales and Marketing team and couldn't have come away more impressed with their dedication to team partners, creativity, team chemistry, and character. As you look to benchmark partnership best practices throughout sports, make sure to keep an eye on some of the terrific things the Bengals Corporate Sales & Marketing team continues to do on behalf of their partners!

**Special Announcement!**

Thanks to our friends at adidas Eyewear, if you pass along the August Newsletter to a friend/colleague in the industry and they submit a sponsorship/marketing "best practice" that is selected to be featured in the September Issue, you both can win a **FREE** pair of adidas Eyewear! Send your submissions to: [newsletter@partnershipactivation.com](mailto:newsletter@partnershipactivation.com)!

**this issue**

- Hometown Pride **P.1**
- Eyes on the Industry **P.2**
- A Sign of the Times **P.3**
- Hot Off the Press **P.4**
- August Rising Stars **P.5**
- Sports Technology Watch **P.6**
- International Sports Biz **P.7**
- Thought Starters **P.8**
- Idea Box **P.9**

**Looking for more?**  
Check out

[PartnershipActivation.com](http://PartnershipActivation.com)

**INDUSTRY WATCH | MARKETING HOMETOWN PRIDE**

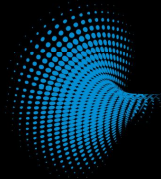
**Are you looking for ways to effectively message to the local community?**

The University of Memphis Athletic Department recently unveiled a terrific out-of-home marketing campaign for the 2010 football season that prominently features local players who opted to stay home and play for the University, sending a message to recruits, fans, and alumni. Athletic Department Officials worked with the Memphis coaching staff and cs2 advertising to develop the localized billboard campaign, which promotes (5) Memphis-area players, several group shots of Memphians, and a few players from out-of-town markets (Baton Rouge, Bradenton, and Atlanta).

Headlines of the campaign's 17 in-market billboards include: "Home Grown", "This is Memphis Football", "There's No Place Like Home", "M-Town Pride", "Representin' the 901", and "Blue Plate Special - Pancakes". Memphis officials want to deliver a message that the Memphis community should "Invest in the Helmet", keep the best local talent in town, and have pride in the team.



**Click Here For More on the Billboard Campaign:** <http://is.gd/el2Ts>



## EYES ON THE INDUSTRY

PRESENTED BY



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

### *Are you keeping an eye on creative tactics fresh out of the Barclays Premier League?*

Here are five (5) eye-popping ideas that are grabbing the attention of soccer fans across the globe:



#### **Everton FC - "Win a Place in This Season's Team Photo" Contest**

Everton FC and Mastercard are teaming up to offer (1) lucky soccer fan the chance to appear in the Official Team photo with a friend. All Everton fans that spend £150 or more on their Everton Mastercard before Friday, August 27th will be eligible to win this once-in-a-lifetime opportunity. Check out the promotion here: <http://www.evertonfc.com/club/efc-mastercard.html>

#### **Manchester City FC - MCFC Fan Sites**

Manchester City FC features a comprehensive listing of 60+ club fan sites from around the globe on its Official Website. Each fan site listing includes a logo/picture, a brief description, and a hyperlink directly to the site. MCFC allows fans to submit the details of their site along with an image for the chance to be featured among the elite for all MCFC fans to see. Check out the club's terrific online concept here: <http://www.mcfc.co.uk/Fans/Fan-sites>

#### **Chelsea FC - Celebrity Fans**

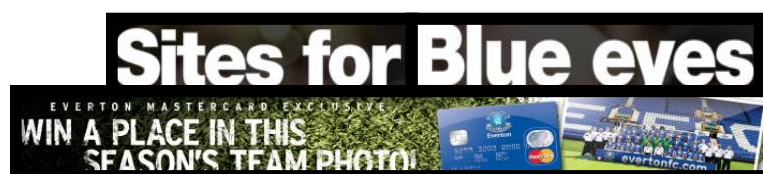
Chelsea FC features a "Celebrity Fans" section on their website that includes a detailed list of celebrities around the world that are fans of the club or have worn team apparel in movies, on television, during concerts, or while serving in politics. Check it out here: <http://theshed.chelseafc.com/theshed/celebs.shtml>

#### **Liverpool FC - Starting Lineup**

Liverpool FC offers an interactive Team Selector feature on their website that allows fans to submit which players they would like to see start against an upcoming opponent. Users have to account for suspensions, player performance, and injuries, so the Team Selector feature encourages fans to return to the site to check out their lineup. See it here: <http://is.gd/eo7V3>

#### **Manchester United - ManU Matchpics**

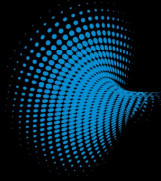
Manchester United allows all fans attending home matches to submit pictures (accompanied by a short description) of their experience the day after a game to [matchpics@manutd.co.uk](mailto:matchpics@manutd.co.uk). The team posts the 21 best pictures that are submitted on its Official Website and publish the very best one in the United Family section of an upcoming game program. For more information on this initiative, click here: <http://is.gd/eo76M>



### **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

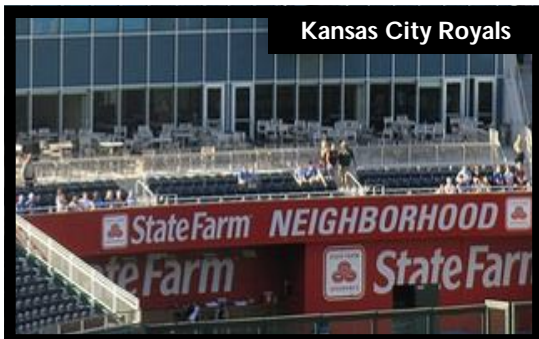
### Is Your Team Capitalizing on Training Camp Sales Inventory and Activation?

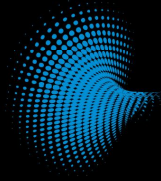
Eighteen (18) NFL organizations entered Training Camp with title sponsors on board in 2010. With teams looking to sell inventory 365 days per year, training camp assets have become increasingly sought after in recent years. The following chart demonstrates how an abundance of sponsors have aligned with NFL organizations to capitalize on pre-season media coverage, buzz, and fan avidity. As depicted below, common training camp title sponsorship categories include telecommunications, health care, auto, and apparel:

<u>Team</u>	<u>Training Camp Designation</u>
Buffalo Bills	Buffalo Bills Verizon Wireless Training Camp
New England Patriots	2010 Patriots Training Camp Presented by United Healthcare
New York Jets	Madden NFL '11 Jets Training Camp
Baltimore Ravens	Ravens Training Camp Connected by Verizon
Pittsburgh Steelers	Steelers 2010 Training Camp Presented by Xfinity
Houston Texans	Houston Texans Training Camp Presented by Comcast
Denver Broncos	Denver Broncos Training Camp Presented by Ticketmaster
Kansas City Chiefs	Kansas City Chiefs Training Camp Presented by Heartland Health
Dallas Cowboys	Cowboys 2010 Training Camp Built Ford Tough
New York Giants	Giants 2010 Training Camp Presented by Toyota
Philadelphia Eagles	Eagles Training Camp Presented by Verizon Wireless
Chicago Bears	Staples Bears Training Camp Presented by Chase
Green Bay Packers	Bellin Health Training Camp
Minnesota Vikings	Verizon Vikings Training Camp
Atlanta Falcons	2010 Russell Training Camp
St. Louis Rams	St. Louis Bud Light Training Camp presented by Russell Athletic
Seattle Seahawks	Bing Training Camp
Cleveland Browns	Cleveland Browns Training Camp Presented by AT&T In Association with Cleveland Clinic



## A CLOSE LOOK AT... BASEBALL VENUE DESTINATIONS



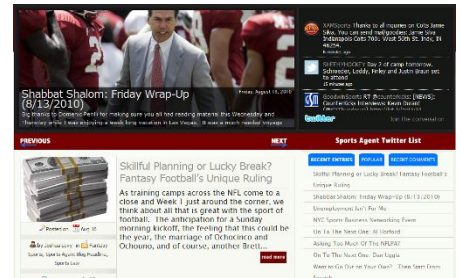


## HOT OFF THE PRESS

**Are you looking to enhance your knowledge about player endorsements?**

Darren Heitner, Founder of Dynasty Athlete Representation, and a team individuals operate a terrific website called SportsAgentBlog.com that provides a plethora of information pertaining to sports law and sports business. The site has rapidly emerged as a "go-to" resource for breaking news, insights, legal issues, agent interviews, examinations of contract hearings, and information pertaining to the athlete representation space.

Heitner founded SportsAgentBlog.com in December '05 and has since experienced steady increases in traffic over the past four years, receiving upwards of 3,000 unique visits per day from agents, athletes, media sources, and the general public. For more information, follow Darren Heitner on Twitter at @Darren\_Heitner!



For more information, Check Out SportsAgentBlog.com Here: <http://www.SportsAgentBlog.com>

## CREATIVITY IN THE SPORTS MARKETPLACE



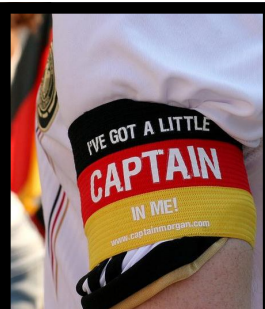
The New York Yankees paid tribute to the late George Steinbrenner with several murals and mobile banners at Yankee Stadium



Visa utilized scoreboard inventory at AT&T Park to acknowledge its summer MBA Interns. A great way to reward employees!



A Korean baseball team placed commemorative bases inside the brick walkway outside their stadium



Captain Morgan distributed branded "Captain bands" to World Cup fans



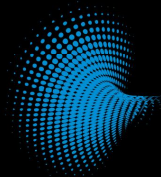
The Miami Heat found a creative way to merchandise their three marquee players



The New Orleans Saints featured a Championship Tour brought the Super Bowl and MVP trophies to (10) cities in LA, MS, AL, and FL



A life-sized stadium sand castle was erected at the 2010 MLB All-Star Game exhibition hall in Los Angeles



## 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 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) August recipients of the Partnership Activation Rising Stars Program:



#### **Brian Connolly, CSL International ([www.cslintl.com](http://www.cslintl.com))**

As a Project Manager for CSL International, Brian is responsible for managing client relationships and leading market research and financial analysis efforts for a wide variety of professional sports teams, collegiate athletic departments, municipal sports authorities and other such sports and entertainment facility stakeholders. His recent projects include an economic impact study of PETCO Park and the San Diego Padres, premium seating demand analysis for Mississippi State University Athletics, and market/financial feasibility analysis for a new NFL stadium in Oakland. Prior to joining CSL, Brian worked for both the Orlando Magic and the Arizona Cardinals in business strategy and market research roles. Brian earned an MBA in Sports Business from Arizona State University and a BS in Economics from the University of Pennsylvania.



#### **Sarah Pavelko, University of Connecticut Athletics ([www.uconnhuskies.com](http://www.uconnhuskies.com))**

Sarah currently is the Associate Director of Marketing, Promotions & Events with the University of Connecticut Huskies. Sarah coordinates the development and implementation of game day efforts for all UConn intercollegiate sports with an emphasis on football, men's basketball and women's basketball. She also works closely to develop marketing plans and fan initiatives to drive ticket sales and attendance. Prior to joining the Huskies in July of 2010, she was with the Arizona State Sun Devils as a Marketing Specialist since 2004. Sarah received her B.A. in Sport Management while competing at the Division I level as a member of the Bulldog Women's Golf Team Gardner-Webb University in Boiling Springs, NC.



#### **Jennifer Howland, Arizona Diamondbacks (<http://arizona.diamondbacks.mlb.com>)**

Jennifer is in her fifth season with the Arizona Diamondbacks in the Baseball Outreach and Development Department. Her main responsibilities include coordinating and marketing the D-backs Training Centers; the official youth baseball and fast-pitch softball camps of the Arizona Diamondbacks. Prior to the D-backs, Jennifer spent a year with the Phoenix Suns in Season Ticket Services. She was in the Inaugural Class of the DeVos Sport Business Management Program at the University of Central Florida where she earned an MBA and Masters in Sport Business Management and had internships with the Orlando Magic, New Orleans Saints and UCF Athletics Media Relations Department. Her undergraduate degree came from the University of Kentucky where she was a four-year starter on the UK Women's softball team.

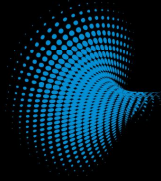


#### **Scott Minto, San Diego State University Sports MBA Program ([www.sdsu.edu/sportsmba.com](http://www.sdsu.edu/sportsmba.com))**

Scott Minto is the director of the Sports MBA program at San Diego State University. In this role, Scott created the program's annual sports business case competition, which attracts teams from some of the world's top MBA programs. He has integrated a class trip to the Dominican Republic into the MBA curriculum in partnership with the San Diego Padres and Major League Baseball, exposing students to corporate social responsibility in an international environment. His work also includes conducting a number of economic impact studies each year, principally for the Competitor Group's Rock 'n' Roll Marathon series. Scott graduated from the SDSU Sports MBA program in 2006 and is a 2002 graduate of Georgetown University.

**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 fan experiences on game day?

Sports organizations looking to provide fans with new technological offerings should consider turning to Thermopylae, a Washington D.C. based technology company that creates mobile fan guide applications. Thermopylae recently teamed up with Las Vegas Motor Speedway to create a smartphone app that provided racegoers with a plethora of information regarding seating/bathroom locations, concessions, merchandise, and ticketing. Fans can even use the app on their mobile device to buy pit passes, upgrade their seats, take advantage of food specials, and discover the easiest route to the track.

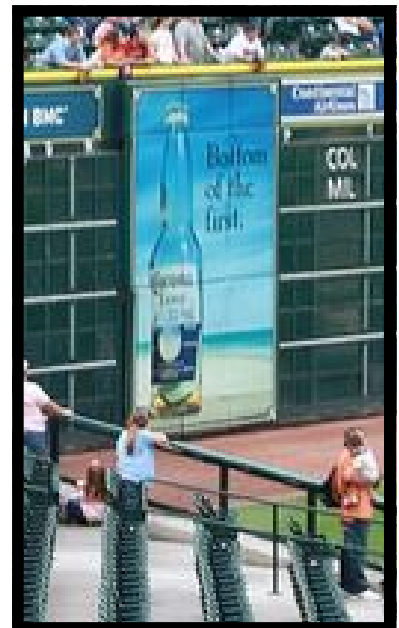
Applying Google Earth Technology, the Thermopylae app can track consumers throughout their experience to help marketers create a full fan profile based on their activity and interests. The app is free of charge to consumers but properties can build in sponsorship inventory via banner ads and scrolling messaging to generate a return on their investment.

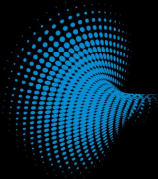
Pricing for the Thermopylae app varies (high five figures to low six figures) based on how many features properties opt to purchase but the company is in discussions with several NFL and NBA organizations after experiencing a tremendous amount of success in the NASCAR space. For more information, reach out to Thermopylae's Mike Fisher here: <http://www.linkedin.com/in/jmichaelfisher>



For More Information, Click Here: <http://www.t-sciences.com/>

## A CLOSE LOOK AT... BASEBALL MARKETING





## CREATIVE ACTIVATION IDEAS



The Rakuten Eagles feature a giant autograph baseball display for fans to have their picture taken with



A European soccer club features a display showing the types of footwear its players wear on game day



Firestone featured a giant MLB monster truck on display (with giant Firestone tires) at the 2010 MLB All-Star Game

## INTERNATIONAL SPORTS BUSINESS WATCH

### Singapore Youth Olympic Games



#### EVENT FACTS AND INSIGHTS

**Event Date:** August 14-26, 2010

**Olympic Partners:** Coca-Cola, Acer, Atos Origin, GE, McDonald's, Omega, Panasonic, Samsung, Visa

**Official Partners:** Changi Exhibition Centre, Cityneon, Crocodile, DBS, Deloitte, Fairmont Singapore, Singapore Airlines, Singtel, Suntec Singapore International Convention and Exhibition Centre

**Tickets:** Over 370,000 tickets are made available for sale for the inaugural 2010 Youth Olympic Games in Singapore. Tickets were priced at S\$10 for preliminary round events while the quarterfinals/semifinals will cost S\$15 and the finals will run S\$30.

#### Interesting Facts:

- 2010 marks the inaugural event of the Youth Olympic Games, with 3,600+ athletes between the ages of 14-18 representing their countries in 184 events across 26 sports. The Games are expected to attract 1,200 media representatives, 20,000 local and international volunteers, and 370,000 spectators.
- Costs for the Youth Olympic Games have escalated to \$387MM (from an estimated \$122MM)



## VALUE OF THE MONTH

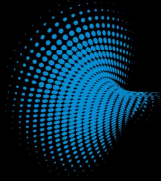
The Hickory Crawdads offered a "Crawdads Haynesworth Conditioning Challenge" that enabled consumers to win two (2) free tickets to all of the team's remaining games during the 2010 season if they could successfully complete the same challenge that Redskins' lineman Albert Haynesworth could not pass:

- 12 consecutive 25-yard dashes in less than 70 seconds; rest period of 3.5 minutes; 12 more consecutive 25-yard dashes in less than 73 seconds

However, all fans were winners! All participants that attempted the challenge received a free ticket to a future Crawdads game.



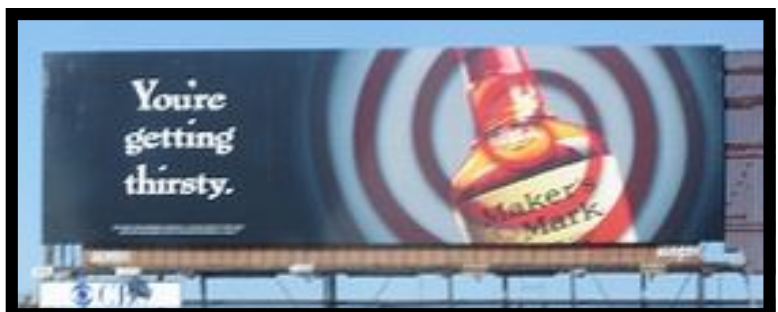
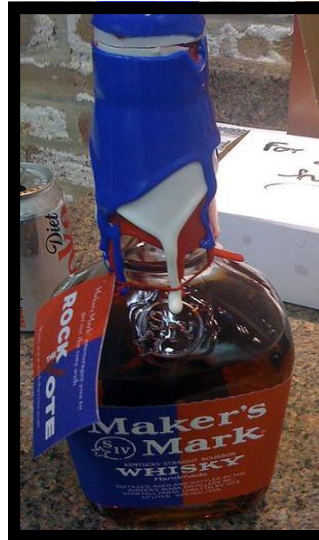
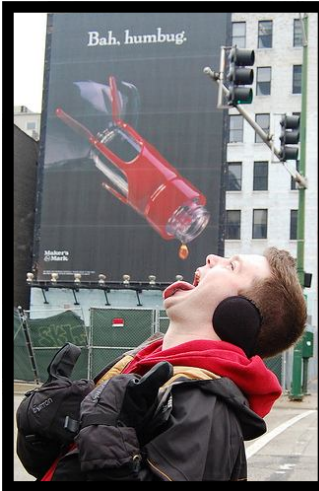
For more details, click here: <http://is.gd/e9fkU>



## THOUGHT STARTERS

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

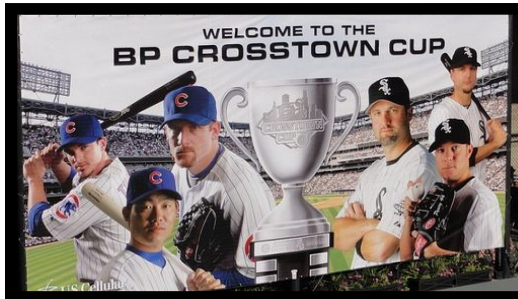
### ACTIVATION AND BRANDING







**WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?**



**IDEA BOX**



**Drive Eyeballs with 3D Signage**

Teams looking for new ways to capture the attention of fans while they roam the concourse and take casual breaks from the action should accompany corporate partner signage with special shelf buildouts that feature commemorative balls and unique items.

**It's a Total Team Effort**

Sports organizations can visually demonstrate all of the underpinnings of a championship team by featuring a "Team Wall" that shows pictures of players, coaches, team personnel, fans, ownership, cheerleaders, ushers, former players, etc. all intertwined. To promote the initiative, teams can tie in a corporate partner that promotes family, togetherness, and unity (insurance, auto, realty, banking, investments).

**Bring Commercial Campaigns to Life on Game Day**

Brands looking for new ways to drive fan awareness and interest for their commercial campaigns should consider featuring molded statues in the concourse and open areas in the stadium. These displays, as demonstrated with Nike's Write the Future Campaign, can serve as great game day fan photo opportunities.



**For More Information, Please Contact:**

**Brian Gainor**

Partnership Activation, Inc.

P: 704.526.5148

E: Bgainor@PartnershipActivation.com

Twitter: @BrianGainor

Youtube: SportsViral, SportsViral2

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.