

Looking to Drive Buzz in the Sports Marketplace?

13 of the Best Sports Virals From 2010

- Nike - Write the Future
- Nike - LeBron James' What Should I Do?
- Gillette - Roger Federer Trick Shot
- Puma - Valentines Day Serenade
- Atlanta Thrashers - Free Thrash Campaign
- Reebok - Danny Woodhead at Modell's
- Vodafone - F1 Teamwork
- Reebok - Sidney Crosby "Pyramid Trick"
- Red Bull - F1 on Ice
- Nike - Only the Fastest
- Washington Wizards - Welcome John Wall
- Air New Zealand - All Blacks Safety Video
- Puma - Awesome Capetown Stunt

"Build partnerships, not sponsorships."
Brian Corcoran,
Shamrock Sports Group

PARTNERSHIP ACTIVATION 2.0

Welcome to the January '11 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 kick off 2011 by emphasizing the importance of personal reflection and relaxation. I recently read a Facebook post that said, "Do Nothing for 2 Minutes. Can You?" It's amazing that we actually have to ask ourselves this question from time to time but after reading this newsletter, take 5 quick minutes to recharge your batteries and analyze what you can be doing better to improve your life, whether personally or professionally. Sometimes we all get caught up with what's happening in real-time (which is easy to do) and forget about the big picture. Why do you do what you do? What can you do better to get back on track? Relax and reflect.

Thank you for your continued support of Partnership Activation. Please let me know if you ever find yourself in Milwaukee, as I would love to connect! As you come across sponsorship/marketing "best practices" and unique ideas, please feel free to email them to me at: bgainor@partnershipactivation.com.

Thanks and Best Wishes, Brian

this issue

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Looking for more?
Check out
PartnershipActivation.com

INDUSTRY WATCH | CELEBRITY FEATURES

Are you looking for ways to integrate pop culture into your game entertainment?

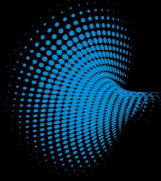
Marquette Athletics has teamed up with JobNoggin.com/Monster to create a "BIGNOGGINS" promotion where Golden Eagles fans can vote for which celebrity/athlete/character head they would like to see featured in the student section. The BIGNOGGINS feature dates back to the 2006 season, with 115+ BIGNOGGINS being released to students along the way. Some have been stolen, some have been traded, but a large number of BIGNOGGINS still have a presence in the student section each game day.

Each game week, fans can choose to vote for (1) of (5) eligible BIGNOGGINS that they would like to see inducted in. Marquette Athletics features a photo gallery of all the BIGNOGGINS that have been selected to date on their Official Athletics Website and even details their record at games.

The BIGNOGGINS concept can be great for brands looking to cross-promote their affiliations with athlete/celebrity endorsers, promote their brand/team mascot, effectively align with University student sections, and capitalize on live in-game engagement. Check out the links below!



Check out Marquette's BIGNOGGINS Here: <http://is.gd/wHWPSr> / <http://is.gd/gFcTFB>



EYES ON THE INDUSTRY

Are you keeping an eye on creative tactics across college athletics?



With corporate partners and fans seeking a greater return on their investment, University athletic departments are being challenged to create new, unique ideas that generate revenue and effectively engage fans. Here are five (5) of the latest and greatest ideas from around the nation:

I. LSU Athletics - Pre-Game Student Lounge, Presented by Acme Oyster House

LSU Athletics teamed up with the Acme Oyster House to create a pre-game lounge where students can enjoy delicious food and drinks prior to LSU basketball games. The concept, which invites students to relax in comfort as they prepare for basketball games, serves as a terrific way for sponsors to extend the engagement period with avid student fans and showcase their food/drink offerings on display for trial. Check out a list of LSU's game day promotions here: <http://is.gd/myhNSh>

II. Arizona State Athletics - Sparky's Travel Page

Arizona State Athletics creatively developed a "Sparky's Travel Page" for their Official Athletics website that serves as a guide for alumni and fans to choose dining, golf, and hotel options. The web destination, featuring the school mascot, serves as a great way to effectively drive awareness for corporate partners representing several categories in a non-intrusive manner. Check out the details here: <http://is.gd/B4FMZf>

III. University of Michigan Athletics - Wolverine Weekends

The University of Michigan Athletics Department offers a "Wolverine Weekends" ticket offer that bundles hockey, football, basketball, and tennis tickets together for fans to purchase. The initiative serves as a great way to drive ticket revenue for non-traditional sports and entice fans to stick around campus for an entire weekend to enjoy a host of activities. Prices range from \$25-\$80, depending on sports offerings and ticket availability. Check out the details here: <http://is.gd/nieusB>

IV. Ohio State Athletics - Brutus Gram

The Ohio State Athletics Department is capitalizing on Valentine's Day fever over the next few weeks by offering fans a chance to purchase Valentine's Day Brutus Grams for their loved ones. For \$200, Buckeye fans can purchase a Brutus Gram, which includes a card, rose, picture with Brutus, and a heart shaped box full of Brutus' favorite Valentine's Day treat (Buckeyes) delivered to their loved one (within a close radius to campus). For guaranteed delivery on the big day, fans must cough up \$500.

Check out the details here: <http://is.gd/B2FioE>

V. Oklahoma Athletics - Delta Dental Teeth Rattlin' Hit of the Game

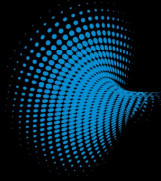
The University of Oklahoma Athletics Department teamed up with Delta Dental to create an entertaining "Teeth Rattlin' Hit of the Game" feature where fans can vote for the best hit of each Sooners game for the chance to win a \$250 gift card.

Click here for more details: <http://is.gd/ICsA4l>

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

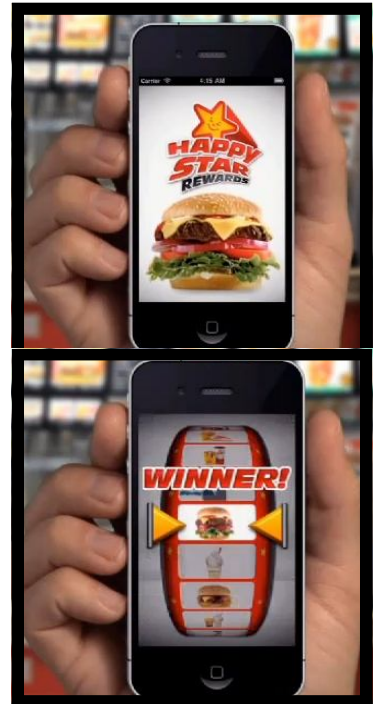
Are you looking to develop new smartphone apps to drive concessions/merchandise sales and engage fans?

Carl's Jr. recently launched a Happy Star Rewards mobile app that signals the future of real-time concessions and merchandise rewards that teams can offer to their fan base.

Here's how it will work:

- Sports organizations can incorporate a "Real-Time Fan Rewards" function within their team mobile/iPad app that allows fans to receive real-time discounts on concessions and merchandise at the team shop
- While attending games, fans can "check-in" at the concessions counter or the team store for a chance to spin the "Wheel of Rewards", which can consist of \$1/\$2 discounts on a variety of concessions items (drinks, burgers, fries, nachos, etc.) or 10-20% off merchandise items
 - Carl's Jr allows fans to spin the "Wheel of Awesome" on their first check-in and every fourth check-in thereafter but teams can make it available to fans just once per check-in or throughout the entire game (to drive in-game mobile engagement)
- Once fans spin the "Wheel of Rewards" and instantly win by landing on a select concessions/merchandise item (or tickets, behind-the-scenes experiences, memorabilia, premium giveaways, etc.) they will be given an option of redeeming the coupon/discount then or saving it for later use (within a given game week).
- Once they click to redeem the coupon/discount, they are given a mobile coupon that they can show a cashier for a promotional discount within 30 minutes.

** With this concept, there are endless opportunities to incorporate partners and highlight new product offerings!



MUST SEE: Watch the Carl's Jr. "Happy Star Rewards" Demo Here: <http://is.gd/soTc5K>

VENUE BUILDOUT OF THE MONTH

Is Your Brand Making a Big Splash on Gameday ?

I wanted to send a special thanks to Aaron Lewis of the Marketing Activations Group for sharing a picture of this terrific Blue Moon buildout at ARCO Arena (soon to be the Power Balance Pavilion) in Sacramento. Per CaseyCatlett.net, the Blue Moon high-impact display resulted in a 20% increase in concourse sales after it was installed during the season.



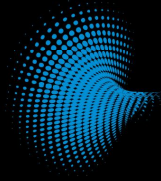
BEST PRACTICE SUBMISSION OF THE MONTH

I want to send a special thanks to Synergy Events (@SynergyEvents) for tweeting about their terrific activation on behalf of Reebok at the 2011 Winter Classic in Pittsburgh.

Synergy featured a giant Reebok Zigloo on-site (measuring 20' wide) that served as an ultimate destination for fans to try on authentic Reebok and CCM hockey gear, shoot pucks into a dryer (a direct reference to a Crosby-Reebok commercial), and test their hockey skills in an Alexander Ovechkin themed shooting competition. Reebok entertained thousands of consumers throughout the weekend of festivities and distributed over 6,000 Zig Winter Classic bracelets.



Check out the Reebok Zigloo Here: <http://bit.ly/iekh4W>

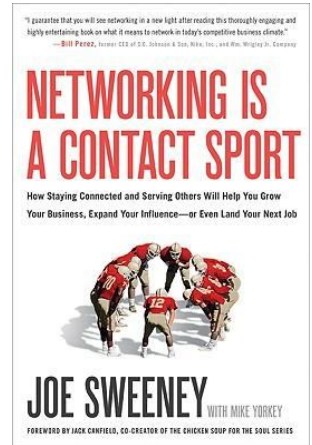


HOT OFF THE PRESS

Are you looking for an insightful read that will enhance your career in sports business?

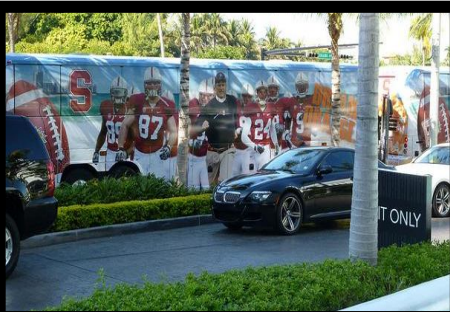
I recently had the privilege of reading Networking is a Contact Sport by Joe Sweeney and wanted to take a moment to recommend it as a "must-read" for everyone. The book serves as a terrific resource for individuals looking to further their career and/or enter the sports business space.

Featured as a New York Times Best Seller, Networking is a Contact Sport emphasizes how networking is about giving, not getting and how sports business professionals can take their careers to new heights by approaching networking with the right mindset. Joe Sweeney shares a number of insightful nuggets, based on his own personal experiences working in the industry, that effectively demonstrate the importance of networking. The book is available on Amazon.com for just \$16.47 (while a Kindle version is available for \$9.99). Go online and get it today!



Check out Joe Sweeney's Official Site: <http://networkingcontactsport.com> | **Order it online here:** <http://is.gd/Z4kSSG>

CREATIVITY IN THE SPORTS MARKETPLACE



Stanford rode around in style at the 2010 Orange Bowl in Miami with a team-branded bus



Federer and Nadal kicked off the 2009 ATP Tour with a game of tennis on top of a Dhow in Qatar (Julian Finney / Getty Images)



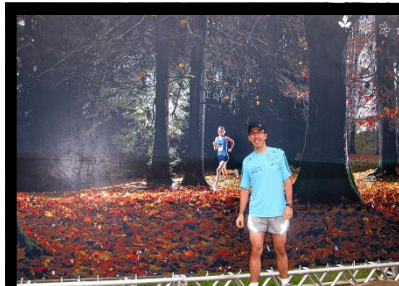
Federer and Nadal kicked off the 2011 ATP Tour with a game of tennis on a water court in Qatar



Pepsi recently unveiled some cool Super Bowl XLV commemorative bottles



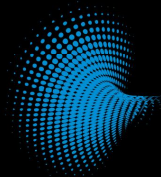
Football and hockey teams giving away ski caps should consider having them resemble their team helmets



Adidas featured some realistic forest-themed banner backdrops to set the mood at recent marathon event



Nike recently featured a container display as its activation footprint at a PITT football game at Heinz 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 January 2011 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) January recipients of the Partnership Activation Rising Stars Program:



Joel Zawacki, Indianapolis Indians (<http://www.IndyIndians.com>)

At the age of 26, Joel Zawacki is currently the Director of Corporate Partnerships for the Indianapolis Indians, Triple-A Affiliate of the Pittsburgh Pirates. Since joining the Indians in 2007, Joel has formed partnerships with top national companies such as Toyota, Comcast, DIAGEO, Firestone and Frito Lay which has contributed to a 65% increase in sponsorship sales. Prior to working for the Indians, Joel interned with the Brevard County Manatees (Single-A Affiliate of the Milwaukee Brewers) and the Indiana Pacers. He received his B.A. in Sports Administration from the University of Indianapolis.



Sydney Golden, NFL Players Association (<http://www.NFLPlayers.com>)

Sydney Golden is one of the newest members of the NFL Players Association (NFLPA) after recently accepting a position as Manager of Events and Marketing. Her primary responsibilities include supporting the union in generating revenue through the creation of new and exciting events around the Super Bowl and the NFL Draft. Prior to joining the NFLPA, Sydney worked for the Washington Nationals for 3.5 years as Manager of Events and Promotions, where she managed the promotions calendar and all gameday/baseball related events, such as the Nationals annual Fan Fest and Caravan during the off-season. Sydney has also served as a Senior Account Executive for the Pittsburgh Pirates for three years. She is a 2003 graduate of the University of Wisconsin-Madison, where she majored in American Literature.



Brian Bowsher, Marquette University Athletics (<http://www.GoMarquette.com>)

As Director of Marketing & Sales for the Marquette University Department of Athletics, Brian Bowsher's primary responsibilities include ticket sales, managing social media accounts and creating an exciting event experience for fans. Bowsher has helped Marquette achieve an NCAA top-10 men's basketball attendance ranking in each of the past two seasons and set a new school record for full-season ticket holders in 2009-10. He also manages the department's Twitter and Facebook accounts; @muathletics was recognized by the blog digitalhoopsblast.com as the "BIG EAST Twitterer of the Year." Bowsher graduated from Xavier University in 2007 with a degree in Sports Management and is on track to earn an MBA from Marquette University in May 2011.

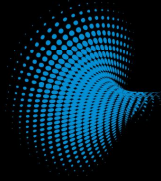


Andrew Lewis, Feld Entertainment (<http://www.FeldEntertainment.com>)

As Manager of Event Marketing and Sales for Feld Entertainment, Andrew Lewis oversees numerous markets throughout Texas & Oklahoma for all of the company's properties, which include Ringling Bros. and Barnum & Bailey, Disney On Ice, Disney Live!, Advance Auto Parts Monster Jam, and AMA Arenacross. Andrew manages every facet of the marketing strategy for each property, including marketing evaluation, sponsorship fulfillment and activation, ticket sales, contractual oversight, advertising, publicity, and sales promotions, and more. Prior to Feld Entertainment, Andrew interned in Minor League baseball for two (2) summers and held an internship with Feld while he was in college. Andrew is a 2007 graduate of the University of South Carolina's Sports & Entertainment Management Program.

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



SOCIAL MEDIA WATCH

Looking for new ways to utilize, promote, and sell your organization's social media channels during both the pre-season and postseason?

Social media serves as an excellent tool to engage, entice, and inform fans during peak peak passion points, notably the preseason and post-season. Check out how the Minnesota Twins and New York Jets are capitalizing on social media in unique ways:

PRESEASON

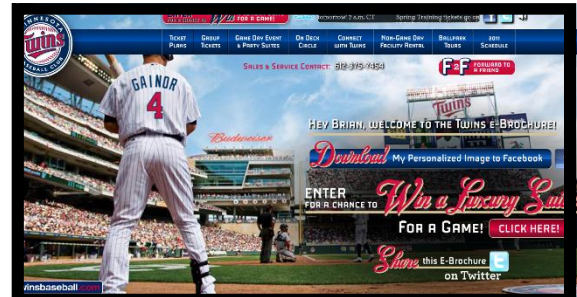
The **Minnesota Twins** created a compelling E-Brochure that fans can personalize and share via Facebook, Twitter, and email. The E-Brochure is an extremely interactive and informative piece that serves as a terrific sales tool to push tickets, suites, etc.

POSTSEASON

Realizing the power of social media during the playoffs, the **New York Jets** teamed up with two (2) corporate partners to provide exclusive access to the team's 350K+ Facebook fans and 83K+ Twitter followers:

Pepsi Max - Presenting sponsor of the Jets' Facebook video content during Wild Card Week, the @nyjets Twitter gameday tweets, and the "Connect with the Jets" tool which allows fans to follow all of the Jets on Twitter with one simple click. Users who click the "Connect with the Jets" button will also automatically follow Pepsi Max.

HotelPlanner.com - Presenting sponsor of the Jets' "What's Your Take Playoff Chat" feature on Facebook, featuring a series of trivia and opinion-based questions posed to fans. The questions, posted in status updates, include links to HotelPlanner.com's Facebook page and the company is driving further awareness by giving away \$500 in free hotel rooms every day the Jets are in the postseason

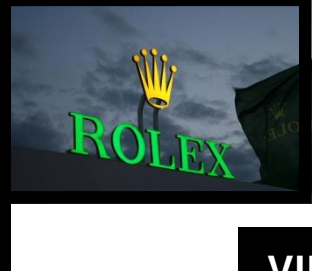


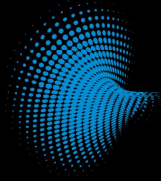
See the E-Brochure Here: <http://is.gd/kof1F>



Click here for more info: <http://is.gd/VKhdR8>

A CLOSE LOOK AT BRAND ACTIVATION AT THE 2010 CHINA OPEN





THREE THINGS YOU NEED TO SEE



WORD LENS

Word Lens is an iPhone app that will translate any text written in a foreign language (on a sign, book, etc.) to English. This could serve as a great translator tool for your org as you begin/continue global outreach efforts
<http://is.gd/7LnEtq>



INTERACTIVE DIGITAL SIGNAGE

Here's the future of interactive signage, game programs, and player stat boards in stadium concourses across the country
<http://is.gd/korEN>



DANCE CAMS

Set up live, sponsored cams that record your dance team from multiple angles for fans to enjoy
<http://is.gd/koAjQ>

INTERNATIONAL SPORTS BUSINESS WATCH

The Ashes Cricket Series



The Ashes is a historic cricket series played between England and Australia that occurs on a biannual basis (with site locations rotating between the United Kingdom and Australia). The Ashes dates back to 1882 and is governed by the International Cricket Council. The series is comprised of five (5) Test matches, with the two teams competing to regain the Ashes urn. England recently emerged the victor of the 2010/11 Ashes Cricket Series and have now won two consecutive Ashes series. In the overall series, Australia has won 31 while England has won 30.

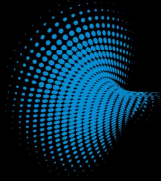
Event Locations:

- Brisbane (1st Test) November 25-29 / The Brisbane Cricket Ground "The Gabba" / Capacity: 42,000
- Adelaide (2nd Test) December 3-7 / Adelaide Oval Stadium / Capacity: 34,000
- Perth (3rd Test) December 16-20 / Perth WACA Stadium / Capacity: 24,500
- Melbourne (4th Test) December 26-30 / The Melbourne Cricket Ground / Capacity: 97,000
- Sydney (5th Test) January 3-7 / The Sydney Cricket Ground / Capacity: 40,000

Notable Sponsor Advertising: Vodafone, Gatorade, McDonald's, Ford, VB, Johnnie Walker, KFC



Check out how the England team celebrated victories: <http://is.gd/koMz2>



Partnership Activation

The "Think Tank" for connecting brands with fans.

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#SPORTSBIZ ON TWITTER

5 PEOPLE YOU MUST FOLLOW



@JoshuaABoren



@jbsilva



@LouImbriano



@rscibetti

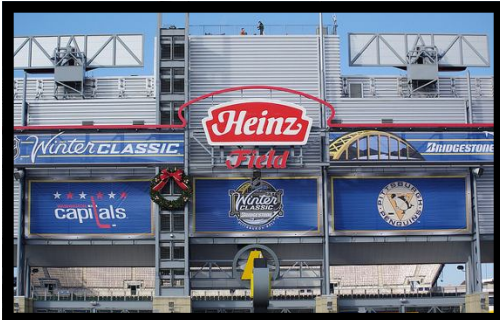


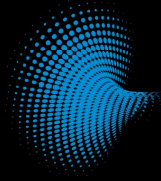
@Cameronwright

THOUGHT STARTERS

Looking for unique ways to showcase large events? Here are some tactics to consider from the Winter Classic:

ACTIVATION AND BRANDING





WHICH MESSAGING CAMPAIGNS ARE YOU FOLLOWING?



IDEA BOX



Host a "Fan-Raiser" to Drive Single Game Ticket Sales

Teams should steal a concept from Carl's Jr. and host an annual "Fan-Raiser" where season ticket holders can partake in a special day where they call other fans and encourage them to purchase tickets (or sign up for the team's Facebook fan page) for the chance to win a unique experience with players/coaches.

<http://is.gd/ks8XV>

Go 3D with Billboard Messages

Footwear and apparel giants like adidas, Nike, Under Armour, New Balance, and Asics should consider creating 3D billboards (like the Gulliver's Travels above) that place a clear visual emphasis on footwear (particularly traction).

Giving billboards a 3D illusion is a great way to drive extra eyeballs and interest amongst fans!

Are Your Dasherboards Unique?

Brands looking for ways to drive eyeballs to their rink signage should host a preseason event where fans can sign their name on a dasherboard (around the brand name/logo) to capture their interest throughout the season! Teams with extra digital dasherboard inventory can even consider offering this exclusive opportunity as an incentive to drive game day group and suite sales!



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.