



**Looking to Enhance Your Partnership Activation Efforts?**

**Brand Marketers Recently Shared "10 Tips for Activation Success"**

- **Be "All In"**
- **Be Open-Minded**
- **Be Accessible**
- **Be Organized and Creative**
- **Be Able to Deliver a Large Audience**
- **Over-Deliver**
- **Listen and Ask Questions**
- **Present Win-Win Opportunities**
- **Be Hard Working**
- **Act in the Spirit of the Law**

*The tips listed above were detailed in the 2012 National Sports Forum Corporate & Industry Survey presented by GMR Marketing*

**"Build partnerships, not sponsorships."**  
**Brian Corcoran,**  
**Shamrock S&E**

**PARTNERSHIP ACTIVATION 2.0**

Welcome to the March 2012 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.

Over the past 3 months, a few of you may have been wondering when the next newsletter would be distributed. As I mentioned in the December 2011 Issue, I will now be distributing the newsletters on a quarterly basis (March, June, September, December) but would encourage you to follow the work I'm doing via @GMRSports and @BrianGainor in the months between. It's my goal that by spacing the newsletters out, each Issue will be packed with more insightful content and strategic analysis. I truly appreciate your support and interest in Partnership Activation and look forward to seeing if there's ways to integrate your brand/agency/team into the mix!

As you come across sponsorship/marketing "best practices" and unique ideas, please feel free to email them to me at: [bgainor@partnershipactivation.com](mailto:bgainor@partnershipactivation.com).

Thanks and Best Wishes,  
Brian

**this issue**

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

**INDUSTRY WATCH | SHOCK VALUE**

**Have you considered going behind-the-scenes to capture shock value?**

Heineken recently promoted its title partnership of the UEFA Champions League Trophy Tour by creating a brilliant viral spot that featured a collection of unsuspecting fans checking into a hotel on a UEFA Champions League Match Day, only to shockingly find the UEFA Cup sitting in their hotel room on display. The spot captured the raw emotion of the fans (with behind-the-scenes cameras) as well as Heineken representatives surprising them with this unique, once-in-a-lifetime experience.

This is a great clip to share because it delivers some great value for all teams / brand marketers. Teams can easily replicate the spot (either with a championship trophy, signed merchandise, or a player sitting in the room) as a means to promote hotel / apartment / housing partners in-game and/or via commercials.

Brand marketers who sponsor trophy tours or are looking for ways to capitalize on jewel events (e.g. rivalry games with a distinguished trophy), can also look to replicate the concept to generate buzz in the weeks leading up to the game or during a live broadcast. Essentially, if a brand replicated this spot while tying in their product in a unique way during the Super Bowl - it would be a guaranteed hit! Consider new ways that your brand can capture the raw excitement of fandom and leverage it to drive true value in the social marketplace!



**Check out Heineken's Big UEFA Surprise Here: <http://bit.ly/wJwQ97>**



**INDUSTRY SPOTLIGHT**

**Trend Watch: Pre-Game Sponsorships**



*As Director of Analytics for Navigate Research, Matt Balvanz leads the Sponsorship Valuation Unit, specializing in sponsorship audits, consultation and secondary research on behalf of brands and sports properties. Along with his team, he conducts valuations for category, presenting and title sponsorships for jersey, naming rights and various other tiers involving media, signage and hospitality inventory.*



In a sports environment that is littered with exposure opportunities for sponsors, it is becoming quite a challenge to find new ways to showcase marks and logos. The most popular and recent trend is for sponsors to be included in social media, which is largely an untapped space, but the reach and value of social media is still somewhat limited. However, there is a more valuable space that we saw utilized during this year's Rose Bowl broadcast on ESPN and we at Navigate think it could be the start of a trend that brings an additional six figures in annual revenue to teams and/or regional sports networks.

Most professional sporting events don't actually start until a few minutes past the hour, giving the announcers time to speak about the matchup, the players and anything interesting about the game. This section of time is after the regular pregame show, but before the game begins, and it usually lasts anywhere between 5 to 10 minutes. During the Rose Bowl broadcast, Bud Light sponsored the pregame show, but Nissan held the title sponsorship of this transitional time, which lasted 7 minutes and was called the "Nissan Pregame Shift."

From an exposure standpoint, Nissan's brand name was listed as part of the show in all digital TV guides and DVRs across the country. Anytime someone hit the "info" button on their remote control, they saw Nissan in the show's name. Nissan's brand was also verbally mentioned a few times as the announcers said "the Nissan Pregame Shift," and most importantly, Nissan's logo was pictured on screen for a few minutes. This gave the company visibility in front of a massive audience, a portion of which did not watch the pregame show but did tune in at the top of the hour. Even though the Nissan Pregame Shift didn't occupy a large amount of time, it gave the company valuable exposure in a space that has largely been ignored.

Assuming a professional team or regional sports network (RSN) entitled the 5-10 minutes before each of its games, we estimate average exposure value generated for an MLB team at \$300,000 for the season. The same elements for an NBA team's regular season broadcasts would generate roughly \$150,000 per season and an NHL team would generate around \$100,000 annually.

From a sponsorship sales perspective, this type of exposure could be viewed as an exciting new opportunity to bring a new sponsor on board, or it might be a nice add-in to provide to a longtime sponsor. Either way, we believe this seemingly simple concept is new, innovative, and definitely something that could become widespread in the next few years.

**WEBINAR ALERT:**

**Topic:** Effective Sponsorship and Fan Research Webinar

**Date:** Wednesday, April 4th

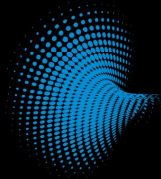
**Time:** 12:00pm EST

**Cost:** \$99

**Synopsis:** This webinar will provide an in-depth look at the various ways to approach sponsorship and fan/attendee market research in the sports and entertainment space. Our presenters will be specifically discussing ways to approach the research, what questions/objectives are best met and the pros and cons of doing the research yourself vs. outsourcing. We'll also be walking through some specific do's and don'ts of conducting this type of research.

**Presenters:** Dr. Mark Friederich, Executive Vice President of Research and Stefanie Francis, Co-Founder and Managing Director of Research Office

**Registration:** To register or for more information, please email Chris Todd at: [ctodd@navigatorresearch.com](mailto:ctodd@navigatorresearch.com)



# Partnership Activation

The "Think Tank" for connecting brands with fans.

Q1 2012 - ISSUE 42

## EYES ON THE INDUSTRY

### SPORT IS FANTASTIC

If you are considering attending a leading global sports conference this year, I would encourage you to check out the "Sport is Fantastic" conference in Sydney, Australia from June 25-27. This year's conference will focus on "Achieving Bigger Crowds" and will feature leading sports marketers from across the globe discussing ticketing best practices, technologies, and more.

I am thrilled to have the privilege of speaking at this year's conference alongside a series of distinguished individuals from Manchester City FC, Chelsea FC, the Seattle Sounders FC, Sporting Kansas City, row27, Power Sponsorship Rugby NZ 2011, and more. Simon Arkwright of Sport Research Group has put together a terrific agenda for the 3-day conference and I would encourage you to check out all the details here: <http://bit.ly/GBUNRC>.

For those in Australia and New Zealand who regularly frequent the Conference, I look forward to connecting with you personally in the coming months and having an opportunity to share some unique ticketing sales tactics from North America and across the world!



## LOOKING TO LEVERAGE PINTEREST?

### HERE ARE A FEW IDEAS TO CONSIDER...



Over the past 4-6 months, Pinterest has emerged as a valuable platform for marketers to engage with their fans ... notably female consumers. Check out how 5 teams are leveraging their Pinterest platforms to visually engage consumers in several different ways\*:

**Liverpool FC** - Created a page that allows consumers to select the Liverpool Dream Team: The Best Looking Players Ever - <http://bit.ly/GDc2pD>

**Boston Celtics** - Feature a variety of content, including merchandise, instagrams, pictures of current players, and more - <http://bit.ly/GE3s7Q>

**Pittsburgh Penguins** - Fan videos/photos, snacks, team pictures, fan photos, exclusive team merchandise, team art, news - <http://bit.ly/GCL8yl>

**Portland Trail Blazers** - Pet photos, shoes, artwork, merchandise, player photos, dance team photos, game night photos - <http://bit.ly/GGFLw0>

**University of Washington** - Archived photos, home décor, famous alums, bucket list ideas, gameday apparel, training rooms - <http://bit.ly/GFSN0b>

\* Did You Know? Sean Callanan created a tremendous Pinterest board that showcases how a variety of teams are actually using the platform. Check it out here: <http://bit.ly/GFT6bk>

### Are You Maximizing Your Email and Social Media Efforts?

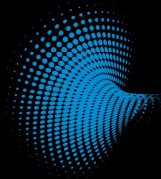
I recently started working with Justin Kadis and the team at FanBridge to distribute the Partnership Activation 2.0 Newsletter and would highly encourage you to check out their services. FanBridge offers a very user-friendly platform that enables properties to truly maximize and measure the effectiveness of their email and social media campaigns. With email/mobile database optimization being so critical in today's day and age, it's important that you understand what companies like FanBridge can offer to your organization!



Check out FanBridge here (<http://www.fanbridge.com>) & email Justin Kadis for more information at [justin@fanbridge.com](mailto:justin@fanbridge.com)







**THREE THINGS YOU NEED TO SEE**



**Give Fans Alternative Viewpoints of Your Sport**  
Filmmaker Jacob Sutton recently filmed snowboarder William Hughes as he sported an LED suit on the slopes at night <http://bit.ly/yG2i83>



**Help Resort / Theme Park Partners Create a Splash**  
The Milwaukee Brewers teamed up with Kalahari Resorts to create a mascot splash zone <http://bit.ly/A6ldW9>

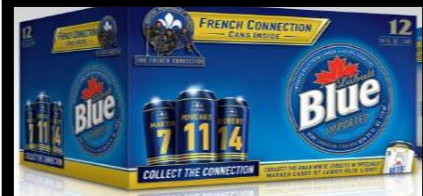


**Pump Up the Volume on Gameday**  
Teams should feature a branded destination in the tailgate lots where fans can listen to team music (produced by Banshee) or a live artist! <http://bit.ly/wJ7xU3>

**GREAT SPORTS MARKETING IDEAS IN THE NEWS**

**Labatt Celebrates Sabres' Greats in Style**

From a licensing standpoint, Labatt recently struck gold when it introduced a commemorative set of cans with the names and jersey numbers of some of the best Buffalo Sabres players of all-time. Consumers who purchase specially marked twelve packs of 24 oz cans will receive one specially marked player can inside.



See Labatt's Sabres Cans Here: <http://bit.ly/wqprlp>

Labatt's French Connection series demonstrates how brands can leverage rights to sports names/likenesses without necessarily using team marks. It would be very interesting to see a beverage company replicate the tactic with NASCAR drivers/legends as well as NFL, NBA, and MLB greats. Look for more of this to come in the future!

**Steph Curry Turns to Twitter for a game of H-O-R-S-E**

While most athletes claim to use Twitter (and other social media channels) to engage with their fans on a deeper level, Stephen Curry recently showed how athletes *actually need* to do it. Curry teamed up with Spiracle Media to create a fan-centric social media contest that enabled his followers to post videos of their best H-O-R-S-E shots for the chance to shoot against him in a head-to-head competition.

Fans from all over the nation tweeted their best shots to Curry's twitter handle (@StephenCurry30) using the hashtag #SC30 and Curry fulfilled his promise by showing up to one lucky winner's house. Curry battled the winner in a trick shot competition before spending the rest of the day hanging out with his friends - a great testament to how athletes can create truly memorable moments for their fanbase!



Check out Steph Curry's Social Media Promotion Here: <http://bit.ly/zhNcTZ>

**Coca-Cola Converts A Suite Into a Dormitory for Fans**

In recent years, suite inventory has turned into hot commodity for corporate partners to host their guests in style, especially as greater measurement pressures force brands to be smarter with their entertainment/hospitality spend.

In Portugal, Coca-Cola recently turned its corporate suite at Benfica Stadium into an ultimate dormitory experience for fans. Coca-Cola ran a promotion where fans could enter for a chance to experience what it's like to wake up in Stadium Benfica on gameday with 7 of their closest friends (in the stadium suite), enjoy a complimentary breakfast, and an exclusive 24-hour experience to fully capture all of the hype surrounding Sport Lisboa e Benfica's matchday.



See Coca-Cola's Dorm Room Suite Here: <http://bit.ly/wQEvWG>



## HOT OFF THE PRESS

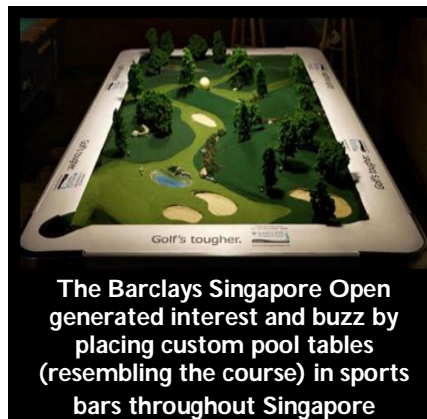
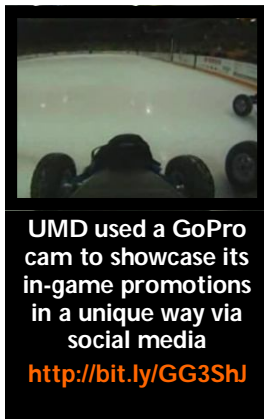
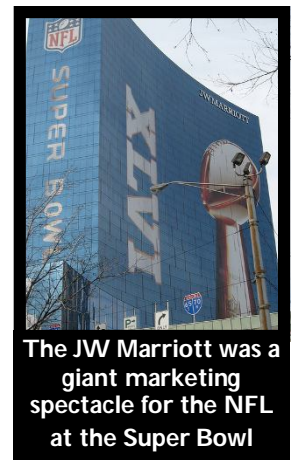
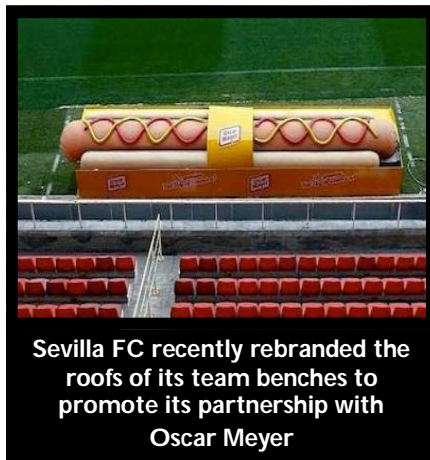
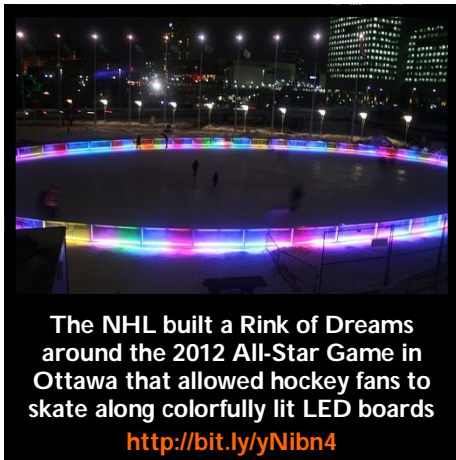
**Are you looking for the latest sponsorship insights?**

Sport Business produces a terrific weekly newsletter entitled Frontloaded that provides a brief synopsis of the latest sponsorship news, deals, and industry insights that sports business professionals need to be aware of. In addition, the free newsletter also periodically includes infographics that visually showcase sponsorship success stories.

As our industry continues to become more global in nature, it's very critical that we all stay on top of the latest developments, technologies, and deals that emerge on a regular basis. Be sure to sign up for the Frontloaded newsletter today to tap into the latest global news and insights.

**Sign Up for Sport Business' Frontloaded Newsletter Here (For Free): <http://bit.ly/xF17FV>**

## CREATIVITY IN THE SPORTS MARKETPLACE

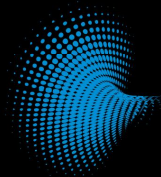


**Interested in signing up for the newsletter?**

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.





## 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 2012 recipients of the "Rising Stars Program", an initiative that honors four (4) young professionals each quarter ages 30 and under who are making an impact in the sports industry early in their career. The individuals nominated each quarter 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:



#### **Alex Mallen, Sport Chalet, Inc / WISE Los Angeles (<http://www.SportChalet.com>)**

Mallen is a top-selling team sales rep for Southern California based Sport Chalet, Inc., working primarily with high schools and universities to provide service for all apparel and equipment needs as well as negotiating partnerships between schools and Sport Chalet. Mallen has also served as the President of the Los Angeles Chapter WISE (Women in Sports & Events, a national non-profit organization) since 2008. Under her leadership, the chapter has grown significantly in membership, resources and has attracted the support of top-level executives in the Los Angeles area. Mallen earned her BA degree in Marketing Communication and Psychology from California Lutheran University while she competed as an all-conference student-athlete and was the SCIAAC NCAA Woman of the Year candidate.



#### **Rob Burns, Pursuant Sports (<http://www.PursuantSports.com>)**

Rob Burns joined the Pursuant Sports team in August of 2010 as the Business Development Director, and has enjoyed every minute since. His role primary focuses on creating new types of philanthropic conversations across the entire collegiate market, all while building key relationships and maintaining the utmost customer service mindset. Rob has executed extremely successful membership campaigns for many different universities, such as the University of Southern California, the University of Arizona, Oregon State University, Texas A&M, and the University of Virginia, to name a few. A resident of Dallas, Rob is an avid outdoorsman, and loves to go to as many Texas Rangers games as possible. Rob is also engaged to Jenny Beaudine, daughter of Bob Beaudine. Rob and Jenny are tying the knot this November.



#### **Matthew Wagner, Cincinnati Reds (<http://www.Cincinnati.Reds.MLB.com>)**

Matthew Wagner may not be able to hit a major league curveball, but he certainly has contributed to the success that the Cincinnati Reds have enjoyed off the field and in the community. As Finance and Operations Manager for the Reds official non-profit organization, the Reds Community Fund, Matthew handles the day-to-day financial responsibilities and oversees all aspects of game day fundraising operations along with managing the RCF internship program. Prior to joining the Reds Community Fund as an intern in 2007, he earned Bachelor of Science degrees in both sport business and business management from Northern Kentucky University as well as a Master's degree in sport administration from Xavier University.



#### **Lindsey Carnett, Marketing Maven Public Relations, Inc. (<http://www.MarketingMavenPR.com>)**

Serial entrepreneur, Lindsey Carnett, founded her first company, Marketing Maven Public Relations, Inc. at age 26. Two years later she added Maven Retail Partners, Inc. to support the sales and retail distribution of the consumer products she was publicizing. Lindsey's accolades include "Top 25 Largest PR, Advertising and Marketing Firms in San Fernando Valley," "#14 Largest PR and Marketing Firm" by Pacific Coast Business Times and "Top 40 Under 40" by San Fernando Valley Business Times. Lindsey sits on the Board of Directors for the LA chapter of Women In Sports and Events (WISE), the Electronic Retailing Association (ERA) Hispanic Council and the Marketing Committee for Big Brothers Big Sisters of Ventura County. A 4-year NCAA Women's Soccer Player and Captain, Lindsey graduated from California Lutheran University with a double major in Spanish and Communications with an emphasis in Public Relations and Advertising.

**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)



## SOCIAL MEDIA SPOTLIGHT

**Are you looking to leverage the power of social media to engage consumers?**

XFINITY recently partnered with GMR Marketing to develop, launch, and execute a contest on Facebook.com/XFINITY in search of the next sports social media star!

The contest, entitled "XFINITY Presents: The Ultimate Sports Social Media Job", provided consumers with an opportunity to showcase their sports knowledge, social media expertise, personality, creativity, and passion for Comcast products/services for the chance to become the voice of the @XFINITYSports Twitter handle. The winner will earn a full-year salary and will go behind-the-scenes at some of the biggest sporting events in 2012, sharing exclusive content and insights with fans.

XFINITY will officially announce the winner of the Ultimate Sports Social Media Job contest the week of March 26th, so be sure to check out Facebook.com/XFINITY for more details and follow the winner as he/she provides insider access throughout the year via the @XFINITYSports handle on Twitter!

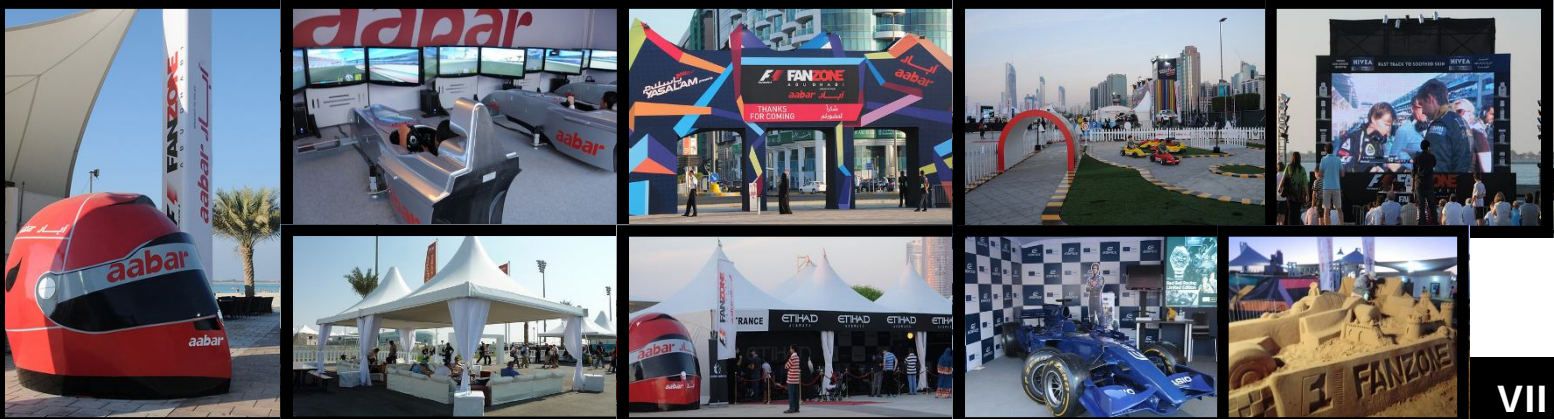
**Check out the Contest Here:**  
<http://on.fb.me/GC4ISn>  
<http://bit.ly/GK71cN>

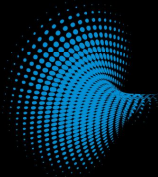
## PARTNERSHIP SPOTLIGHT

**Looking to drive incremental value from your partnerships? Here's 10 key tips to consider:**

- I. Define / assign objectives to all aspects of your partnership from the start; ensure that all stakeholders keep those objectives in mind throughout the duration of the agreement
- II. Don't be afraid to say "no" to escalator clauses; in today's economy, brands have a significant amount of leverage in negotiations
- III. Find ways to escape clutter; focus on negotiating for ownable elements / moments of exclusivity
- IV. If you're interested in social media assets, proactively approach team partners with an idea and what you're willing to pay; with social media monetization still being a relative unknown, don't ask team partners to place a price tag on it
- V. Don't invest in game sponsorships unless you can guarantee that you will drive a return on your investment
- VI. Consider a "less is more" partnership approach; you'll likely find that it delivers more value than having a multitude of partnerships/assets
- VII. Category exclusivity is still highly valued by corporate partners; they are just less willing to pay for it in today's economy
- VIII. Push team partners to think/act outside the norm; use technology to engage fans and push the envelope
- IX. Don't confine yourself to the stadium limits; Ensure that your partnership lives outside the stadium on a 24/7, 365 days per year basis
- X. Capitalize on opportunities to engage fans pre-game (tailgate lots, social media) and post-game (digital/mobile/social media platforms)

## A CLOSE LOOK AT THE 2011 F1 ABU DHABI FANZONE





**#SPORTSBIZ ON TWITTER**

**5 HANDLES YOU MUST FOLLOW**



@ChrisYates11



@DanMigala



@TheJohnYounger



@RHiggins\_TBSC



@KelseyPhilpott

## THOUGHT STARTERS

Looking for ways to leverage financial partners? Here's 30+ activation ideas to consider:

- Allow consumers an opportunity to "break the safe" to win a prize (during halftime or via concourse activation)
- Enable fans to receive \$1 ticket discounts whenever there's a bank shot during a game
- Allow fans to create their own custom-themed team debit cards
- Reward fans for holding up designated bank debit/credit cards
- Allow fans who sign up for new accounts to win unique experiences
- Reward youths opening up savings accounts with a free Kids Club membership
- Feature branded ATM's within the stadium concourse
- Allow fans to win free tickets with special codes on ATM receipts
- Have bank employees dress up on game days / game weeks
- Feature player / mascot / coach appearances at select bank locations
- Distribute bank-branded fan loyalty cards that allow fans to receive exclusive discounts
- Allow fans a chance to get paid like a player for a week
- Offer a Financial Planning / Savings X's and O's session for season ticket holders
- Allow fans to sign up for team-branded checking (which include team-branded checks, debit, and credit cards)
- Feature an interactive game on the jumbotron where fans have to guess which team-branded credit card a ball is under
- Let ushers distribute loaded credit cards to loyal fans for use in team store / concessions (surprise & delight program)
- Feature an interactive game on the jumbotron where fans have to guess which team-branded credit card a ball is under
- Offer a "Good Time Guarantee" where the team and banking partner provide a refund for dissatisfied fans
- Create a checking promotion where fans can receive a free premium giveaway if the team records 5+ big checks in a game
- Create a PR stunt where a star free agent goes to a local banking partner to cash his first (big) check
- Allow fans to experience a live session where they can learn more about processes with signing free agents
- Sponsor a B2B summit with key banking clients
- Allow fans to receive free premiums if they sign up for a checking account within the concourse
- Create a jumbotron spot for a financial partner that plays off Jerry Maguire's, "Show Me the Money" scene
- Create an initiative where the bank donates \$XX to charity for every designated milestone (HR, goal, etc.)
- Offer free youth clinics for kids who go with their parents to the bank
- Allow fans to be "Team GM for the Day"
- Allow fans to "redefine their financial game" with free financial consulting before/after games
- Allow key business customers to get exclusive ticket discounts
- Make it rain in the arena (dropping dollar bills from the rafters)
- Distribute "team money" (bank branded) to all season ticket holders that is good for use during the first 5 games of the season
- Offer unique experiences (meet-n-greets / clinics / fantasy camps) for elite banking customers





**CREATE SOME NOISE AROUND PET PARTNERS AND GRASSROOTS MARKETING CAMPAIGNS**

As sports organizations look for new ways to drive value and awareness for pet store partners and local animal shelters, they should consider benchmarking the concept of the "Howling Football". Teams can partner with their official pet sponsors to distribute balls as gameday premiums that make a "howling, meowing, purring noise" anytime they are thrown or kicked. The balls would serve as a great awareness driver and could potentially be redeemed for a 20% off discount at local retail locations.

Teams can also consider creating a grassroots marketing campaign that uses howling/talking balls to generate interest/attendance/sales. Teams can feature balls that have a verbal call-to-action (either from a player, coach, mascot, or legend) anytime they are picked up by a fan in a city setting, on campus, or inside a stadium concourse. Animated balls can also be strategically used (and branded) for scavenger hunt purposes as an added value of interactivity that truly resonates with fans!



Check out the Howling Football Here: <http://bit.ly/yBZ0fy>

**CARLSBERG'S NAMING RIGHTS CELEBRATION IS A SMASHING SUCCESS**

Carlsberg recently purchased the naming rights to a section of seats at Copenhagen's Parken Stadium and celebrated the moment by smashing a giant bottle of beer into the stands - ensuring that the brand's DNA lives in the stadium (the moment was quite spectacular - check out the link below).

While the PR stunt was quite spectacular, generating 300K+ views on YouTube, teams should benchmark the idea by considering selling space in the rafters of their arena/stadium to an alcoholic beverage provider to feature a giant bottle of beer (similar to the one in the clip). The giant branding piece would serve as a memorable spectacle for fans, especially if it was interactive in nature (lit up with LED messaging, tilted like it was going to be poured, displayed scrolling Twitter/text messages from fans, featured a giant television, was wrapped with a different label each game, etc.)



Check out Carlsberg's Special Ceremony: <http://bit.ly/A0yzPz>

**SPORTS ... LIKE YOU'VE NEVER SEEN IT BEFORE**



Witness the Wisconsin Football Experience  
<http://bit.ly/AcZ4J4>



Feel the Energy of the UCONN Student Section Flash Mob  
<http://bit.ly/zzGCBX>



Experience the Thrill of The 100-Yard Hamster Dash  
<http://bit.ly/yLpB09>



**Are You Looking For Creative Ways to Use Video Projection Mapping in Sports?**



The Bud Light Hotel - Super Bowl XLVI  
<http://bit.ly/xUfzob>



adidas - All In Campaign  
<http://bit.ly/AEpNMD>



NBC Sports - NHL All-Stars  
<http://bit.ly/ztsqB7>



adidas France  
<http://bit.ly/x23qvs>

**IDEA BOX**



**Host The Silent Timeout**

Teams have an opportunity to replicate the phenomenon of the Silent Disco at Bonnaroo (where live music is replaced with attendees dancing to music in their headphones) by creating a "Silent Timeout", where all students in attendance can use courtesy headphones from a company like Skullcandy and the only music played during a select timeout is in their headphones. All attendees can watch in amazement as they jam out! <http://bit.ly/yEgd2a>



**Consider Giving Out Tweet Bubbles To Fans**

Properties looking to distribute new, cost-effective premium giveaways to fans can consider producing "tweet bubbles" that highlight various tweets that players/personnel have posted over the past 12-18 months. The effort would serve as a great way to drive interest around the team's social channels as well as the Twitter handles of players, coaches, etc.



**Find Ways to Tap Into Fans' Related Passion Points**

Teams have a unique opportunity to create custom events that tap into season ticket holders' related passion points and integrate partners in new ways. For example, teams can ask STH's to identify which music genres they like and then invite them to exclusive sessions where players/coaches discuss their favorite music/artists and a local act plays a live set.



**For More Information, Please Contact:**

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Twitter: @BrianGainor

<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](http://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.