



Looking to Drive Some Buzz For Your Brand In The New Year?

Twelve (12) of the Best Sports Viral Clips of 2008

- **EA Sports**, Tiger Woods Walks on Water
- **Nike**, Kobe Bryant Jumps Over an Aston Martin
- **EA Sports**, Why Melo Cut His Hair
- **Gatorade**, Ball Girl
- **NFL.com**, Fantasy Files
- **Nike**, Cristiano Ronaldo vs. Bugatti Veyron
- **Adidas**, Steven Gerrard Clay Pigeon Kicking
- **VitaminWater**, Steve Nash Viral Campaign
- **Nike**, Train Like L.T.
- **NikeSoccer.com**, Next Season
- **Notre Dame**, Men's Soccer Viral Clip
- **Nike**, Cesc Febregas Show

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

Partnership Activation 2.0

Welcome to the January 2009 issue of Partnership 2.0, a newsletter that provides sports business professionals with industry insights, creative activation tactics, and new ways to generate incremental revenue for their organizations.

There is no question that 2009 will be a year filled with change and uncertainty. But with the emergence of this "unknown factor" will come new ideas and creativity, improved business operations, and new opportunities. While budgets are strained and fans are demanding more value than ever, properties and companies alike will begin to discover the true meaning of the term "corporate partner". Hopefully the best practices and insights shared in this newsletter will help you become a smarter, more effective corporate partner.

I hope you enjoy some of the unique content in this issue. If you can, please take a moment to pass the newsletter along to colleagues and friends in the industry. If you ever need assistance with creative ideation and/or identifying new ways to generate incremental revenue for your business, please reach out to me at bgainor@partnershipactivation.com. Thank you for your continued interest and support! Best Wishes, Brian

this issue

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INDUSTRY WATCH | DASHER BOARD SIGNAGE

Is Your Organization Looking to Increase the Value of its Dasher Board Signage?

Over the past few years, hockey organizations have begun using a variety of techniques to derive incremental value out of their dasher board signage. While many minor league and European hockey clubs reap the benefits of having fully colored rink signage, NHL clubs are forced to try to do "more with less options". Here is a look at a few techniques that NHL clubs have recently implemented:

- **Calgary Flames** - The Calgary Flames organization has identified and effectively sold interior dasher board inventory to Mr. Lube. This inventory falls in the line of sight of fans seated in the lower bowl and serves as a great messaging tool for brands with clear, recognizable logos and/or a creative messaging campaign tied to the game of hockey
- **Los Angeles Kings** - The Los Angeles Kings organization teamed up with I.C.G. to replace its "roller-ad" dasher boards with digital dasher board signage (the Kings feature three (3) tiled 40" displays that are integrated within the internal frame of the dasher board)
 - The digital dasher board signage is a flexible, dynamic advertising mechanism that enables the club to manage the rotation of the signage via wireless connectivity and remote control
 - The digital dasher board signage offers sponsors a visible, low cost-of-entry signage piece at the performance level that can easily be customized





SPONSORSHIP WATCH | RECESSION-RESILIENT CATEGORIES

Which sponsorship categories should your organization be targeting during these tough economic times?

- **Value-Driven QSR's** - Subway, McDonalds (considers itself recession-resilient), Taco Bell, Pizza Hut, Burger King
- **Utility/Energy Companies** - People will continue to use energy/utilities as "staycations" become more prevalent
- **Discount Retailers** - Wal-Mart (is doing extraordinarily well), Family Dollar, Costco, Dollar Tree
- **Cable Companies** - A simple equation: Less travel = More time spent at home = More television viewing/investment
- **Video Game Companies** - Nintendo Wii, Sony Playstation 3, Xbox 360, EA Sports
- **Movie Companies** - Movie studios will feature nine (9) trailer previews during this year's Super Bowl
- **Health Sector Companies** - Johnson & Johnson, Novartis, Abbott Laboratories, pacemaker companies
- **The Tobacco Industry** - The U.S. cigarette/tobacco market will grow 28% in the next three (3) years
- **Consumer Products Giants** - Procter & Gamble, Kraft Foods, Estee Lauder, Avon
- **Far East Companies Looking to Tap into the U.S. Marketplace** - Sina.com, Li Ning, Peak, Mazda in China, etc.
- **Alcohol Retailers and Spirits** - Brown-Forman Corporation (Jack Daniels), Value-Priced Alcoholic Brands, etc.
- **MBA Schools** - As corporate America contemplates going back to school, competition in this category is rising

This Month's Must Attend Event – IEG's 26th Annual Sponsorship Conference

Learn New Capabilities for Selling More When Buyers Have Less and Discover How the Best and the Brightest Aren't Merely Surviving, They're Thriving

Join 1,200 tuned-in marketers and experience the convergence of the industry's most potent ideas and most powerful network. Everyone knows it will take extra effort to attend IEG in 2009. But, if your organization is counting on you to contribute the most productive work of your career, you shouldn't let budget cuts keep you on the sidelines.

Here are just a few of the sessions conducted by sports experts that will empower you to immediately increase the value and salability of your offers:

- Maximizing Digital Rights for Fans and Sponsors
- Increasing Value by Building Fan Loyalty to Your Sponsors
- Revamping your Offers to Build out your Value
- Economy-defying Sales Approaches from Sports and Entertainment Pitch Masters
- The Power of Crises: How to Succeed in Tough Times



To register or to download the conference brochure, visit www.IEG2009.com



CREATIVE ACTIVATION IDEAS



The Milwaukee Bucks teamed up with McDonald's to feature branded French Fries thunder sticks



InStadium drove awareness for Sony PSP's "Madden Entertainment Bundle" by customizing stadium concourse televisions to look like Sony PSP props



Best Buy and the Minnesota Timberwolves feature a mini mobile hoop for fans to test their shooting skills in-arena

The Maple Leafs Offer True On-Ice Entertainment...

Are you looking for new ways to entertain fans between periods of play?

When it comes to on-ice entertainment in the NHL, there aren't many teams who can claim that they do a better job than the Toronto Maple Leafs. Here is a quick look into three (3) of the Leafs fans' favorite on-ice promotions:

The Pizza Pizza Great Canadian Goalie Race

- The Leafs' and Pizza Pizza have teamed up to feature the "Great Canadian Goalie Race", an on-ice contest between six (6) fans outfitted in goalie equipment
- The six (6) goalies represent six (6) different sections of the Air Canada Centre
- The six (6) contestants compete in a three (3) lap roller derby style race to try to win pizza for a row in their section
- The contestants often play rough, slamming one another into the boards in an effort to win the pizza prize for their section



Pro Line Shoot for Loot

- Pro Line has teamed up with the Leafs to give three (3) contestants the chance to make one (1) of two (2) shots into an empty net from center ice to win \$250
- The contestants are also given the chance to win \$1,000 if they can shoot a puck from center ice past a Maple Leaf goalie cutout
- The one catch? They are outfitted in a giant Puck outfit that displays the Pro Line logo



Timbits Hockey

- Over the past few years, the Maple Leafs have teamed up with Tim Horton's to feature "Timbits Hockey"
- The team invites two local teams of young hockey players to come play at the Air Canada Centre in front of 18,000 fans
- The teams are brought to the game on a chartered bus, supplied with jerseys, and are able to eat an unlimited amount of Timbits
- After competing during the 1st intermission, they are invited to stay and watch the final two (2) periods of play



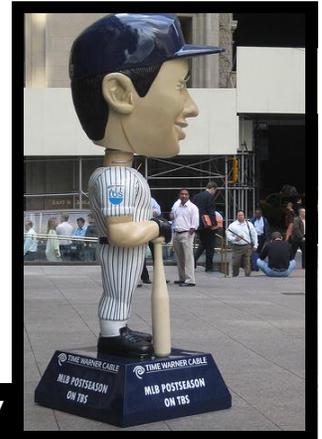


Looking for a new on-site brand messaging tool?

To promote its coverage of the 2007 MLB playoffs, TBS featured larger-than-life-sized bobble heads throughout cities hosting postseason games. The giant bobble heads, weighing 600 pounds and standing ten (10) feet tall, were placed in high-traffic areas and key advertiser locations in each city for a two (2) week period.

The bobble heads, which became known as "Postseason Pete", heightened the excitement and spirit that consumers living in each city had for their favorite team. TBS brought the bobble head branding to life by enabling consumers to have their pictures taken in front of the display and retrieve them later online. The giant bobble heads were complemented by two (2) towering billboards featuring TBS messaging in Times Square.

Source: Sports Media Watch, 9/14/2007



CREATIVITY IN THE SPORTS MARKETPLACE



Chevron Features Messaging Relevant to Fans at Arizona State University



Puma Featured Illuminate Signage During a Night Race in Taiwan



LL Bean and the Portland Sea Dogs Feature Some Unique Outdoor Branding



Coca-Cola Featured Some Unique Yao Ming Signage at the Beijing Olympics



The Columbus Crew Crashed Into Town With Some Unique Guerrilla Branding



Nike Features Unique LeBron James Branding in Beijing



What Sports Business Storylines Will You Be Following in 2009?

Here are a few key topics to watch for:

- | | |
|----------------------------------------------|---------------------------------------------------|
| 1. Economical Effects On the Sports Industry | 6. The Impact of New Technologies (The 2.0 Shift) |
| 2. Cause Marketing Initiatives | 7. Social Networking |
| 3. The Impact of Social Networking | 8. The Shift of Rights Holders |
| 4. The Green Movement | 9. The Battle Between Television Rights/Assets |
| 5. Global Penetration Strategies | 10. The Future of Fantasy Sports |

How Is Your Organization Capitalizing on New Technology?

The Harlem Globetrotters recently launched a creative viral marketing campaign entitled "My Magic Circle" (www.my-magic-circle.com) in an effort to drive web traffic and awareness for the organization's 2009 domestic tour.

The Globetrotters' "My Magic Circle" promotional effort enables fans to create their own ball-juggling videos by importing photos of themselves and their friends. Once the videos are complete, consumers have the option to share their customized film with family and friends.

The Globetrotters' "My Magic Circle" promotional tool is essentially modeled after the widely popular ElfYourself campaign that Office Max has executed the past few years. The campaign has proven to be a simple, yet very effective branding piece for the Globetrotters' organization that has drawn a tremendous amount of buzz in the sports marketplace.



Looking to Advertise to Thousands of Sports Business Professionals?

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Very Affordable Opportunities
For More Information Please Contact Brian Gainor at
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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.