



Are You Looking to Hire New Personnel?

Fifteen Great Sports Biz Graduate Programs

- Ohio University
- Arizona State University
- Univ. of Central Florida
- University of Oregon
- San Diego State Univ.
- Univ. of North Carolina
- Univ. of Massachusetts
- New York University
- Texas A&M University
- Univ. of South Carolina
- Indiana University
- West Virginia University
- St. Thomas University
- Northwestern University
- Columbia University

"Build partnerships, not sponsorships."

**Brian Corcoran,
Fenway Sports Group**

Partnership Activation 2.0

Welcome to the October edition 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.

Over the past nine months, it has truly been exciting to see how Partnership Activation, Inc. as a venture has taken off and drawn interest from thousands of sports business professionals spread across the globe. It is a testament to the fact that persons working in the sports industry truly understand the importance of activation ... and doing it well.

If you 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 interest and continued support! Best Wishes, Brian

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INDUSTRY WATCH | BRANDED PLAYER SECTIONS

Who: Minnesota Timberwolves

- The Minnesota Timberwolves are currently offering a unique "Player Section" season ticket plan that enables fans who purchase one (1) season ticket in their favorite player's designated section to receive:
 - One (1) additional season ticket for FREE
 - One (1) autographed authentic Timberwolves jersey
 - One (1) meet-n-greet opportunity with that designated player
- Designated Player Sections include: Randy Foye (Section 104), Mike Miller (118), Kevin Love (124), and Al Jefferson (138).



Why is this new sales season ticket sales strategy relevant?

- Creating and selling "Player Sections" provides teams with a new means to deliver VALUE to fans and season ticket holders (while in turn generating incremental ticket revenue on marked up seats)
- Teams can derive premium value out of existing ticket inventory by collaborating with players (and their endorsing partners) and existing team partners to distribute select premiums/offers to fans seated in exclusive sections
- "All-You-Can-Eat" sections will soon lose their luster — take advantage of a new opportunities that capture the interest of fans seeking exclusive ways to connect with their favorite players!

For more information on creating designated Player Sections, check out the article entitled "Create Premium Value Out of Existing Ticket Inventory" on PartnershipActivation.com! (using the site's search function)



SPONSOR WATCH | Recyclable Partners

With the "green movement" spreading across the globe, properties are looking for ways to develop new, unique green/recyclable/energy initiatives that are driven through corporate support.

- Wade Martin and the Cincinnati Bengals collaborated with the Ohio Department of Natural Resources to form a benchmark example of a unique recycling initiative—the "Bengals First and Green" program.
 - The Bengals and the Ohio Department of Natural Resources will feature 200 branded recyclable bins across six team operated tailgating lots for fans' use on game days.
 - The program reflects the collaborating parties' commitment to the environment in Cincinnati and the State of Ohio.
 - Through its partnership with the Bengals, The Ohio Department of Natural Resources will receive branding recognition on each of the 200 recyclable bins, exterior stadium LED signage, :30 in-game features showing fans actively participating in the program, and media integration among other elements.



Who else is leading the green movement in the sports space?

- The Pepsi Center, the Philadelphia Eagles, the Pittsburgh Pirates, the Boston Red Sox, the New Jersey Nets, the University of Maryland, have all implemented unique green initiatives.

CREATIVE ACTIVATION IDEAS



PowerAde featured a unique Cool Down Zone at Nike's '06 North vs. South race in London



Brewers fans race Corey Hart down the first baseline in the concourse level of Miller Park (a unique race simulator for fans)



Lincoln Mercury teamed up with the New Jersey Devils to create a unique (branded) team bench that serves as a photo display for fans at the Prudential Center

This Month's Activation Tip - Create Customized Experiences

How are you customizing the season ticket holder experience?

With a sluggish economy and tightened consumer spending, teams and brands alike are continuously searching for new ways to provide incremental entertainment value for fans. While fans enjoy all forms of entertainment (concourse displays, premium giveaways, video board features, etc.), little compares to providing customized experiences.

Teams should consider new ways to customize the fan experience, especially for season ticket holders. Bringing the right corporate partner on board, teams can enhance the fan experience by creating personalized name plates for season ticket holders (featuring the name of the season ticket holder and his/her preferred number).

The name plates do not necessarily have to be permanent. They can simply just clip over the seats, providing a nice surprise for season ticket holders heading to their seats for the first time that season.

To execute such a campaign, teams can include a section on the season ticket order form asking fans what their favorite number is, etc. Teams can also considering sponsor-specific customized name plates for corporate partners seated in the suite level.





Which PSA Deals Are You Watching?

Fifteen (15) Unique PSA Deals To Keep An Eye On

1. Baron Davis, Jenny Craig
2. Michael Strahan, Vaseline
3. Cal Ripken, State Farm
4. Manning/Williams Duos, Oreo
5. Alex Ovechkin, Hair Cuttery
6. Brandon Jennings, Under Armour
7. Michael Phelps, Rosetta Stone
8. Baron Davis, Li Ning
9. Jason Kidd, Peak
10. Usain Bolt, Puma
11. Manny Ramirez, RecoveryX
12. LeBron James, Cub Cadet
13. Greg Oden, Cricket Wireless
14. Kaka, Sony
15. Tony Romo, STARTER

Looking to Add Unique Content to Your Website?

With the NBA season underway, many organizations have implemented new, unique features and content on their team websites. Enclosed is a breakdown of online "best practices" from across the league:

<i>NBA Organization</i>	<i>Unique Website Feature</i>	<i>NBA Organization</i>	<i>Unique Website Feature</i>
Atlanta Hawks	<i>In-Game Playlists</i>	Minnesota Timberwolves	<i>Wolves 3M Coaches</i>
Boston Celtics	<i>Celebrity Sightings</i>	New Jersey Nets	<i>Nets Shoot to be Green</i>
Chicago Bulls	<i>BullsSoxAcademy</i>	New Orleans Hornets	<i>Hugo's Hive (Mascot)</i>
Cleveland Cavaliers	<i>Send Your Great Idea Feature</i>	New York Knicks	<i>Knicks Business Alliance</i>
Dallas Mavericks	<i>Mavericks Behind the Scenes</i>	Philadelphia 76ers	<i>Sixers Flickr Photos</i>
Denver Nuggets	<i>Nuggets Halftime Highlights</i>	Phoenix Suns	<i>Virtual Locker Room Tour</i>
GS Warriors	<i>STH of the Game</i>	Portland Trailblazers	<i>25 Point Pledge to Fans</i>
Houston Rockets	<i>Houston Rockets Red Rowdies</i>	Sacramento Kings	<i>Kings FanPhotos</i>
Indiana Pacers	<i>Ask the Pacers</i>	San Antonio Spurs	<i>Spurs Hoopedia</i>
LA Clippers	<i>Clippers Fan Art</i>	Toronto Raptors	<i>Coach's Style</i>
LA Lakers	<i>Lakers Fantasy Game</i>	Utah Jazz	<i>Win Dee Brown's Paycheck</i>
Memphis Grizzlies	<i>News From Around the Web</i>	Washington Wizards	<i>Wizards Locker Room</i>



Have You Seen This?

Developers of the O2 World Arena, a state-of-the-art venue located in Berlin, Germany, outfitted the VIP and main lobby entrances with one of the most elaborate lighting displays known to mankind. The LED lighting displays embrace visitors with light, color, and other special effects as they enter the facility.

The lobbies feature thousands of frosted circular lenses that diffuse graphics and video effects from LightWild Pixels while the ceiling's blue and white fluorescent tubes are controlled and coordinated for an all encompassing experience. Guests experience the display while entering the main lobby to take escalators to the VIP lounge and the main concourse (LightWild.com).

Quick Fact: The Anschutz Entertainment Group serves as the owner and operator of the breathtaking O2 World Arena, a facility that opened September 10, 2008.





Looking for ways to have a lasting impression on consumers?

The University of Missouri recently unveiled a unique billboard campaign designed to capture the attention of consumers passing through Kingdom City, Missouri.

The University used six (6) billboards to spell out M-I-Z-Z-O-U along a half-mile stretch of I-70... one cannot help but look at the billboards.

The University of Missouri accompanied each of the prominently featured letters with a website, ticket hotline number, or motivational message. Check out video footage of the branding on www.PartnershipActivation.com!



CREATIVITY IN THE SPORTS MARKETPLACE



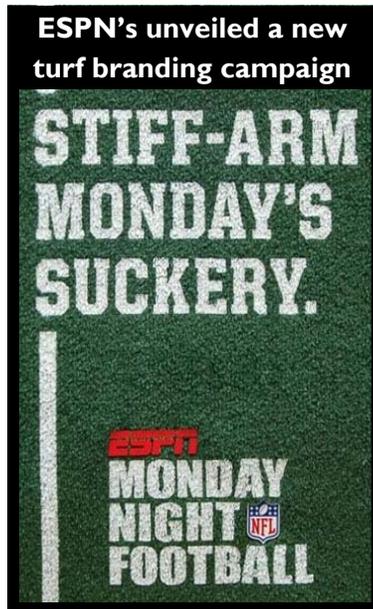
Puma celebrated Usain Bolt's Olympic performance with a unique billboard in the Bronx



A gym found a creative way to get its message across to consumers



Redhook unveiled a unique marketing campaign in Seattle to drive brand loyalty



ESPN's unveiled a new turf branding campaign



Nike demonstrated creativity with its outdoor branding in Taipei

The Colts received support from local businesses



Looking for new ways to entertain and reward fans in-venue?

Over the past two (2) years, University of Texas Athletics* has collaborated with Wendy's to execute an incredible "Field Goals for Frosty's" halftime promotion that has won over the interest of 92,000+ fans in attendance at Royal-Texas Memorial Stadium.

What is "Field Goals for Frosty's" promotion?

- One select contestant has an opportunity to kick three (3) field goals (from 15, 20, and 35 yards out) for the chance to win free Frosty's for a year and potentially for all fans in attendance.
 - If the contestant converts a FG from the 5-yard line (15 yards out), he wins 6 months of free Frosty's
 - If the contestant then converts a FG from the 10-yard line (20 yards out), he wins free Frosty's for a year
 - If he/she then converts a FG from the 20-yard line (35 yards out), he wins free Frosty's for all fans in attendance



What have the results been from the promotion?

- After the contestant in 2007 nailed all three field goals, thirty (30) Wendy's locations across the Austin DMA participated in giving away free junior Frosty's on the Sunday following the game. While official distribution numbers were not disclosed, the two (2) Wendy's locations on-campus each distributed 1,000+ junior Frosty's.

**When it comes to client service and activation, there isn't an account team in collegiate athletics who does it better than Matt Preece and his crew at UT.*

Congrats on all of your hard work and accomplishments!



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.