

# PartnershipActivation

The "Think Tank" for connecting brands with fans.

SUMMER 2014 - ISSUE 51

## Looking To Attract New U.S. Based Corporate Partners?

### 2013-14 Top US Sponsorship Spenders (per IEG)

- **PepsiCo (\$350-\$355M)**
- **Coca-Cola (\$290-\$295M)**
- **Nike (\$260-\$265M)**
- **Anheuser-Busch (\$255-\$260M)**
- **AT&T (\$175-\$180M)**
- **GM (\$175-\$180M)**
- **Toyota (\$155-\$160M)**
- **Ford (\$145-\$150M)**
- **Adidas (\$120-\$125M)**
- **MillerCoors (\$115-\$120M)**
- **Verizon (\$110-\$115M)**
- **FedEx (\$90-\$95M)**
- **Procter & Gamble (\$85-\$90M)**
- **Bank of America (\$75-\$80M)**
- **Sprint Nextel (\$75-\$80M)**
- **Berkshire Hathaway (\$70-\$75M)**
- **Microsoft (\$70-\$75M)**

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

Welcome to the 51st issue of the Partnership Activation Newsletter, which I hope you will enjoy and share with colleagues and friends in the industry. Over the years I've found there's no better canvas to share my creative ideas, strategies, and inspirations and sincerely appreciate your continued interest and support worldwide.

As many of you may have heard, I am thrilled to now be working alongside Jan Katzoff, Adam Lippard, Vince O'Brien, and an incredible team within GMR Marketing's Global Sports & Entertainment Consulting practice and look forward to hopefully having an opportunity to help you and your organization develop strategic solutions in the months to come. Please be sure to reach out to me at [bgainor@gmrmarketing.com](mailto:bgainor@gmrmarketing.com) any time.

In recent months I had an opportunity to read an incredible book written by Tony Dungy entitled *Dare to be Uncommon: Discovering How to Impact Your World*. The book has been a great inspiration and I'd highly recommend it to those of you looking to lead in life with integrity, influence, and faith. Hopefully you'll enjoy it as well.

I hope 2014 continues to be a remarkable year for you and your organization and look forward to connecting in the months to come. Thanks again for your continued interest in the newsletter and wish you nothing but the best!

Brian

## this issue

Sideline Activation

Eyes on the Industry

Industry Spotlight

Great Sports Marketing

50 Great Golf Executions

Thinking Outside the Box

Hot Off the Press

July Rising Stars

World Cup Spotlight

Thought Starters

Grab Bag

Idea Box

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

## INDUSTRY WATCH | SIDELINE ACTIVATION

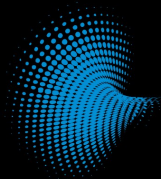
As teams and leagues look to command significant annual increases in sponsorship revenue, many are turning to the sidelines to grant new, ownable access opportunities for corporate partners with endemic products.

Recently, Samsung partnered with The Castrol Edge Rugby Championship to create an innovative "Samsung SlideLiner" experience giving (4) lucky fans a chance to sit comfortably on a couch attached to tracks situated between the grandstand and pitch and travel up to 20km per hour down the sideline, providing a unique, inside look at the game in real-time. The SlideLiner experience was custom built by Samsung and features brand technology allowing winners to share their experience live via social media using Internet enabled tablets and cameras.

Samsung drove awareness and excitement around the SlideLiner activation by running a national competition allowing three (3) individuals and a trio of their friends to win a seat on the SlideLiner during three (3) Rugby Championship Game matches.



**Check out the Samsung SlideLiner Here:** <http://bit.ly/lqvjwEE> / <http://bit.ly/lqvjHjn>



## EYES ON THE INDUSTRY

### THE ART OF PERSONALIZATION

When was the last time your organization assessed exactly how it's engaging, selling to, and communicating with millennial fans?

As the majority of teams, brands, and agencies begin planning for 2015, it may be worth ensuring that a strategy is in place to begin to effectively capture this elusive, target audience.

For starters, organizations can begin to consider ways to personalize offerings, experiences, ticketing solutions, and merchandise for Millennial fans. As Stuart Kronauge, SVP of Sparkling Brands for Coca-Cola stated, "For teens and millennials, personalization is not a fad, it's a way of life. It's about self-expression, individual storytelling and staying connected with friends."

In essence, personalization equals loyalty with millennials, which begs the following questions for teams to consider:

#### Ticketing Solutions

- How are you evolving game day ticket operations to deliver truly personalized experiences?
- Are you recruiting millennial fans to come to games with personalized messages delivered by coaches, former players, and fellow millennial fans?

#### Season Tickets / Annual Memberships

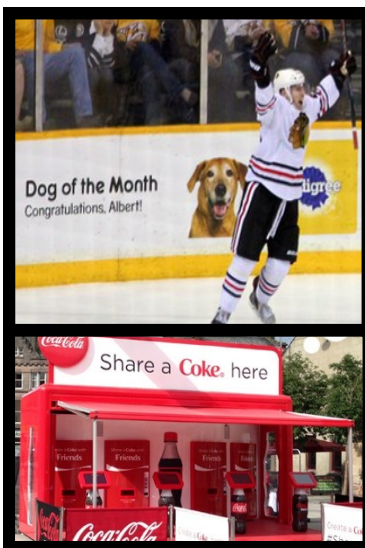
- How have you adapted your season ticket sales pitch to genuinely connect with millennial fans?
- Are you empowering season ticket holders with a "Share a Ticket" campaign (a hidden cost built into their annual payment) that they can use to evangelize and invite a friend to a game?
- Are you partnering with other professional sports organizations in your city to create unique ticket bundling offers providing millennials with unique, flexible ticket buying options?

#### Experiences

- What tools are you providing to millennial fans who watch games live / remotely to personally share out their experiences with their friends?
- Are you providing sufficient opportunities for millennial fans to express individuality and a true sense of belonging both online and offline?

#### Merchandise:

- What opportunities are you providing for fans to personalize and share any items they purchase (either for themselves or as a gift) within the team store?



## THREE SPORTS TECH INNOVATIONS TO KEEP AN EYE ON

### The Shock Top Talking Billboard

<http://bit.ly/1nsOT0o>

<http://bit.ly/1p6CCNA>



### Self-Serve Beer Stations

<http://bit.ly/1rvnwmA>



### Coca-Cola's Fair Play Machines (Perfect for Rivalry Games)

<http://bit.ly/Wxe7zM>



### Nike Delivers Ads of the Future

Nike recently partnered with Google to deliver ads celebrating Nike athletes' achievements in real-time (within 10 seconds of a live play). Fans could then customize the ads, depicting the play in 3D, to create their own digital posters in the moment.

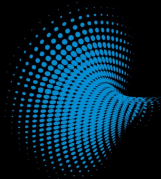
<http://bit.ly/1wOsXfW>

#### 10 MINUTE INSIGHTS:

**Chris Kluwe Delivers an Interesting TED Talk on How Augmented Reality Will Change Sports... And Build Empathy:** <http://bit.ly/1yZOepT>

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

FanBridge delivers a very user-friendly platform that enables properties to truly maximize and measure the effectiveness of their email and social media campaigns.



## INDUSTRY SPOTLIGHT

### CAMPUS-WIDE STRATEGIC PARTNERSHIPS



*As the Senior Vice President of University Business for Navigate Research, Beau Stephens oversees Sales, Marketing and PR for Navigate Research's new and existing clients with a specific focus on the college business.*



In the past forty years since sponsorship has become such a widely accepted marketing tool, sponsorship programs at colleges and universities have been almost exclusively the domain of athletic departments.

While campus-wide purchasing or procurement deals are common, an actual sponsorship or a strategic partnership for anything outside of athletics has been extremely rare. The state of college sponsorships is changing.

As higher education funding from the government continues to shrink, budgets are continually reduced, departments are searching desperately for improved efficiencies, new technologies, and on and on... The end result is that colleges and universities **MUST** find new and recurring revenue streams.

One way several forward-thinking schools are tackling this problem is by developing campus-wide strategic partnerships that go beyond athletics. These partnerships leverage assets, rights, benefits, and purchasing power for all of campus (including athletics) to drive new and incremental revenue streams for the university. These partnerships must meet two main requirements:

1. The partnership must provide a business solution for the university
2. The partnership must provide a legitimate benefit to the university (revenue, budget relief, etc.)

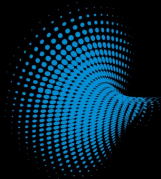
Creating campus-wide programs can be tricky given the large number of internal stakeholders, administrative policies and concerns over commercialization. But, by aligning athletics, alumni, the office of the president, university services, etc. and sharing goals, schools are breaking down the traditional athletic sponsorship walls and taking full advantage of the impact and reach that schools can deliver to corporate partners outside of their athletic arenas and stadiums.

Where athletic sponsorships include a variety of assets that are designed primarily to reach fans of a school's teams, campus-wide partnerships reach all stakeholders including fans, students, alumni, faculty and employees. This type of relationship provides incredible reach and drives excellent ROI for the brand or partner. Of course, most campus-wide deals still include athletic assets, but these deals also utilize a mix of other of inventory and opportunities across campus to maximize the impact and reach of the partnership. Think beyond your traditional sponsorship assets as many of these partnerships include elements that are integral to campus life and are desired (if not required) by students, faculty, and administration alike.

Campus-wide partnerships have the potential to reach eight or nine figures and can cover categories like financial services, telecom, energy, or insurance among others. With budget shortfalls across the country, these deals often include in-kind trade and budget relieving measures as well. The beauty of this is that higher education is meant to foster innovation, and the most forward thinkers are now getting a chance to shine. By protecting the integrity of the campus and academic environment, these innovators are putting their universities in the best position to build new and recurring revenue streams and creating long term value.

**Learn More About Navigate Research's Services Here:**

<http://www.NavigateResearch.com> | [Chris.Todd@NavigateResearch.com](mailto:Chris.Todd@NavigateResearch.com)



## THREE THINGS YOU NEED TO SEE



**Celebrate the Future While Remembering the Past**  
Manchester United and Chevrolet Launched the Club's New Kit in Style  
<http://bit.ly/1sC8M78>



**Talkin' Trash with Class**  
Several NBA players went on Jimmy Kimmel to humorously read and respond to fans' "Mean Tweets"  
<http://bit.ly/1mHgIWG>



**Sell Your STH Experience with Video Testimonials**  
The Detroit Red Wings Brilliantly Turned to Season Ticket Holders to Help Sell the Value of their Experience  
<http://bit.ly/1jwe0ZM>

## GREAT SPORTS MARKETING IDEAS IN THE NEWS

### Creative Call-To-Actions

Purdue Athletics launched a unique summer promotion encouraging students to sign up for VIP cards (or renew) for the upcoming football season by offering an incentive of having their photo included on the Purdue Football Helmet.

Students who purchased a 2014-15 VIP card by June 10th and emailed a photo wearing Purdue gear will be able to see their photo displayed on the team's helmets during the team's game vs. Iowa on September 27th. In addition, Purdue Athletics will be sending a digital copy of the helmet sticker to all participants after the game via email. The promotion serves as a fun, cost-effective means to cut through the clutter and deliver a fun, valuable incentive for students!



**Read More Here:** <http://indy.st/1kSeH0r> / <http://bit.ly/1wYIXfu>

### Passion Amplified

Itau Bank, the largest bank in Latin America, capitalized on the fervor surrounding the 2014 FIFA World Cup with a creative execution allowing Brazilians to donate their passion to the National Football Team.

Itau Bank partnered with agencies Africa and TUDO to create "The Heart Ball", a soccer ball that collected heartbeats from fans in cities throughout Brazil using a specialized app and sound amplifier and delivered it to the Brazilian National Team. As part of the execution, the specialized app captured fans' pulses when they placed their hands on the ball and then converted it into a frequency reproduced by a speaker in the ball... The promotion serves as a great idea for teams looking to activate health-related partnerships in new engaging, endemic ways!



**See More Here:** <http://bit.ly/1u9J8s8>

## Leveraging Partnerships to Truly Make a Difference in the Community

### The Miami Dolphins

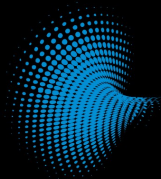
Recently announced a landmark partnership with AARP Foundation with the goal of helping adults 50+ in the local community facing hunger, isolation, income, and housing needs. The partnership will feature Dolphins executives, coaches, players, fans, corporate partners, and volunteers working together to support AARP Foundation's core priorities on a quarterly basis via events (packing IMM+ meals), unique content, and a media campaign. In addition, the Dolphins will host community service events and financial workshops for fans 50+, make surprise visits to individuals living in isolation, and provide tips on affordable living to others in need.

**See more here:** <http://bit.ly/1wOgNnm>

### The Western Bulldogs

Recently launched an innovative new men's health program with Liverpool FC that attracted 1K+ signups in less than 4 weeks and generated \$1.5M in incremental sponsorship fees. As part of the initiative, coined "Sons of the West", the Bulldogs are offering a 12-week program for male fans ages 18+ promoting physical activity, healthy eating, social connection, and more. The Bulldogs are incentivizing fans to participate by offering a free (3) game membership to fans who complete (6) weeks of the program and a free jersey to all fans who drop a shirt-size within the 12-week program window.

**See more here:** <http://bit.ly/1rgMhmd>



## THE PARTNERSHIP ACTIVATION **BIG 50**

**HERE ARE 50 OF OUR FAVORITE GOLF IDEAS AND EXECUTIONS OVER THE PAST 7 YEARS**

1. The Perfect Cut - <http://bit.ly/ItoKQlo>
2. Bubba's Hover - <http://bit.ly/I muWCoz>
3. Dick Fowler, P.I. - <http://bit.ly/IwOPSHX>
4. The Catch - <http://bit.ly/IrCOd7U>
5. Rory vs. Robot - <http://bit.ly/UjOINN>
6. Sergio's Surprise - <http://bit.ly/IrhaGrT>
7. Gunpowder Golf Shot - <http://bit.ly/In7mIji>
8. TaylorMade Golf Pole - <http://bit.ly/IyOqQLT>
9. The 16th Hole - <http://bit.ly/Ik8Iju6>
10. Tiger - Nike - <http://bit.ly/Irv8DCp>
11. Meet Rory - <http://bit.ly/IqB8ais>
12. Hole-In-One Sweeps - <http://bit.ly/IjSrTHk>
13. Kids at the Masters - <http://bit.ly/IzVQEat>
14. Happy Gilmore - <http://bit.ly/WoiFlv>
15. Backyard Trick Shot - <http://bit.ly/IwOTsli>
16. Swing Portrait - <http://bit.ly/I muYIeP>
17. Clay Pigeon Golf Shot - <http://bit.ly/Iu6L3he>
18. Football Golf - <http://bit.ly/IkzedS>
19. Big Bertha PayDay - <http://bit.ly/I mvl2f4>
20. Paddy Power Sign - <http://bit.ly/I sCKYjl>
21. Sky Tweets - <http://bit.ly/I p6NzhZ>
22. Rory on the Helipad - <http://bit.ly/Iu6PWXs>
23. Beer Can Tee Shot - <http://bit.ly/IwOYRc4>
24. Earl & Tiger - <http://bit.ly/IkKAoiK>
25. TaylorMade Speed Police - <http://bit.ly/IrCPRXe>
26. Martin Kaymer - <http://bit.ly/IzVJnaP>
27. Stronger Together - <http://bit.ly/IrCN54m>
28. Golf Boys - <http://bit.ly/I p0inOE>
29. No Cup is Safe - <http://bit.ly/ItoLkrH>
30. Urban Hole In One - <http://bit.ly/InMxhqy>
31. Chip4Charity - <http://bit.ly/IzVJwef>
32. Blind Hole-In-One: <http://bit.ly/I muWci3>
33. LeBron James Lesson - <http://bit.ly/I p0jFjw>
34. Power Golf - <http://bit.ly/I p6JASG>
35. The Floating Green - <http://bit.ly/InY4rZa>
36. Golf Skee-Ball - <http://bit.ly/InsZdpe>
37. Atlantis Challenge - <http://bit.ly/IwOSQMu>
38. 200 Yard Gong Shot - <http://bit.ly/I muXyte>
39. Golf Darts - <http://bit.ly/Ulzcvc3>
40. Callaway Stunt - <http://bit.ly/IzVMDCR>
41. Walk On Water - <http://bit.ly/I p0mdaq>
42. Mini Masters - <http://bit.ly/IzVMtLV>
43. MegaRamp Golf - <http://bit.ly/ItoMsvi>
44. Wear in the World - <http://bit.ly/I mv0S7G>
45. Europe to Asia - <http://bit.ly/Uo5NR0>
46. GoPro Golf Tricks - <http://bit.ly/IzVRXpW>
47. Crossbar Challenge - <http://bit.ly/I mv47vV>
48. Urban Golf Shootout - <http://bit.ly/IyOmfcF>
49. Closest to the Pin - <http://bit.ly/UjSbX9>
50. Get in the Hole Challenge - <http://bit.ly/Irv4yOB>

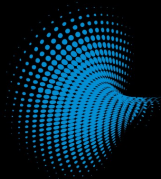
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SUMMER 2014 - ISSUE 51

## THINKING OUTSIDE THE BOX

### IN THE SEATS

#### Give Fans Inside Stadiums An Unforgettable Experience

Pepsi Max gave fans at the 2012 MLB All-Star Game an amazing view of the action in an exclusive FanCan seating section located in right center field



### ON THE COURSE

#### Capitalize on the Selfie Craze

The Zurich Classic placed selfie mirrors all along the course that were so popular both fans and golfers participated in the action

<http://bit.ly/1to2zcD>



### ON THE ROAD

#### Give Travelers an Extra Incentive to Come to Your Games

Teams can work with rental car partners to attach ticket discount passes to customers' key rings, creating an incentive to come check out a game

<http://bit.ly/1rgBp7W>



## REWARDING GREATNESS

The University of Connecticut Athletics Department launched a week-long ticket promotion in July rewarding military members with a free ticket to a football game for every season ticket or mini package sold. In the months to come, it would be great to see additional properties go to such lengths to create fan incentives benefiting military members in even bigger ways!



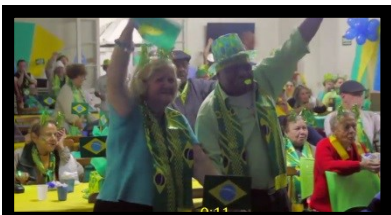
The Greenbrier Classic recently awarded 250 fans with fresh \$100 bills after witnessing PGA golfer Bud Cauley shoot an ace on the par-3, 18th hole. Prior to the start of the tournament, Greenbrier Resort owner Jim Justice created the unique promotion, offering all eye witnesses an extra incentive to watch the action from the 18th hole, with \$100 apiece at stake for the 1st ace, \$500 apiece at stake for the 2nd ace, and \$1,000 apiece at stake for the 3rd ace.



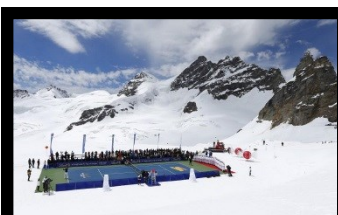
Click Here For More Information: <http://bit.ly/Wo7DDI>

See More Here: <http://bit.ly/1qwcklj> / <http://bit.ly/1n2C6k8>

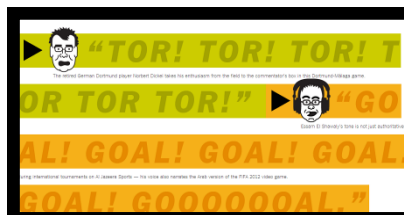
## SPORTS... LIKE YOU'VE NEVER SEEN IT BEFORE



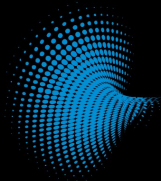
The NY Times Put Fans in The Moment for the 1st World Cup Goal  
<http://nyti.ms/1jwtg93>



Roger Federer and Lindsey Vonn Played Tennis On a Glacier  
<http://bit.ly/1jJFy3e>



The NY Times Calls the Game Like Never Before  
<http://nyti.ms/1pKeOy9>



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## HOT OFF THE PRESS

**Are you looking for the latest fan engagement ideas from across the world?**

Blair Hughes, an Australian based marketer, has created a tremendous Pinterest page showcasing a collection of 650+ innovative fan engagement ideas from across the world. The site is very easy to navigate and delivers some great visual insights - terrific for brainstorming.

KORE Software's Russell Scibetti has developed an incredible page of his own, providing an inside look at creative sports infographics, sports marketing / CRM ideas, and more. Two sites by two great professionals that are definitely worth perusing on a regular basis!

**Check Out Both Pages Here:** <http://bit.ly/1nR0N0f> / <http://bit.ly/1k90Sjq>



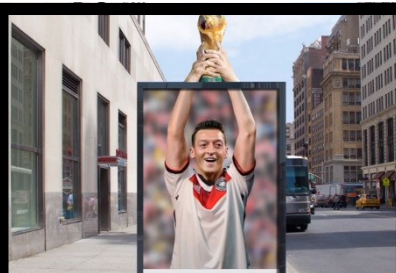
## CREATIVITY IN THE SPORTS MARKETPLACE



The Brisbane Broncos, an Australian rugby team, set up a fan cave / sports media room for fans to come watch the team's away games  
<http://bit.ly/TGbB8c>



Buffalo Wild Wings featured an outdoor Sports Lounge at the College World Series, bringing the retail experience to life for fans on game day



The School of Visual Arts NY created a really cool revolving billboard showing different players holding the World Cup trophy  
<http://bit.ly/1pxQE9u>



Tottenham's ice cube tray lets fans enjoy refreshments with team spirit



The Toledo Mud Hens "allowed" fans to walk through a Super Colon inflatable on their way into the ballpark



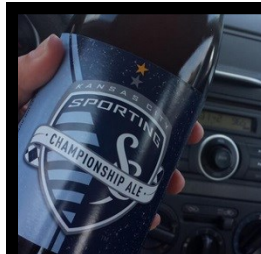
SAP features a Sail Cube on-site at the world's biggest sailing events, doubling as a control center and a live broadcast wall



Mike Veeck, President and Part Owner of the St. Paul Saints, hires out of work entertainers as game day ushers and calls them ushertainers  
<http://on.fb.me/1p8XJ1D>



Fans in Brazil had fun with adidas' Luis Suarez ads following his biting incident during the World Cup



Sporting KC partnered with Boulevard Brewing Co to create Championship Ale  
<http://bit.ly/1qmc25J>

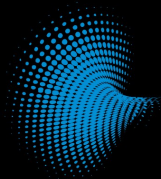


The Irish Champions Weekend and Ray-Ban Sunglasses partnered on a visually enticing promotion  
<http://bit.ly/1jX617X>

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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 July 2014 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) July recipients of the Partnership Activation Rising Stars Program:



#### **Kristen Gambetta, Houston Dynamo (<http://www.HoustonDynamo.com>)**

Kristen is in her 9<sup>th</sup> season with the Major League Soccer Team, Houston Dynamo, currently overseeing the Partnership Activation department which is responsible for managing all partnerships with BBVA Compass Stadium, the Houston Dynamo (MLS), and the Houston Dash (NWSL). She started her career with the Dynamo in ticket sales in January of 2006, winning multiple Best XI honors during her time spent in that department through 2009. She moved into Corporate Development in 2009 where she signed on partnerships with brands such as P&G and Snapple. In 2010, Kristen was promoted into her current role and was a part of opening BBVA Compass Stadium in 2012 and recently oversaw the launch of the Dynamo and Dash's jersey partnerships. She received her B.A. in Sports Management from Rice University where she played soccer and ran track.



#### **Michael Moran, Moran Sports Advisory**

At just 26, Michael is already a seasoned sports finance professional. After spending four years in a top-tier sports investment banking group, Michael started Moran Sports Advisory, specializing in providing value-add financial advisory services to sports franchises and sports-related media companies. Michael specifically focuses on M&A advisory, financial model development, in-depth business plan analysis and franchise valuation. Throughout his career, Michael has advised teams in the NHL, NBA, MLB, Minor League Baseball, English Premier League and English League Championship. Michael earned a B.S. in Economics from the Wharton School at the University of Pennsylvania.



#### **Ben Pincus, The Aspire Group (<http://www.TheAspireGroupInc.com>)**

As Director of Australian Operations for The Aspire Group, Ben is responsible for Aspire's entrance into and growth within the continent. His current efforts are focused on the National Rugby League where he is working to implement new strategies in the areas of ticket sales, sponsorship, game presentation, and assisting with the NRL's renegotiation of its stadium arrangements. Ben's previous work includes positions at IRONMAN, Madison Square Garden and as a Manager of The Aspire Group's National Sales Centre in Atlanta, GA. Ben received his MBA and Master of Sports Business Management from the DeVos Sport Business Management program at the University of Central Florida and his BA in Journalism from the University of North Florida where he played Division I baseball.

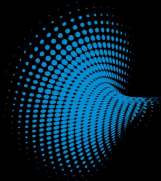


#### **Avish Sood, Toronto 2015 Pan Am / Parapan Am Games (<http://www.Toronto2015.org>)**

While at the University of Toronto, Avish played an instrumental role as the co-founder of the Toronto Sports Industry Conference. Serving as President from 2010-2012, he overlooked all corporate partnerships and helped create the largest student-run sports conference in Canada. Avish currently works in sponsorship sales at the Toronto 2015 Pan Am/ Parapan Am Games Organizing Committee, and is the co-founder of The Sponsorship Space, a website dedicated to providing timely analysis of trends in the sponsorship industry.

**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)



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## 5 THINGS YOU NEED TO SEE FROM THE 2014 WORLD CUP

### Sportsbet Helps Fans Keep the Faith



Sportsbet sent a message encouraging soccer fans throughout Melbourne, Australia to keep the faith by flying a 150-foot inflatable of the famous Christ the Redeemer statue over the city.

While the stunt didn't help the Socceroos advance past the Round of 32 in the World Cup, Sportsbet did benefit from generating media coverage / attention worldwide.

<http://bit.ly/1nLVsfh>

### Adidas Launches the Official Ball in 3D



Adidas celebrated the launch of the Brazuca FIFA World Cup Ball with an elaborate 3D light projection display at the iconic Parque Lage in Rio de Janeiro.

The incredible visual stunt showcased FIFA World Cup balls from previous tournaments before introducing the official ball of 2014, with a collection of players, celebrities, and VIP guests on hand to witness the action.

<http://bit.ly/1k6T7ul>

### Coca-Cola Celebrates with 3D Street Art



Coca-Cola brought fans closer to the 2014 FIFA World Cup with an incredible 3D street art display in London that gave fans a unique look at the scenery of Rio de Janeiro.

With England football legend Michael Owen on hand, Coca-Cola leveraged the street art activation event to promote its Win a Ball initiative, giving away 1 million soccer balls to charitable organizations worldwide.

<http://bit.ly/1oZtZS9>

### Berlin Creates A World Cup Living Room



A German event agency turned a second division German club's stadium in Berlin into "The World Cup Living Room", inviting 12,000+ fans to come watch matches live on a 700-inch screen.

The agency created enough space for 850 people to bring their own couches to watch the matches played live, and decorated the stadium with 3,500 square meters of wallpaper, tables, and lamps.

<http://bit.ly/1vhKUMj>

### The World Cup Gets an Artistic Touch



While there was a tremendous amount of artwork created around the World Cup, the best may have been created by Chinese artist Red Hong Yi, who used a soccer ball to create large-scale portraits of Cristiano Ronaldo, Neymar, and Lionel Messi.

Hong Yi dipped a soccer ball in paint and carefully rolled it across the canvas to create the incredible portraits.

<http://bit.ly/1u6l3Ta>

<http://bit.ly/1p6Cr4S>

### The Best of the Rest

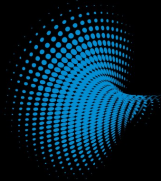


#### Here's 3 Other Executions Worth Seeing:

Copacabana Beach Fan Fest -  
<http://bit.ly/1qUsl6P>

McDonald's GOL! Mobile App -  
<http://bit.ly/1qv6HtR>

Nike Football - Ask Zlatan -  
<http://bit.ly/Ujypep>



# Partnership Activation

The "Think Tank" for connecting brands with fans.

SUMMER 2014 - ISSUE 51

## #SPORTSBIZ ON TWITTER

5 HANDLES  
YOU MUST  
FOLLOW



@guhlo



@YinzcamPriya



@Insidewldftball



@Prof\_Chadwick



@DigitalSportUK

## THOUGHT STARTERS

Looking to leverage craft beer partners? Here's 10+ activation ideas to consider:

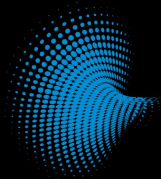
- Jewel Event Ales (Opening Day, All-Star Game, Championship, etc.)
- Team-Themed Craft Beer Garden (Located in the Tailgate Lot, Concourse, In-Venue Along the Sidelines)
- Team-Themed Ales, Supporter Group Ales, Season Ticket Holder Ales
- Weekly Themed Discounted Beer Nights
- Vendors with Backpack Mounted Kegs
- Game Day Beer Festival Featuring World's Largest Beer Stein - <http://bit.ly/1n7fGO1>
- Distribute Customizable Team-Themed Cans with Removable Lids - <http://bit.ly/1ruNHeC>
- Offer a Beer Passport Program Providing Fans Pre-Game Beer Testing and Coupons During Game
- Distribute Team-Branded Chill Pucks to Fans in Designated Areas - <http://www.chillpuck.com/>
- Create a Program Where Fans Can Buy a Beer Every Game to Win a Free Team-Branded Growler
- Run a Craft Beer of the Week Promotion, Allowing Fans to Decide What's Served on Game Day
- Create an On-Field Craft Beer Race



## A CLOSE LOOK AT THE 2014 MLB ALL-STAR GAME



See the Spot That Won Fans Over During the MLB All-Star Festivities Here: <http://bit.ly/1n6AZiF>



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SUMMER 2014 - ISSUE 51

## WELCOME TO THE PARTNERSHIP ACTIVATION GRAB BAG

Here's 8 New Ways To Think About Activating Brands. Steal Which Ones You Like Best... Just Give Us a Little Credit!

### I. Healthy Partnerships

Johnson & Johnson created standardized branded kits with defibrillators for team physicians to use throughout the World Cup, showcasing new inventory for teams and leagues to offer to health care partners on game day.

<http://bit.ly/UrjDX>



### II. The Diamondbacks Sell Tickets with a Scare

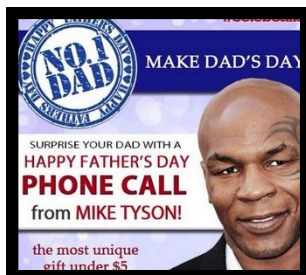
The Arizona Diamondbacks show how teams can creatively promote costume and party-related corporate partners with an official team-themed Zombie Night, where fans receive a survival kit and have a chance to participate in a Zombie Walk on the field

<http://bit.ly/1pKiobA>



### III. The Sales Call of a Lifetime

Teams can create holiday-themed ticket promotions by rewarding fans who purchase a ticket package with a chance to have a player call and deliver a special holiday wish to a friend or family member that day: <http://bit.ly/Vwgx18>



### IV. In All Kinds of Weather, Fans Stick Together

Teams can drive incremental on-air exposure through unique partnerships with weather and news outlets. Here's a quick look at how the Weather Channel recently capitalized on the World Cup craze in the United States:

<http://bit.ly/1sMGSGA>



### V. I-on-I Challenges

Teams can create a series of ownable, engaging content during the offseason by having players compete against fans in surprising I-on-I challenges in a series of settings throughout the city. Click the link below for a little inspiration:

<http://bit.ly/1nP5I5q>



### VI. Unique Sales Incentives

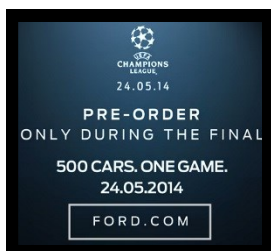
Teams can boost sales in team stores and retail partner locations by partnering with an apparel company to create a fun, engaging concourse display where fans can discreetly receive vouchers offering discounts on "Featured Items of the Night, Week, and Month". Per the adidas example above, teams can create similar displays with players, mascots, and local celebrities working in disguise surprising fans on select game nights.



### VII. Live Games. Unprecedented Limited Edition Offers.

Brands have a unique opportunity to leverage their official sponsorship designations to create artificial demand for limited edition products during major live sports broadcasts. From cars to luxury goods to high-value products and services, brands can use a little creative positioning to "own the moment" and inspire enthusiasts worldwide to purchase.

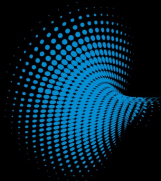
<http://bit.ly/1r5D7ap>



### VIII. Stadium Concessions Sampling Opportunities

Teams and concessionaires can create new revenue streams by allowing partners to deliver on-package sampling opportunities during games. Per the example on the right, teams can allow gum/confectionary companies to attach samples to drinks purchased at stadium concessions stands, delivering guaranteed touch points with thousands of fans: <http://bit.ly/1wYMZEB>





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SUMMER 2014 - ISSUE 51

## BRANDED ENTERTAINMENT ... AT ITS FINEST

**Coca-Cola -  
The Story of Bubamara**  
<http://bit.ly/lm8psAL>



**Beats by Dre - The Game  
Before the Game**  
<http://bit.ly/SzdeEn>



**EA Sports -  
Always In the Game**  
<http://bit.ly/lvhCKub>



**Nike -  
Tomorrow Starts Now**  
<http://bit.ly/WqpQ2V>



## IDEA BOX



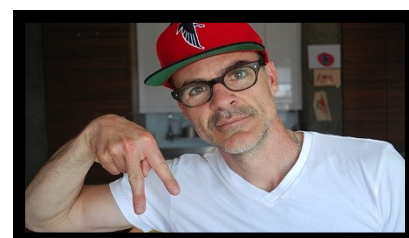
### Feature Season Ticket Holder Experience Rooms

As pressure increases to grow and retain existing season ticket holder fan bases, teams may want to consider creating Season Ticket Holder Experience Rooms within their venues, delivering a 360-degree viewpoint of all the excitement, perks, and amenities that come with a full season commitment. On game nights, teams could allow fans to meet former players, existing STH's, watch videos, receive perks, and more!  
<http://bit.ly/lIDUWOt>



### Put Fan Memories to the Test

Throughout the 2014 FIFA World Cup, the New York Times ran a phenomenal online game called "Spot the Ball" that put fans' memories to the test, challenging them to guess where the ball was located before it was scored and compare their accuracy versus others. The execution was so simple, yet brilliant, and serves as a great benchmark that teams can develop to drive post-game web traffic and interest. The execution also creates opportunities to seamlessly integrate corporate partners in the background:  
<http://bit.ly/lSctnIF>



### Reach New Audiences with Celebrity Fan Features

Teams can partner with influential media outlets to create weekly exclusive content series interviewing celebrity fans about their loyalties, game day rituals and traditions, favorite players, and more. Celebrity musicians and entertainers can help deliver fresh, evergreen content that is high-impact and transcends traditional fan audience gaps.  
Click here for inspiration:  
<http://bit.ly/lp6EbuZ>  
<http://bit.ly/lnXSDWS>



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**Partnership Activation** 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.