

2019 NFL HONOR ROLL: SUCCESSFUL SPONSORSHIP ACTIVATION





Rocket Mortgage

Submitted by Dan Stropes, Detroit Lions

Partnership Objectives: To differentiate from competition; To link the brand with the team (passion transfer; awareness/recall)

Activation Strategy

“The Lions and Rocket Mortgage teamed up to host Season Launch Week, a series of unique fan activations held in and around the city of Detroit the week leading up to the Lions first home game of 2019. On Monday, a Slow Roll bike ride starting and ending at Ford Field, that saw 3,000 fans participate. On Tuesday, students from Detroit Lions Academy joined Lions players at the training facility to learn how to build their own rockets. On Wednesday, the Lions assembled a 80’ x 12’ structure at Campus Martius, the heart of downtown Detroit. On the structure hung 5,000 co-branded hats that were given out to fans throughout the day. While a DJ played, the Lions mascot and members of the Detroit Lions Cheerleaders greeted and took photos with fans. On Friday, the Lions hosted a private concert at Ford Field for Season Ticket Members and radio promotion winners, featuring Grammy-nominated musician, Aloe Blacc. Rocket Mortgage branding was integrated throughout each event on the signage and giveaways. In addition to the physical branding elements, each activation was captured and showcased across all Lions digital platforms. The entire week culminated with Rocket Mortgage as the presenting partner of the Lions home opener.”





University Hospital

Submitted by Lindsey Strauch, Cleveland Browns

Partnership Objectives: To increase brand trust and drive appointments

Activation Strategy

“University Hospitals created a Healthy Fan platform to use throughout the year to help collect data and drive appointments. They offer incentives (t-shirts, stretch bands, water bottles) for fans to engage in free health screenings at all of their on-site Browns activations and based on the results they are able to track participants that lead to appointments. They tracked 84 appointments through Training Camp activation and performed 380 health screenings. They also turn Healthy Fan into a season long digital promotion encouraging fans to sync their Fitbits and track their steps which leads to Browns prizes. Once a fan signs up they are prompt to check a box (yes or no) if they have a primary care physician. UH takes this data and follows up with fans.”



★ **HEALTHY FAN** ★
ENTER TO WIN ▶

University Hospitals



Jarvis Landry Adds More Highlights to a Training Camp Full of Them



2 Minute Drill: Browns Give Thanks to Military on Salute to Service Day

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