

STREET & SMITH'S **SportsBusiness** **JOURNAL**

Coast to Coast

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ARLINGTON, VA.

MCM driving with Nissan

Nissan was named the exclusive vehicle partner of the 2009 Marine Corps Marathon, scheduled for Sunday. Nissan also will be the presenting sponsor of the Marine Corps Marathon Speaker Series on Friday and Saturday before the race.

BEAVERTON, ORE.

City Council discusses Beavers relocation

The city of Beaverton reached a preliminary understanding with Peregrine LLC to help build a new publicly owned multipurpose venue that would be the new home to the Class AAA Portland Beavers. The team would be the primary tenant and contribute \$9 million up front in addition to \$600,000 per year in license fees.

BOSTON

Ace Ticket gets Bruins presence

Boston-based ticket broker Ace Ticket has a new sponsorship deal that includes naming rights to both the WBZ-AM Sports Studio and the Boston Bruins postgame show. The studio will now be called the AceTicket.com Sports Studio. Ace Ticket's logo will be featured on the scoreboard during Bruins games and on dashboards at TD Garden.

BUFFALO

Sabres take show on the road

The Buffalo Sabres are reaching out to fans in faraway places with the launch of the "Buffalo Sabres Road Crew." Membership is available by signing on at the team's Web site, Sabres.com. The team will also host several "Tour Stop" parties in selected cities, starting Friday in Tampa, on the night before a Sabres road game and featuring management and members of the broadcast crew.

Bills renew Integrity partnership

The Buffalo Bills renewed their partnership agreement with Integrity Distribution. Integrity Office, a division of Integrity Distribution, will be the team's official office supply and furniture provider. Other elements of the agreement include game-day video board features, stadium advertising, print advertising, target marketing inclusions, and community partnership opportunities.

CHICAGO

Bears, Blackhawks partner on TV ads

The Chicago Bears and Blackhawks are partnering on a TV ad campaign that will promote both franchises, according to a report in the Chicago Tribune. The "Crosstown Supporters" campaign is from Blackhawks agency Ogilvy & Mather. Five commercials pairing Blackhawks and Bears players were filmed last week.

Casino mulled for would-be Olympic Village

Chicago Aldermen Richard Mell and George Cardenas are floating the idea of putting a casino and entertainment complex where Chicago had hoped to build an Olympic Village for the 2016 Olympics, according to a report in the Chicago Tribune.

COLUMBUS

Jackets sign Lexus, Sugardale

The Columbus Blue Jackets extended their corporate partnership with Lexus. Lexus will have a vehicle near the arena's Front Street entrance during weekend Blue Jackets games and will hold a series of exclusive events for Lexus drivers in the Founders Club of Nationwide Arena. The team also renewed its corporate partnership with Sugardale Foods, a team partner since the 2002-03 season. The agreement designates Sugardale as the club's official hot dog provider.



JAMIE SABAU / COLUMBUS BLUE JACKETS

A shiny welcome mat in the form of a Lexus greets fans at Nationwide Arena.

Jackets, Labatt form partnership

The Columbus Blue Jackets and Labatt USA formed a new multiyear partnership that designates Labatt as the official Canadian beer of the team. A Labatt Blue "1000 Ticket Giveaway" kicked off the new season. Specially marked packages of Labatt Blue and Labatt Blue Light contain codes to win tickets.



Labatt will be the official Canadian beer of the team.

DENVER

Verizon collects phones at Broncos games

The Denver Broncos are teaming with Verizon Wireless again this year — its seventh for the partnership — to collect used cell phones at Invesco Field at Mile High. Drop boxes are in sections 105 and 122 for the remainder of the season. The phones will be donated to victims of domestic violence.

EAST RUTHERFORD, N.J.

Nets sign 10 new sponsors

The New Jersey Nets signed 10 new sponsorship agreements with national and regional brands: Mars, Zappos.com, LTJ Arthur, MetroPCS, CURE Auto Insurance, Electronics Expo, the Fontainebleau Miami Beach, Hotelplanner.com, Lucky Strike Lanes and Pirate's Booty snack food. The team also renewed all of its major corporate partners, including McDonald's, Wrigley's, Vonage, LG and Canon.

Nine Nets buying 600 season tickets

New Jersey Nets players Devin Harris, Brook Lopez, Yi Jianlian, Eduardo Najera, Keyon Dooling, Rafer Alston, Josh Boone, Trenton Hassell and Tony Battie will give back to their fans by purchasing a total of 600 full-season tickets for the Nets' 2009-10 season. These tickets, through the Nets Athlete Assist Program, will be distributed to youth groups and nonprofit organizations.

FORT WORTH, TEXAS

Dickies, speedway extend partnership

Dickies will continue its partnership with Texas Motor Speedway from 2010 to 2012 as the official work wear of TMS and will outfit speedway workers for all major NASCAR and IRL races. Dickies will have entry gate and backstretch billboard signs at each NASCAR race annually.

FOXBORO, MASS.

Solar power planned for Patriot Place

Constellation Energy's Projects & Services Group will construct a photovoltaic power system that will generate solar power at Patriot Place, the 1.3 million-square-foot complex adjacent to Gillette Stadium. The system will supply about 30 percent of Patriot Place's power and span seven building rooftops at the complex.

LAHAINA, HAWAII

Remington signs deal with invitational

Remington Products signed a three-year agreement as an official sponsor of the EA Sports Maui Invitational. The deal solidifies the partnership between Remington Products and the Maui Invitational through 2011. Remington's sponsorship will include marketing, advertising and product fulfillment elements.

LOS ANGELES

BEP say, 'This Is My Town'

The Black Eyed Peas are featured on a "This Is My Town" billboard, part of the Los Angeles Dodgers' advertising campaign. The billboard is at the intersection of Sunset Boulevard and Sweetzer Avenue. Members of The Black Eyed Peas grew up in the Los Angeles area.



Kings extend with Adrenalin

Adrenalin Inc. will continue to serve as the branding and marketing agency for the Los Angeles Kings through a contract extension for the team's 2009-10 season. Adrenalin also will continue to provide branding and marketing support for the team's community outreach and charitable efforts.

MEMPHIS

Grizzlies help racetrack promote race

Memphis Motorsports Park officials reached out to the NBA Grizzlies in an effort to bolster Saturday's NASCAR Nationwide Series race, according to a report in The (Memphis) Commercial Appeal. The team allowed drivers Kelly Bires and Erik Darnell and media members to play a game of N-A-S-C-A-R, the equivalent of H-O-R-S-E, at the team's practice facility at FedEx Forum, according to the report.

MONTREAL

Canadiens honor every player

The Montreal Canadiens, as part of their centennial celebration, unveiled a large black granite monument inscribed with the names of every Canadiens player from 1909 to 2009, according to a report in The (Montreal) Gazette. The monument sits in the middle of Centennial Plaza, the large area west of the Bell Centre, according to the report.



NASHVILLE

Preds racing with Baker Curb

The Nashville Predators and Nashville-based Baker Curb Racing formed a marketing partnership that will include sharing assets from both teams. The partnership will include a new Predators paint scheme on a NASCAR Nationwide Series car that will stay on display at Sommet Center.

NEW ORLEANS

NetSpend offers Saints Visa card

NetSpend and Winn-Dixie Stores Inc. are offering a New Orleans Saints-branded prepaid Visa debit card to Winn-Dixie customers in the greater New Orleans area. Customers who buy and activate a new card by Dec. 2 are automatically entered to win four tickets to a Saints home game this season.

NEW YORK

Islanders scrap printed programs

As part of the New York Islanders' "Goal Green" initiative this season, the club has scrapped the traditional printed game program and is offering a free "Islanders Digital Game Day Program" for all of the team's home games. The program is e-mailed at noon on game days to fans who subscribe. The database includes more than 75,000 fans.

DirecTV titling SEC/Big East tourney

DirecTV will be the title sponsor of the SEC/Big East Invitational basketball tournament, which features a doubleheader Dec. 9 at Madison Square Garden followed by a doubleheader Dec. 10 in Tampa.

Adrenalin stays with Globetrotters

Adrenalin Inc. will continue its long-standing collaboration with the Harlem Globetrotters by creating the team's 2010 souvenir program. Adrenalin also will direct the team's annual photo shoot and support other branding and marketing activities in preparation for the team's 2010 season.



OKLAHOMA CITY

Scoreboard anchors Ford Center buzz

The Oklahoma City Thunder began play at the Ford Center after \$30 million in offseason upgrades. The new scoreboard, more than twice the size of its predecessor, created the biggest buzz, according to a report in The Oklahoman. The 35-by-31-foot scoreboard features 10 video boards. Other renovations include a new locker room, 48 club level suites, new concession items and new club and restaurant areas, according to the report.

PHILADELPHIA

Eagles TAWK it up for animals

The Philadelphia Eagles launched their Treating Animals With Kindness initiative last week. TAWK is a new community outreach initiative to reduce the abuse of animals, promote responsible adoption, encourage spay and neuter and put an end to dogfighting.

Sixers partner with Mickey D's

The Philadelphia 76ers formed a ticketing partnership with McDonald's. McDonald's is providing fans with coupons for \$10 seats that can be redeemed online or at the Wachovia Center box office. The offer is part of the Sixers' "Mezzo Madness" seasonlong promotion, sponsored by McDonald's.



PHOENIX

Coyotes go paperless for season tickets

The Phoenix Coyotes have gone paperless with their season tickets, according to a report in The Arizona Republic. Instead of individual game tickets, each customer has a card that, swiped upon entry, is good for each game on the home schedule, according to the report.

Mortenson to build MLB facilities

The Salt River Pima-Maricopa Indian Community selected Mortenson Construction as the general contractor to develop and build a multipurpose spring training facility that will house both the Arizona Diamondbacks and Colorado Rockies in spring 2011. The spring training complex will be built west of the Loop 101 Freeway and north of Indian Bend Road.

PITTSBURGH

Casino ponies up part of payment

Rivers Casino paid part of the \$7.5 million required of it to help in the funding of Consol Energy Center, according to a report in the Pittsburgh Post-Gazette. The \$2.35 million payment came a day after the Pittsburgh Gaming Control Board's Bureau of Investigations and Enforcement recommended action against the casino for violating a condition of its license by not turning over the \$7.5 million, according to the report.

PORTLAND

Nemo agency picked for soccer efforts

The Portland Timbers selected Nemo to deliver creative services during the 2010 USL season, and the inaugural MLS 2011 season. Several agencies participated in the pitch to introduce MLS to Portland.

Blazers to stream games online

Portland Trail Blazers President Larry Miller confirmed that all Blazers games that are set to broadcast on KGW-NBC also will be streamed on Blazers.com, according to a report in BlazersEdge.com. The team is reportedly working with CSN Northwest to stream games televised on the channel and is committed to streaming all Comcast games online by the end of 2009.

SAN FRANCISCO

WCC, IMG College partner with Agassi

The West Coast Conference and IMG College formed a three-year partnership with the Andre Agassi Foundation for Education. The agreement, which begins in 2010, will include an expanded presence at the Zappos.com WCC Basketball Championships in Las Vegas. The Agassi foundation will be the presenting sponsor of the WCC Men's and Women's Tennis Championships.

SANTA ROSA, CALIF.

Bike race stays on course

The Amgen Tour of California will return to Santa Rosa in 2010 for a fifth year, according to a report in The (Santa Rosa) Press Democrat. The elite cycling event's future in the area was in doubt after budget woes forced the city to withdraw its financial support.

ST. LOUIS

Grand Slam Sports takes over KFNS

Grand Slam Sports signed a local marketing agreement with Big League Broadcasting St. Louis to operate KFNS (590 AM) radio. Grand Slam, led by President David Greene, is supported by a local investment group formed by Greene and business partner James Oelklaus to operate KFNS and St. Louis Sports Magazine.

WEST POINT, N.Y.

Army hockey adds seats, hospitality

Twenty-four premium seats have been added at the north end of Tate Rink, the portion of the ice Army defends during the first and third periods. A hospitality area will be offered for the second consecutive



GETTY IMAGES

The bike race had a soaking Stage 1 this year as it passed through Santa Rosa.

year. The premium rinkside seats are available on a single-game basis and are \$25 a seat.

Send your Coast to Coast news to: CoastToCoast@sportsbusinessjournal.com
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