

MARKETING/  
 SPONSORSHIP

# Dew Tour looks to sponsors to help build up attendance



**THE LEFTON REPORT**  
**TERRY LEFTON**

In its second season, the Mountain Dew title-sponsored Dew Action Sports Tour, co-owned by NBC and Clear Channel, is hoping to build attendance through more retail activation. And, sure enough, some of its biggest sponsors are taking the Dew Tour to the store.

Among the larger activators is Pepsi, which will feature on-can promotions in three of the Dew Tour's markets. In Denver, a promo splashed across 6 million cans includes a photo of Olympic Gold medal winner and tour participant Shaun White and an offer for a free ticket to Thursday's day of competition with the purchase of a ticket to Friday, Saturday or Sunday competition. Offers in the Portland and San Jose markets are good for ticket discounts.

Meanwhile, other tour sponsors getting involved at retail include Right Guard Xtreme deodorant, which will have retail displays at 1,300 Wal-Marts in Dew Tour markets. Slim Jim is running a sweepstakes offering trips to every tour stop on 4 million packages between June and August, and Slim Jim endorser Dave Mirra will make appearances at Kroger and at other retail accounts. Footwear sponsor Vans is also tying in with local retailers in Dew Tour cities and has scheduled its endorser and pro skateboarder Bucky Lasek to appear at The Sports Authority, Dick's Sporting Goods and Sports Chalet.

Mongoose Bikes joins the party with point-of-sale displays and sales incentive programs at the top ten Kmart's in each Dew Tour locale.

"It's been a great TV show, but we need to be a more visible local event, so we're getting our partners to help with that," said Casey Morton, senior director of partnership marketing for the Dew Tour.

The five-stop tour begins in Louisville on June 22 and runs through Oct. 15 in Orlando.

**▶ CLEAN MACHINE:** Unilever's Wisk brand, the "official detergent of Lowe's Motor Speedway," is supporting the sponsorship it shares with eight other brands of Evernham Motorsports'



"Ultimate Chargers" team of Kasey Kahne, Jeremy Mayfield and Scott Riggs with a 150,000-circulation custom publishing piece that will be distributed at and around the May 28 Coca-Cola 600, including the Speed Street Fan Fest, in Charlotte.

Coupons inside the 16-page magazine offer a free 32-ounce bottle of Wisk Dual Action detergent.

Food Lion also ties in with an ad in the piece and retail displays.

Jigsaw Media, Stamford, Conn., handles for client Wisk.

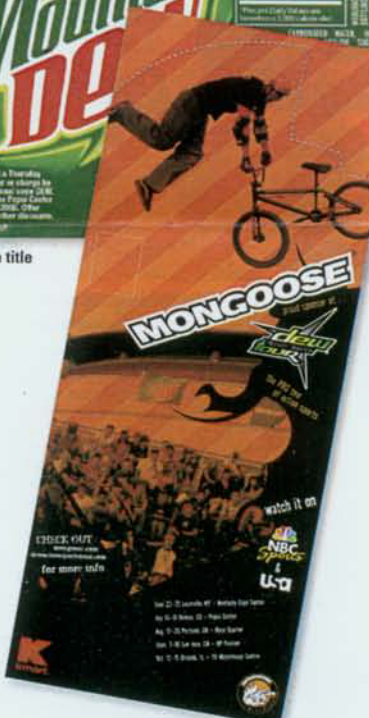
**▶ JUST MARKETING IS JUST EXPANDING:** Burgeoning motorsports agency Just Marketing will expand into Charlotte and New York before the end of the year, which would mark the company's first domestic offices outside of its Indianapolis home. "There's an advantage to being where the action is, both in terms of NASCAR and the marketing



Activations for the second Dew Tour include the title sponsor (above) and Mongoose Bikes.

industry. That's what Charlotte and New York offer," said president and CEO Zak Brown, adding that he'll open in those cities as soon as he finds the appropriate office space and personnel. Just Marketing's clients include Subway, Diageo and AMD, Advanced Micro Devices.

**▶ COMINGS & GOINGS:** Scott Dickey joins Time4 Media as president of TransWorld Media, parent of numerous action sports magazines. "We've got tremendous opportunities to grow the [TransWorld] brand into an event business and with various cross-media extensions," said Dickey, a former NBA, Disney and Spalding marketer who was most recently president of K2 Licensed Products. ... Bank of America senior vice president and strategic marketing executive Allison Gardiner, who has directed many of the bank's largest sponsorships, is leaving BoFA in Charlotte after six years to join GMR's Milwaukee office. Before joining BoFA, she was an account manager for The Gem Group and director of marketing for the Cotton Bowl. ... NFL senior manager of broadcast research Chris Ryan joins CNN, N.Y., as director of ad sales research. He was at the NFL for nearly five years. ... Jen Darga leaves Velocity Sports & Entertainment for Paragon Sports Mar-



keting, where she'll supervise the new Intercontinental Hotels account. ... Chris Foxton joins SportsMark, S.E., as director of strategic marketing. The former San Francisco 49ers, L.A. Dodgers, Seattle Mariners and San Jose Sharks sales executive had most recently been with Clear Channel Entertainment.

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