

PromaxBDA presents:

2011 SPORTS MEDIA MARKETING AWARDS

The Sports Media Marketing Awards celebrate the best practices in Sports Media Promotion and Marketing by way of the following categories. The following guidelines are designed to explain the content and materials that can be entered into each category.

Eligibility Dates

Any work in accordance with the specific categories listed produced between July 1, 2010 and June 30, 2011.

Online Entry Fees and Deadlines

The competition opens on July 1, 2011. As the entry deadlines pass, so does your chance to get the best entry rate available – so be sure to enter early. The final deadline for entry into the competition is Thursday, August 18 at 5:00 pm PST. All physical materials must be received in the PromaxBDA offices in Santa Monica by Tuesday, August 23 at 5:00 pm PST to be considered.

Please see below for all of the pricing details for the entry deadlines.

July 01 – July 28

\$300 single

\$350 campaign

July 29 – August 11 (\$50 late fee)

\$350 single

\$400 campaign

August 12 – August 18 (additional \$50 late fee)

\$400 single

\$450 campaign

IMPORTANT FOR YOU TO KNOW:

THE AWARDS TO BE GIVEN FOR THE 2011 AWARD COMPETITION WILL BE GOLD AND SILVER STATUES ONLY.

If in any category entries do not meet the standard deemed award worthy by the judges, it is possible that there will be no awards given in that category.

In the event that any individual category attracts fewer than 5 entries or submitting companies, the organizer reserves the right to withdraw that category from the competition. In this event, the participating companies will receive a credit towards future entry fees. No cash refund will be given.

All relevant permissions and copyrights are assumed to be cleared by the entrant.

The organizers reserve the right to add, subtract, amend or otherwise revise any category during the course of the competition. Notice and updates of revisions will be posted on our website.

All categories will be judged by a group of hand-selected professionals. Judges participate in an onsite or online judging session, submitting scores through our proprietary judging utility and award program database.

CATEGORIES MAY BE ENTERED BY ALL OF THE FOLLOWING COMPANY TYPES OR RELATED COMPANY TYPES AS APPROPRIATE TO THE CATEGORY DESCRIPTION, INCLUDING:

- Professional Sports Clubs
- Amateur Sports Clubs
- Teams
- Leagues
- Broadcast Networks
- Cable/Satellite Networks
- Online Content Channels/Platforms
- Cable/Satellite Platforms/Service Providers
- Video Game Publishers
- Agencies/Vendors
- Content Brands (including television, video game title, web, interactive or mobile property)
- Individual or Entity

Who Can Enter

- Entrant may represent the client, vendor or their agent; there is no stipulation in any category regarding the entrant so long as the work was for air, broadcast, publishing or release in any market.

What Can Be Entered

Please refer to the technical specifications within this document and at sportsmediamarketingawards.com regarding physical and digital materials for submission and refer to the eligibility dates and categories for all qualification details.

ENTERING TIPS

■ **INTERNATIONAL & NATIONAL MEDIA CATEGORIES**

WHO MAY ENTER?

- * All national and international sports media (i.e. broadcast or cable network, satellite or cable provider/distributor, channel, website, program, show, video game publishers, etc.) with national or international distribution, their agencies, production companies and vendors.

■ **REGIONAL & LOCAL MEDIA CATEGORIES**

WHO MAY ENTER?

- * All sports media (i.e. TV station, regional cable or broadcast network, local broadcaster, etc.) with regional or local coverage, their agencies, production companies and vendors.

■ **TEAMS, LEAGUES, CONFERENCES & COLLEGIATE CATEGORIES**

WHO MAY ENTER?

*All leagues, teams, governing bodies (i.e. *Lakers, Yankees, NASCAR, NCAA, Breeders' Cup, PGA Tours, etc.*) in both professional and amateur sports, their agencies, production companies and vendors.

SPONSOR & CORPORATE PARTNER CATEGORIES

WHO MAY ENTER?

* All corporate partner or sponsors (to promote their partnership, sponsorship, association, co-production or support of or with any sports media broadcast or cable network, channel, game publisher, website, content/program brand, cable or satellite, team or league).

SMMA Glossary:

Content Brand:

The term *Content Brand* for this awards competition includes television, video game titles, and web, interactive or mobile properties.

Digital Media:

The term *Digital Media* encompasses all material submitted on DVD, CD, and flash/hard drive. Please refer to the category descriptions for more information regarding the types of media required for each category and note that this media will not be returned (i.e. flash/hard drives).

Video Upload:

The term *Video Upload* encompasses all material submitted by way of the SMMA digital upload system. Please refer to the category descriptions for more information regarding the types of media required for each category.

Printed Material:

The term *Printed Material* encompasses all material physically submitted mounted on cardboard/foam board or digitally uploaded as a pdf file including posters, trade ads and outdoor print media.

Premium Items:

The term *Premium Items* encompasses all promotional items such as t-shirts, mugs, calendars, pens, notepads, games, etc.

Collateral Items:

The term *Collateral Items* encompasses all collateral items that are essential elements created to support a promotional campaign such as pamphlets, flyers, brochures, displays, press kits, etc.

Interactive Media:

The term *Interactive Media* refers to any marketing, promotional or content produced in part or in full for any interactive platform, medium or technology including (but not limited to) websites, micro-sites, walled gardens, mobile, kiosks, CDs, DVDs, enhanced or interactive programming guides (EPG/IPG), digital advertising units or email communication.

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Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them. Please go to sportsmediamarketingawards.com for ALL submission specifications.

The PromaxBDA Sports Media Marketing TITANIUM AWARD

The 2011 Sports Media Marketing Awards competition will be divided into four main sections/fields:

- INTERNATIONAL & NATIONAL
- REGIONAL & LOCAL
- TEAMS, LEAGUES, CONFERENCES & COLLEGIATE
- SPONSOR & CORPORATE PARTNER

TITANIUM AWARD

The top THREE highest scoring entries within the following select categories will advance to the selection process.

Entries will be screened by an elite jury of industry leaders, and a single winner from each category will be presented the coveted **TITANIUM AWARD**.

The **TITANIUM AWARD** categories include:

- BEST SPOT*
- BEST USE OF AN ATHLETE*/ BEST PARTNERSHIP WITH AN ATHLETE*
- BEST USE OF HUMOR*
- BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*
- BEST DIRECTING*
- BEST OVERALL INTEGRATED MEDIA MARKETING CAMPAIGN*

*The 2010 PromaxBDA Sports Media Marketing Awards Jury was headed by David Levy (*Turner*) and included Mark Cuban (*Dallas Mavericks/HDNet*), Bill Simmons (*ESPN*), Ross Greenburg (*HBO Sports*), Erik Markgraf (*Fox Sports*), David Droga (*Droga5*), Stephanie Lafair Smith (*Comcast Sports Group*), Bob Garfield (*NPR*) and Jennifer Lynn Storms (*Gatorade*).

Please contact the awards department with any questions:

Stacy La Cotera
Director, Awards & Competitions
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(310) 789-1503

2011 SPORTS MEDIA MARKETING AWARDS CATEGORY SUMMARY LIST

The Sports Media Marketing Awards honor the best in sports media promotion and marketing from any company or individual, broadcast, published or released in any market.

The following categories are eligible for entries that have been broadcast, published or released in any market during the eligibility period and will be judged on originality of design and excellence in execution.

Categories marked with * are Titanium Select categories, please refer to page 4 for more details.

COMPETITION SUBMISSION GROUPS & CATEGORIES

INTERNATIONAL & NATIONAL

(i.e. ESPN, CBS Sports, NBC Sports, Versus, DIRECTV, MLB.com, etc)

TELEVISION/VIDEO

Pages 8 – 10

(Categories in this section are for video-based spots only)

- IN – TV 01 BEST SPOT*
- IN – TV 02 BEST TV/VIDEO CAMPAIGN
- IN – TV 03 BEST USE OF DESIGN
- IN – TV 04 BEST EDITING
- IN – TV 05 BEST DIRECTING*
- IN – TV 06 BEST USE OF AN ATHLETE*
- IN – TV 07 BEST USE OF HUMOR*
- IN – TV 08 BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*
- IN – TV 09 BEST USE OF MUSIC
- IN – TV 10 BEST LONG-FORM PROMO
- IN – TV 11 BEST BRANDED/SPONSOR INTEGRATION PROMO

PRINT

- IN – PR 01 BEST PRINT, POSTER OR OUTDOOR
- IN – PR 02 BEST PRINT, POSTER OR OUTDOOR CAMPAIGN

RADIO

- IN – RA 01 BEST RADIO SPOT

DIGITAL, SOCIAL AND EARNED MEDIA

- IN – DS 01 BEST INTERACTIVE WEBSITE OR WEB COMPONENT
- IN – DS 02 BEST MULTI-PLATFORM APPLICATION (IPAD, IPHONE, ANDROID)
- IN – DS 03 BEST SOCIAL MEDIA CAMPAIGN
- IN – DS 04 BEST STUNT, ENVIRONMENTAL OR EXPERIENTIAL INSTALLATION

INTEGRATED MEDIA

- IN – IM 01 BEST OVERALL INTEGRATED MEDIA MARKETING CAMPAIGN*

AFFILIATE/TRADE MARKETING

- IN – AT 01 BEST TRADE PRINT, COLLATERAL, PREMIUM OR SALES KIT

DESIGN

- IN – D 01 BEST NEW LOGO DESIGN

REGIONAL & LOCAL

(Comcast SportsNet, SNY, Local Broadcast, etc.)

TELEVISION/VIDEO

Pages 11 – 14

(Categories in this section are for video-based spots only)

- RL – TV 01 BEST SPOT*
- RL – TV 02 BEST TV/VIDEO CAMPAIGN
- RL – TV 03 BEST USE OF DESIGN
- RL – TV 04 BEST EDITING
- RL – TV 05 BEST DIRECTING*
- RL – TV 06 BEST USE OF AN ATHLETE*
- RL – TV 07 BEST USE OF HUMOR*
- RL – TV 08 BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*
- RL – TV 09 BEST USE OF MUSIC
- RL – TV 10 BEST LONG-FORM PROMO
- RL – TV 11 BEST BRANDED/SPONSOR INTEGRATION PROMO

PRINT

- RL – PR 01 BEST PRINT, POSTER OR OUTDOOR
- RL – PR 02 BEST PRINT, POSTER OR OUTDOOR CAMPAIGN

RADIO

- RL – RA 01 BEST RADIO SPOT

DIGITAL, SOCIAL AND EARNED MEDIA

- RL – DS 01 BEST INTERACTIVE WEBSITE OR WEB COMPONENT
- RL – DS 02 BEST MULTI-PLATFORM APPLICATION (IPAD, IPHONE, ANDROID)
- RL – DS 03 BEST SOCIAL MEDIA CAMPAIGN
- RL – DS 04 BEST STUNT, ENVIRONMENTAL OR EXPERIENTIAL INSTALLATION

INTEGRATED MEDIA

- RL – IM 01 BEST OVERALL INTEGRATED MEDIA MARKETING CAMPAIGN*

AFFILIATE/TRADE MARKETING

- RL – AT 01 BEST TRADE PRINT, COLLATERAL, PREMIUM OR SALES KIT

DESIGN

- RL – D 01 BEST NEW LOGO DESIGN

TEAMS, LEAGUES, CONFERENCES & COLLEGIATE

(BRUINS, LAKERS, YANKEES, PAC-10, PGA TOUR, NFL, NASCAR, OHIO STATE, ETC.)

TELEVISION/VIDEO

PAGES 15 – 19

(CATEGORIES IN THIS SECTION ARE FOR VIDEO-BASED SPOTS ONLY)

- TL – TV 01 BEST SPOT*
- TL – TV 02 BEST TV/VIDEO CAMPAIGN
- TL – TV 03 BEST USE OF DESIGN
- TL – TV 04 BEST EDITING
- TL – TV 05 BEST DIRECTING*
- TL – TV 06 BEST USE OF AN ATHLETE*
- TL – TV 07 BEST USE OF HUMOR*

- TL – TV 08 BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*
- TL – TV 09 BEST USE OF MUSIC
- TL – TV 10 BEST LONG-FORM PROMO
- TL – TV 11 BEST BRANDED/SPONSOR INTEGRATION PROMO

PRINT

- TL – PR 01 BEST PRINT, POSTER OR OUTDOOR
- TL – PR 02 BEST PRINT, POSTER OR OUTDOOR CAMPAIGN

RADIO

- TL – RA 01 BEST RADIO SPOT

DIGITAL, SOCIAL AND EARNED MEDIA

- TL – DS 01 BEST INTERACTIVE WEBSITE OR WEB COMPONENT
- TL – DS 02 BEST MULTIPLATFORM APPLICATION (IPAD, IPHONE, ANDROID)
- TL – DS 03 BEST SOCIAL MEDIA CAMPAIGN
- TL – DS 04 BEST STUNT, ENVIRONMENTAL OR EXPERIENTIAL INSTALLATION

INTEGRATED MEDIA

- TL – IM 01 BEST OVERALL INTEGRATED MEDIA MARKETING CAMPAIGN*

AFFILIATE/TRADE MARKETING

- TL – AT 01 BEST TRADE PRINT, COLLATERAL, PREMIUM OR SALES KIT

DESIGN

- TL – D 01 BEST NEW LOGO DESIGN

IN-GAME EXPERIENCE

- TL – IG 01 BEST PRE-GAME INTRODUCTION, OPENING OR HALF-TIME VIDEO
- TL – IG 02 BEST TICKET SALES PROMOTION
- TL – IG 03 BEST IN-GAME/IN-STADIUM FAN GIVEAWAY
- TL – IG 04 BEST USE OF MASCOT IN MARKETING

SPONSOR & CORPORATE PARTNER CATEGORIES

(GATORADE, NIKE, ALLSTATE, T-MOBILE, ELECTRONIC ARTS, CAPTAIN MORGAN, PEPSI, ETC...)

TELEVISION/VIDEO

PAGES 19 – 20

(CATEGORIES IN THIS SECTION ARE FOR VIDEO-BASED SPOTS ONLY)

- BI – TV 01 BEST SPOT*
- BI – TV 02 BEST TV/VIDEO CAMPAIGN
- BI – TV 03 BEST USE OF HUMOR*
- BI – TV 04 BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*
- BI – TV 05 BEST USE OF MUSIC
- BI – TV 06 BEST PARTNERSHIP WITH AN ATHLETE*
- BI – TV 07 BEST DIRECTING*

2011 SPORTS MEDIA MARKETING AWARDS CATEGORY DESCRIPTIONS

INTERNATIONAL & NATIONAL

(i.e. ESPN, NBC Sports, Versus, Sky Sports, DIRECTV, Al Jazeera Sports, NFL Network, MLB.com, etc)

TELEVISION/VIDEO

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, website, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity for air on any network or content brand. Please check categories for specific entry guidelines and the sportsmediamarketingawards.com website for all technical specification details.

Work produced by an in-house creative group (network creative services, on-air promotion department or creative marketing team) or out-of-house creative group (agency/creative service company, vendor) is eligible. Please list submitting company name (client) and submitting agency in the online entry form as appropriate.

The following group of categories is available for digital upload unless otherwise noted.

Asterisk () indicates eligibility for **TITANIUM AWARD** select category. (Please refer to page 4 for more details)*

IN – TV 01 BEST SPOT*

Any single video-based spot or promo used to market or promote a national or international network or content brand, program, game or show, used across any media to market (i.e. television, internet, mobile property, in-game experience, theatrical, etc.).

One item per entry. Each individual video needs to be ninety seconds (:90) or less.

IN – TV 02 BEST TV/VIDEO CAMPAIGN

Any series of video-based spots or promos used to market or promote a national or international network or content brand, program, game or show, used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

IN – TV 03 BEST USE OF DESIGN

Any spot that best uses design elements to convey its promotional or marketing message for a sports-related, video-based piece for a national or international network or content brand, used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

IN – TV 04 BEST EDITING

Any spot, presentation, interstitial etc. that demonstrates creative and effective editing for a specific national or international network or content brand, used across any media to market (i.e. television, internet, mobile property,

in-game experience, etc.).

One item per entry. Each individual entry needs to be two (2:00) minutes or less.

IN – TV 05 BEST DIRECTING*

Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc.

One item per entry. Each individual video needs to be ninety seconds (:90) or less.

IN – TV 06 BEST USE OF AN ATHLETE*

Creative and effective use of an athlete in a spot to represent or brand a specific media channel, national or international network or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

IN – TV 07 BEST USE OF HUMOR*

Creative and effective use of humor in a video-based spot to convey its promotional or marketing message for a national or international network or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

IN – TV 08 BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*

Creative and effective use of an original score or sound design for a video-based spot, sports program or show including the opening sequence for a specific national or international network or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

IN – TV 09 BEST USE OF MUSIC

Creative and effective use of a music track (previously recorded, sampled, licensed, etc.) or a video-based spot as it relates to or represents a specific national or international network or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

IN – TV 10 BEST LONG FORM PROMO

Any single long form video-based spot used to market or promote a national or international network or content brand, program, game or show, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual video should not exceed five minutes (5:00).

IN – TV 11 BEST BRANDED/SPONSOR INTEGRATION PROMO

Best integration of a sponsor or brand in a television spot or promotion, to market or promote a national or international network or content brand, program, game or show, *used across any media to market (i.e. television, internet, mobile property, in-game experience, theatrical, etc.).*

One item per entry. Individual entry needs to be ninety (:90) seconds or less.

PRINT

IN – PR 01 BEST PRINT, POSTER OR OUTDOOR

Any single print, poster, direct mail or outdoor collateral used to market or promote a national or international network or content brand, program, game or show.

One item per entry. Single piece may be uploaded digitally as a pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.

IN – PR 02 BEST PRINT, POSTER OR OUTDOOR CAMPAIGN

Any series of print, poster, direct mail or outdoor collateral used to market or promote a national or international network or content brand, program, game or show.

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than 5 pieces of material may be disqualified. For all print material, each piece may be uploaded as a pdf. Or must be mounted and labeled.

RADIO

IN – RA 01 BEST RADIO SPOT

Any single radio spot used to market or promote a national or international network or content brand, program, game or show.

One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit by video upload as a video file with company logo or slate information.

DIGITAL, SOCIAL AND EARNED MEDIA

IN – DS 01 BEST INTERACTIVE WEBSITE OR WEB COMPONENT

Best website used to market or promote a national or international network or content brand, program, game or show (sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary).

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

IN – DS 02 BEST MULTI-PLATFORM APPLICATION (IPAD, IPHONE, ANDROID)

Any single interactive application developed to promote, market or enhance a national or international network or content brand experience, program, game or show (sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary).

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

IN – DS 03 BEST SOCIAL MEDIA CAMPAIGN

Best social media developed to promote, market or enhance a national or international network or content brand experience, program, game or show used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.); sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

IN – DS 04 BEST STUNT, ENVIRONMENTAL OR EXPERIENTIAL INSTALLATION

Best event or experiential marketing experience around the promotion of a specific a national or international network or content brand experience, program, game or show.

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled or uploaded as a pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.

INTEGRATED MEDIA

IN – IM 01 BEST OVERALL INTEGRATED MARKETING CAMPAIGN*

A series of thematically-related elements developed to promote, market or enhance a national or international network or content brand experience, program, game or show used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.); sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

Minimum two, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled or uploaded as a pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.

AFFILIATE/TRADE MARKETING

IN – AT 01 BEST TRADE PRINT, COLLATERAL, PREMIUM OR SALES KIT

Any single trade ad, printed piece or specialty item created to promote, market or enhance a national or international network or content brand experience, program, game or show, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*; sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

One item per entry. Each piece may be uploaded as a pdf or must be mounted and labeled.

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DESIGN

IN – D 01 BEST NEW LOGO DESIGN

Any single logo designed for a specific national or international network or content brand experience, program, game or show, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

One item per entry. Each piece may be uploaded as a pdf or must be mounted and labeled.

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*Please see entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

REGIONAL & LOCAL

(i.e. Comcast, SportsNet, SNY, KCAL 9, Local Broadcaster, etc.)

TELEVISION/VIDEO

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a regional or local broadcast station, channel, website, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity for air on any station, channel or content brand. Please check categories for specific entry guidelines and the sportsmediamarketingawards.com website for all technical specification details.

Work produced by an in-house creative group (station/channel creative services, on-air promotion department or creative marketing team) or out-of-house creative group (agency/creative service company, vendor) is eligible. Please list submitting company name (client) and submitting agency in the online entry form as appropriate.

The following group of categories is available for digital upload unless otherwise noted.

Asterisk (*) indicates eligibility for **TITANIUM AWARD** select category. (Please refer to page 4 for more details)

RL – TV 01 BEST SPOT*

Any single video-based spot or promos used to market or promote a station, channel or content brand, used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).

One item per entry. Each individual video needs to be ninety seconds (:90) or less.

RL – TV 02 BEST TV/VIDEO CAMPAIGN

Any series of video-based spots or promos used to market or promote a station, channel or content brand, used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

RL – TV 03 BEST USE OF DESIGN

Any video-based spot that best uses design elements to convey its promotional or marketing message for a sports-related, video-based piece for a station, channel or content brand, used across any media to market (i.e. television,

internet, mobile property, in-game experience, etc.).

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

RL – TV 04 BEST EDITING

Any video-based spot, presentation, interstitial etc. that demonstrates creative and effective editing for a specific professional station, channel or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be two (2:00) minutes or less.

RL – TV 05 BEST DIRECTING*

Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc.

One item per entry. Each individual video needs to be ninety seconds (:90) or less.

RL – TV 06 BEST USE OF AN ATHLETE*

Creative and effective use of an athlete in a video-based spot to represent or brand a specific station, channel or content brand, *used across any media to market, (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

RL – TV 07 BEST USE OF HUMOR*

Creative and effective use of humor in a video-based spot to convey its promotional or marketing message for a station, channel or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

RL – TV 08 BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*

Creative and effective use of an original score or sound design for a video-based spot branding a sports program or show including the opening sequence for a program or show including the opening sequence for a specific station, channel or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

RL – TV 09 BEST USE OF MUSIC

Creative and effective use of a music track (previously recorded, sampled, licensed, etc.) or a video-based spot as it relates to or represents a specific station, channel or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

RL – TV 10 BEST LONG FORM PROMO

Any single video-based spot used to market or promote a station, channel or content brand, program, game or show, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual video should not exceed five minutes (5:00).

RL – TV 11 BEST BRANDED/SPONSOR INTEGRATION PROMO

Best integration of a sponsor or brand in a video-based spot or promotion, to market or promote a station, channel or content brand, program, game or show, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Individual entry needs to be sixty (:60) seconds or less.

PRINT

RL – PR 01 BEST PRINT, POSTER OR OUTDOOR

Any single print, poster, direct mail or outdoor collateral used to market or promote a station, channel or content brand.

One item per entry. Single piece may be uploaded digitally as a pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.

RL – PR 02 BEST PRINT, POSTER OR OUTDOOR CAMPAIGN

Any series of print, poster, direct mail or outdoor collateral used to market or promote a station, channel or content brand.

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than 5 pieces of material may be disqualified. For all print material, each piece may be uploaded as a pdf. Or must be mounted and labeled.

RADIO

RL – RA 01 BEST RADIO SPOT

Any single radio spot used to market or promote a sports station, channel or content brand.

One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit by upload as a video file with company logo or slate information.

DIGITAL, SOCIAL AND EARNED MEDIA

RL – DS 01 BEST INTERACTIVE WEBSITE OR WEB COMPONENT

Best website used to market or promote a station, channel or content brand (regional or local sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary).

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

RL – DS 02 BEST MULTI-PLATFORM APPLICATION (IPAD, IPHONE, ANDROID)

Any single interactive application developed to promote, market or enhance a station, channel or content brand experience (regional or local sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary).

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

RL – DS 03 BEST SOCIAL MEDIA CAMPAIGN

Best social media developed to promote, market or enhance a station, channel or content brand experience, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.);* regional or local sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

RL – DS 04 BEST STUNT, ENVIRONMENTAL OR EXPERIENTIAL INSTALLATION

Best event or experiential marketing experience around the promotion of a specific station, channel or content brand.

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled or uploaded as a pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.

INTEGRATED MEDIA

RL – IM 01 BEST OVERALL INTEGRATED MARKETING CAMPAIGN*

A series of thematically-related elements developed to promote, market or enhance a station, channel or content brand experience, *used across any media to market (i.e. television, internet, mobile property, in-game experience,*

etc.); regional or local sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

Minimum two, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled or uploaded as a pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.

AFFILIATE/TRADE MARKETING

RL – AT 01 BEST TRADE PRINT, COLLATERAL, PREMIUM OR SALES KIT

Any single trade ad, printed piece or specialty item created to promote, market or enhance a station, channel or content brand experience, *used across any media to market (i.e. television, internet, mobile property, game, etc.);* regional or local sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

One item per entry. Each piece may be uploaded as a pdf or must be mounted and labeled.

DESIGN

RL – D 01 BEST LOGO DESIGN

Any single logo designed for a specific station, channel or content brand, *used across any media to market (i.e. television, internet, mobile property, game, etc.).*

One item per entry. Each piece may be uploaded as a pdf or must be mounted and labeled.

**Please see entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.*

TEAMS, LEAGUES, CONFERENCES & COLLEGIATE

(Bruins, Celtics, Yankees, Pac-10, PGA Tour, NFL, NASCAR, Ohio State, etc.)

TELEVISION/VIDEO

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by a professional, amateur or collegiate sports league/team, website, content brand, or production company, individual or entity for air on any network, channel, station or content brand. Please check categories for specific entry guidelines and the sportsmediamarketing.com website for all technical specification details.

Work produced by an in-house creative group (station/network creative services, on-air promotion department or creative marketing team) or out-of-house creative group (agency/creative service company, vendor) is eligible. Please list submitting company name (client) and submitting agency in the online entry form as appropriate.

The following group of categories is available for digital upload unless otherwise noted.

Asterisk () indicates eligibility for **TITANIUM AWARD** select category. (Please refer to page 4 for more details)*

TL – TV 01 BEST SPOT*

Any single video-based spot used to market or promote a professional, amateur or collegiate sports league/team or content brand, program, game or show, *used across any media to market, (i.e. television, internet, mobile property, in-game experience, etc.).*

One item per entry. Each individual video needs to be ninety seconds (:90) or less.

TL – TV 02 BEST TV/VIDEO CAMPAIGN

- | Any series of video-based spots used to market or promote a professional, amateur or collegiate sports league/team or content brand, program, game or show, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

TL – TV 03 BEST USE OF DESIGN

- | Any video-based spot that best uses design elements to convey its promotional or marketing message for a sports-related, video-based piece for a professional, amateur or collegiate sports league/team, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

TL – TV 04 BEST EDITING

- | Any video-based spot, presentation, interstitial etc. that demonstrates creative and effective editing for a specific professional, amateur or collegiate sports league/team or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

- | *One item per entry. Each individual entry needs to be two (2:00) minutes or less.*

TL – TV 05 BEST DIRECTING*

Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc.

One item per entry. Each individual video needs to be ninety seconds (:90) or less.

TL – TV 06 BEST USE OF AN ATHLETE*

- | Creative and effective use of an athlete in a video-based spot to represent or brand a specific professional, amateur or collegiate sports league/team or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

TL – TV 07 BEST USE OF HUMOR*

Creative and effective use of humor in a video-based spot to convey its promotional or marketing message for a specific professional, amateur or collegiate sports league/team or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

- | *One item per entry. Each individual entry needs to be ninety (:90) seconds or less.*

TL – TV 08 BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*

Creative and effective use of an original score or sound design for a video-based spot thematically branding a program or show including the opening sequence for a specific professional, amateur or collegiate sports league/team or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

TL – TV 09 BEST USE OF MUSIC

Creative and effective use of a music track (previously recorded, sampled, licensed, etc.) or a video-based spot as it relates to or represents a specific professional, amateur or collegiate sports league/team or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

TL – TV 10 BEST LONG FORM PROMO

Any single video-based spot used to market or promote a specific professional, amateur or collegiate sports league/team or content brand, program, game or show, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

One item per entry. Each individual video should not exceed five minutes (5:00).

TL – TV 11 BEST BRANDED/SPONSOR INTEGRATION PROMO

Best integration of a sponsor or brand in a video-based spot or promotion, to market or promote a specific professional, amateur or collegiate sports league/team, series or conference.

One item per entry. Individual entry needs to be ninety (:90) seconds or less.

PRINT

TL – PR 01 BEST PRINT, POSTER OR OUTDOOR

Any single print, poster, direct mail or outdoor collateral used to market or promote a specific professional, amateur or collegiate sports league/team or content brand.

One item per entry. Single piece may be uploaded digitally as a pdf or physically submitted. Please note: All physical submissions must be mounted and labeled.

TL – PR 02 BEST PRINT, POSTER OR OUTDOOR CAMPAIGN

Any series of print, poster, direct mail or outdoor collateral used to market or promote a specific professional, amateur or collegiate sports league/team or content brand.

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than 5 pieces of material may be disqualified. For all print material, each piece may be uploaded as a pdf. Or must be mounted and labeled.

RADIO

TL – RA 01 BEST RADIO SPOT

Any single radio spot used to market or promote a specific professional, amateur or collegiate sports league/team or content brand, used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).

One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit by upload as a video file with company logo or slate information.

DIGITAL, SOCIAL AND EARNED MEDIA

TL – DS 01 BEST INTERACTIVE WEBSITE OR WEB COMPONENT

Best website used to market or promote a specific professional, amateur or collegiate sports league/team or content brand; sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

TL – DS 02 BEST MULTI-PLATFORM APPLICATION (IPAD, IPHONE, ANDROID)

Any single interactive application developed to promote, market or enhance a specific professional, amateur or collegiate sports league/team or content brand experience; sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

TL – DS 03 BEST SOCIAL MEDIA CAMPAIGN

Best social media developed to promote, market or enhance a specific professional, amateur or collegiate sports league/team or content brand experience; sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

One item per entry. Submit live URL or archived material on CD-ROM/DVD.

TL – DS 04 BEST STUNT, ENVIRONMENTAL OR EXPERIENTIAL INSTALLATION

Best event or experiential marketing experience around the promotion of a specific professional, amateur or collegiate sports league/team or content brand.

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled or uploaded as a pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.

INTEGRATED MEDIA

TL – IM 01 BEST OVERALL INTEGRATED MARKETING CAMPAIGN*

A series of thematically-related elements developed to promote, market or enhance a specific professional, amateur or collegiate sports league/team or content brand experience, *used across any media to market*; sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

Minimum two, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled or uploaded as a pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.

AFFILIATE/TRADE MARKETING

TL – AT 01 BEST TRADE PRINT, COLLATERAL, PREMIUM OR SALES KIT

Any single trade ad, printed piece or specialty item created to promote, market or enhance a specific professional, amateur or collegiate sports league/team or content brand experience, *used across any media to market*; sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

One item per entry. Each piece may be uploaded as a pdf or must be mounted and labeled.

DESIGN

TL – DS 01 BEST LOGO DESIGN

Any single logo designed for a specific professional, amateur or collegiate sports league/team or content brand, *used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)*.

One item per entry. Each piece may be uploaded as a pdf or must be mounted and labeled.

IN-GAME EXPERIENCE

TL – IG 01 BEST PRE-GAME INTRODUCTION, OPENING OR HALF-TIME VIDEO

Any single or series of large-format, in-stadium video-based spots used to introduce or highlight a team, event, game or player.

One item per entry. Each individual video needs to be two minutes (2:00) or less.

TL – IG 02 BEST TICKET SALES PROMOTION

Best launch of regular or season ticket sales promotion with or without sponsor. Ticket sales campaign created to promote and increase ticket sales of a specific professional, amateur or collegiate sports league/team.

Minimum one, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled or uploaded as a pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.

TL – IG 03 BEST IN-GAME/IN-STADIUM FAN GIVEAWAY

A promotional giveaway item such as: a T-shirt, premium, novelty item, etc., created to promote a specific professional, amateur or collegiate sports league/team, specifically. This may include a giveaway handed out to fans upon entry or during a game.

One item per entry. Submit original material.

TL – IG 04 BEST USE OF MASCOT IN MARKETING

Best use of a mascot for marketing purposes, team brand awareness and/or to promote a specific professional, amateur or collegiate sports league/team, specifically.

Minimum one, maximum five, related but different items per entry to be judged as a unified whole. No more than three pieces of material in any one medium. Entries containing more than five pieces of material may be disqualified. For any video materials, each video needs to be ninety (:90) seconds or less. For any print material, each piece must be mounted and labeled or uploaded as a pdf. For any web materials, submit URL of live website including any login information or archived interactive material on CD/DVD.

**Please see entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.*

SPONSOR & CORPORATE PARTNER CATEGORIES

(Gatorade, Nike, All State, T-Mobile, Electronic Arts, Captain Morgan, Pepsi, etc...)

This group of categories is broadly open to any video-based marketing or promotional material created or commissioned by the corporate partner or sponsor /consumer brand to promote their partnership, sponsorship, association, co-production or support of or with any sports media broadcast or cable network, channel, game publisher, website, content/program brand, cable or satellite, team or league. Please check categories for specific entry guidelines and the sportsmediamarketing.com website for all technical specification details.

Work produced by an in-house (network creative or on-air promotion department) or out-of-house (agency/creative service company, vendor) is eligible. Please list Submitting Company name (Client) and Submitting Agency in the online entry form as appropriate.

| Asterisk (*) indicates eligibility for **TITANIUM AWARD** select category. (Please refer to page 4 for more details)

| ▲
TELEVISION/VIDEO

(Categories in this section are for video-based spots only)

| **BI – TV 01 BEST SPOT***

Any single video-based spot used to effectively market, promote or integrate a brand for a specific sports sponsorship or marketing partnership (i.e., CocaCola & EA Sports, NFL & Gatorade) used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).

One item per entry. Each individual video needs to be sixty seconds (:90) or less.

| **BI – TV 02 BEST TV/VIDEO CAMPAIGN**

Any series of video-based spots used to effectively market, promote or integrate a sports sponsorship or marketing partnership (i.e., CocaCola & EA Sports, NFL & Gatorade) used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.).

Minimum three, maximum five, related but different items per entry to be judged as a unified whole. Entries containing more than five pieces of material may be disqualified. Each individual video piece needs to be ninety seconds (:90) or less.

| **BI – TV 03 BEST USE OF HUMOR***

Creative and effective use of humor in a video-based spot to convey its promotional or marketing message for a specific sports sponsorship or marketing partnership, used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

| **BI – TV 04 BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN***

Creative and effective use of an original score or sound design for a video-based spot conveying a promotional or marketing message for a sports sponsorship or marketing partnership used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)

One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

| **BI – TV 05 BEST USE OF MUSIC**

Creative and effective use of a music track (previously recorded, sampled, licensed, etc.) or a video-based spot conveying a promotional or marketing message for a sports sponsorship or marketing partnership used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)

One item per entry. Each individual entry needs to be ninety seconds (:90) or less.

| **BI – TV 06 BEST PARTNERSHIP WITH AN ATHLETE***

Creative and effective partnership with an athlete in a video-based spot used across any media. used across any media to market (i.e. television, internet, mobile property, in-game experience, etc.)

One item per entry. Each individual entry needs to be ninety (:90) seconds or less.

| **BI – TV 07 BEST DIRECTING***

Any single video-based promotion that demonstrates superior execution of mise-en-scène including direction of actors, camera set-ups, oversight of production design, etc.

One item per entry. Each individual video needs to be ninety seconds (:90) or less.

**Please see entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.*