

PromaxBDA presents:

2010 SPORTS MEDIA MARKETING AWARDS

The following guidelines are designed to explain the CONTENT & MATERIALS that can be entered into each category. The Sports Media Marketing Awards celebrate the best practices in SPORTS MEDIA PROMOTION AND MARKETING by way of the following categories.

Eligibility Dates

Any work in accordance with the specific categories listed produced between July 1, 2009 and June 30, 2010.

On-line Entry Fees and Deadlines

The competition opens on July 1, 2010. As the deadlines pass, unfortunately the lowest price for entry does as well. The final deadline for entry into the competition is Friday, August 27, 2010, at 5:00 pm PST. All physical materials must be received in the PromaxBDA offices in Santa Monica by Tuesday, August 31, 2010 at 5:00 pm PST to be included.

Please Note: All submissions become the property of PromaxBDA to be used at their discretion. All relevant permissions and copyrights are assumed to be cleared by the entrant. We are not able to return any materials submitted for entry.

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

July 1 - August 4

\$300 single

\$350 campaign

August 5 - August 20 (\$50 late fee)

\$350 single

\$400 campaign

August 20 - August 27 (additional \$50 late fee)

\$400 single

\$450 campaign

Who Can Enter

Entrant can 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.

SMMA Glossary:

Content Brand:

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

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). Please go to sportsmediamarketing.com for ALL technical specifications.

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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. Please go to sportsmediamarketing.com for ALL technical specifications.

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. 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. Please go to sportsmediamarketing.com for ALL technical specifications.

Premium Items:

The term *Premium Items* encompasses all promotional items such as t-shirts, mugs, calendars, pens, notepads, games, etc. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note that this media will not be returned. Please go to sportsmediamarketing.com for ALL submission specifications.

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. Please refer to the category descriptions for more information regarding the types of items required for each category and how to submit them and note this media will not be returned. Go to sportsmediamarketing.com for ALL submission specifications.

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, kiosk, CD, DVD, enhanced or interactive programming guide (EPG/IPG), digital advertising unit or email communication. 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 sportsmediamarketing.com for ALL submission specifications.

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

IMPORTANT FOR YOU TO KNOW:

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.

The awards to be given for the 2010 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.

The SMMA's will not be responsible for the holding of any materials submitted after the awards period has ended. Such materials will not be returned. All submissions become the property of the SMMA's to be used at their discretion.

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 judges. Judges participate in an onsite or online judging session, submitting scores through our proprietary judging utility and award program database. The judging guidelines can be provided upon request.

Finalists will be announced by email and on the sportsmediamarketing.com website. It is possible, that as a finalist, you will be asked for additional materials allowing for the highest quality images in the awards ceremony. All finalists will be notified if submitting these materials is necessary.

ENTERING TIPS**SPORTS MEDIA CATEGORIES****WHO MAY ENTER?**

* All sports media (i.e. TV Station, Channel, Network, Video Game Publishers, etc.) their agencies, production companies and vendors.

LEAGUES, TEAMS & GOVERNING BODIES CATEGORIES**WHO MAY ENTER?**

* All leagues, team governing bodies (i.e. *Lakers, Yankees, NASCAR, NCAA, Breeders' Cup, PGA Tours, etc.*) their agencies, production companies and vendors.

BRAND INTEGRATED MARKETING CATEGORIES**WHO MAY ENTER?**

* All sports media (i.e. TV Station, Channel, Network, Video Game Publishers, etc.) their agencies, production companies and vendors.

* All leagues, team governing bodies or brands and their agencies, production companies and vendors.

EVENTS & EXPERIENTIAL CATEGORIES**WHO MAY ENTER?**

* All sports media (i.e. TV Station, Channel, Network, Video Game Publishers, etc.) their agencies, production companies and vendors.

* All leagues, team governing bodies or brands and their agencies, production companies and vendors.

CRAFT CATEGORIES**WHO MAY ENTER?**

* All sports media (i.e. TV Station, Channel, Network, Video Game Publishers, etc.) their agencies, production companies and vendors.

* All leagues, team governing bodies or brands and their agencies, production companies and vendors.

**2010 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 during the eligibility period.

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, excellence in execution and results in achieving creative strategy.

CATEGORY SUBMISSION GROUPS/SUBGROUPS

SPORTS MEDIA

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

CONSUMER MARKETING – TELEVISION

**Categories in this section are for video-based spots only*

- TV01 Overall Branding Promo or Spot
- TV02 Live Sporting Event Promo or Spot
- TV03 Video Game Promotional Spot
- TV04 Linear/Long Form/Sports News & Analysis Programming Promo or Spot

SPORTS MEDIA

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

CONSUMER MARKETING – INTERACTIVE

- IT01 Best Digital Promotion (website, banners, roadblocks, etc.)
- IT02 Best Application (Facebook, iPhone, mobile or otherwise)
- IT03 Best Marketing Using Social Media
- IT04 Best Rich Media Promotional Content
- IT05 Best Overall Use of Digital Non-Linear Marketing

SPORTS MEDIA

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

CONSUMER MARKETING - PRINT, POSTER, OUTDOOR & OUT OF HOME

**Categories in this section can include print, poster, direct mail or outdoor collateral unless otherwise noted*

- P01 Overall Branding
- P02 Sporting Event Promotion
- P03 Video Game Promotion
- P04 Linear/Long Form/Sports News & Analysis Programming Promotion

SPORTS MEDIA

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

CONSUMER MARKETING – RADIO

**Categories in this section are for radio spots only*

- R01 Overall Branding Promo or Spot
- R02 Sporting Event Promo or Spot
- R03 Linear/Long Form/Sports News & Analysis Programming Promotion

SPORTS MEDIA

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

CONSUMER MARKETING – INTEGRATED MEDIA

- IM01 Outstanding Overall Marketing Campaign - Integrated
- IM02 Sports Media Marketing Partner of the Year

SPORTS MEDIA

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

AFFILIATE & TRADE MARKETING

AT01 Trade Ad/Affiliate Ad/Print Ad – Print

AT02 Collateral including Sales or Affiliate Kits

AT03 Marketing Presentation Internal/External (i.e. Upfront, Sales Tape, etc.)

AT04 Point of Purchase - Out of Home

LEAGUES, TEAMS & GOVERNING BODIES

(i.e. Lakers, Yankees, NASCAR, NCAA, Breeders' Cup, PGA Tours, etc.)

TEAM PROMOTION (COLLEGIATE & LEAGUE SPORTS)

LT01 Print, Poster, Outdoor & Out of Home

LT02 Radio Promotion

LT03 Television Promotion

LT04 Interactive Promotion

LT05 Outstanding Overall Marketing Campaign - Integrated

BRAND INTEGRATED MARKETING CATEGORIES

**May be entered by all sports media, leagues, team governing bodies or brands*

BR01 Brand or Sponsor Integration – Television

BR02 Brand or Sponsor Integration – Interactive

BR03 Brand or Sponsor Integration – In-Stadium, On-Site, On/Off-Air

BR04 Brand or Sponsor Integration – Print Poster, Outdoor and Out of Home

BR05 Brand or Sponsor Integration - Event or Experiential

EVENTS & EXPERIENTIAL CATEGORIES

**May be entered by all sports media, leagues, team governing bodies or brands*

BR06 Event or Experiential Marketing – Integrated Media

BR07 Best Consumer-Based Experience Activation Event

(i.e. NFL Experience, Bracket Town, MLB All-Star FanFest, Jam Session, etc.)

BR08 Cause Marketing – Integrated Media

BR09 Best Giveaway – Sales, Trade or Consumer Promotion

BR10 Best Sports Commercial

CRAFT

**May be entered by all sports media, leagues, team governing bodies or brands*

CR01 Best Logo

CR02 Best Use of Editing

CR03 Best Use of Design

CR04 Best Theme Music (original)

CR05 Best Use of Music

CR06 Best Use of an Athlete

CR07 Best use of Humor in a Spot

**2010 SPORTS MEDIA MARKETING AWARDS
CATEGORY DESCRIPTIONS**

SPORTS MEDIA

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

TELEVISION

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, station, video game publisher, website, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity for air on any network, station 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/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.

TV 01 Overall Branding Promo or Spot

Any single video-based spot used to market or promote a network, station or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual video needs to be sixty seconds (:60) or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

TV 02 Live Sporting Event Promo or Spot

Any single video-based spot used to market or promote a single sporting event, series, season or game on a network, station or content brand (television, video game title, web, distributor, web, interactive or mobile property).

One item per entry. Each individual video needs to be sixty seconds (:60) or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

TV 03 Video Game Promotional Spot

Any single video-based spot used to market or promote any sport-related video game title or publisher or event.

One item per entry. Each individual video needs to be sixty seconds (:60) or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

TV 04 Linear/Long Form Promo or Spot

Any single video-based spot used to market or promote a linear programming, documentary, non-fiction or other long-form content, including news & analysis, on a network, station or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual video needs to be sixty seconds (:60) or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

SPORTS MEDIA (CONT.)

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

INTERACTIVE

This group of categories is broadly open 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, microsites, walled gardens, mobile, kiosk, CD, DVD, Enhanced or Interactive Programming Guide (EPG/IPG), digital advertising unit or email communication created or commissioned by a broadcast or cable network, channel, station, video game publisher, website, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. 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/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.

**NOTE: all work entered into the IT (interactive) categories is for single entry only. It is the entrant's responsibility to provide a working site for the judges to review. Any missing usernames or passwords or non-working/active URLs submitted will not be refunded.*

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

IT 01 Best Digital Promotion (Website, banners, roadblocks, etc.)

Best website used to market or promote a network, station, video game or content brand (television, video game title, web, interactive or mobile property); 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

IT 02 Best Application (facebook, iPhone, mobile or otherwise)

Any single interactive application developed to promote, market or enhance a network, station, video game or content brand experience (television, video game title, web, interactive or mobile property); 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

IT 03 Best Marketing Using Social Media

Best social media developed to promote, market or enhance a network, station, video game or content brand experience (television, video game title, web, interactive or mobile property); 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

IT 04 Best Rich Media Promotional Content

Best use of rich media in an interactive environment as promotion for a single sporting event, series, season or game on a network, station or content brand.
One item per entry. Submit live URL or archived material on CD-ROM/DVD. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

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IT 05 Best Overall Use of Digital Non-Linear Marketing

Integration of a paying advertiser, sponsor or partner used to market or promote a network, station, video game 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

SPORTS MEDIA (CONT.)

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

PRINT, POSTER & OUTDOOR

This group of categories is open to any print-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, video game publisher, website, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. 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/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.

P01 Overall Branding

Any single print, poster, direct mail or outdoor collateral used to market or promote a network, station or content brand (television, video game title, web, interactive or mobile property).

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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

P02 Sporting Event Promotion

Any single print, poster, outdoor, direct mail or collateral used to market or promote a single sporting event, series or game on a network, station or content brand (television, video game title, web, interactive or mobile property).

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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

P03 Video Game Promotion

Any single print, poster, outdoor, direct mail or collateral used to market or promote any sport-related video game title or publisher or event.

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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

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P04 Linear/Long Form/Sports News & Analysis Programming Promotion

Any single print, poster, outdoor, direct mail or collateral used to market or promote a linear programming, documentary, non-fiction or other long-form content, including sports news & analysis, on a network, station or content brand (television, video game title, web, interactive or mobile property).

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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

SPORTS MEDIA (CONT.)

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

RADIO

This group of categories is open to any audio-based marketing or promotional material for use on radio or web based audio content, created or commissioned by a broadcast or cable network, channel, station, video game publisher, website, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. 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/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.

R01 Overall Branding Promo or Spot

Any single radio spot used to market or promote a sports network, station or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload as a video file with company logo or slate information. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

R02 Sporting Event Promo or Spot

Any single radio spot used to market or promote a single sporting event, series or game on a network, station or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload as a video file with company logo or slate information. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

R03 Linear/Long Form/Sports News & Analysis Programming Promotion

Any single radio spot used to market or promote a linear programming, documentary, non-fiction or other long-form content, including sports news & analysis, on a network, station or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload as a video file with company logo or slate information. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

SPORTS MEDIA (CONT.)

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

INTEGRATED MEDIA

This group of categories is broadly open to any print, collateral or video-based marketing or promotional material created or commissioned by a broadcast or cable network, channel, station, video game publisher, website, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. 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/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.

IM01 Outstanding Overall Marketing Campaign - Integrated

A series of thematically-related elements developed to promote, market or enhance a network, station or content brand experience (television, video game title, web, interactive or mobile property); 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

IM02 Sports Media Marketing Partner of the Year

A series of thematically-related elements, sponsored, funded or supported by a paying advertiser or sponsor, developed to promote, market or enhance a network, station or content brand experience (television, video game title, web, interactive or mobile property); 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

SPORTS MEDIA (CONT.)

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

AFFILIATE & TRADE MARKETING

This group of categories is broadly open to any print-based or video-based marketing or promotional material as listed for affiliate & trade marketing purposes created or commissioned by a broadcast or cable network, channel, station, video game publisher, website, content brand, cable or satellite provider, syndicator, studio, production company, individual or entity. 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/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.

AT01 Trade Ad/ Affiliate Ad/ Print Ad – Print

Any single print piece of advertising displayed in a trade environment created to promote, market or enhance a network, station or content brand experience (television, video game title, web, interactive or mobile property); 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

AT02 Collateral including Sales or Affiliate Kits

Any printed or specialty items created to promote, market or enhance a network, station or content brand experience (television, video game title, interactive or mobile property); sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary.

Single or Multiple Entry. Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original material. Printed materials must be mounted. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications. No digital upload available for this category.

AT03 Marketing Presentation Internal/External (i.e. Upfront, Sales, Tape, etc.)

Any single video-based presentation created to promote multiple programming or facilities to external affiliates, distributors, systems, advertisers, agencies or funders; includes long-form promotional spots.

One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

AT04 Point of Purchase – Out of Home

Any single display, in-store trailer, print, collateral, premium, etc. created specifically to promote a network, station or content brand experience; sporting event, series or game; linear or long form programming; or sports-based news, analysis or commentary in-store to consumers at point of purchase.

One item per entry. Each individual video needs to be three minutes (3:00) or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

LEAGUES, TEAMS & GOVERNING BODIES

(Lakers, Yankees, NASCAR, NCAA, Breeders' Cup, PGA Tours, XXX, etc.)

TEAM PROMOTION (COLLEGIATE & LEAGUE SPORTS)

This group of categories is broadly open to any marketing or promotional material created or commissioned by a professional or amateur sports club, team or league. Please check categories for specific entry guidelines and the sportsmediamarketingawards.com website for all technical specification details.

Work produced in-house 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.

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

LT01 Print, Poster, Outdoor & Out of Home

Any single print, poster, outdoor, direct mail or collateral used to market or promote individual ticket, season ticket or premium seating sales to a professional, amateur or collegiate sporting event(s).

One item per entry. Single piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications. No digital upload available for this category.

LT02 Radio Promotion

Any single radio spot used to market or promote individual ticket, season ticket or premium seating sales to a professional, amateur or collegiate sporting event(s).

One item per entry. Each individual entry needs to be ninety seconds (:90) or less. Submit on CD or upload as a video file with company logo or slate information. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

LT03 Television Promotion

Any single video-based material design to market or promote individual ticket, season ticket or premium seating sales to a professional, amateur or collegiate sporting event(s).

One item per entry. Individual entry needs to be sixty (:60) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

LT04 Interactive Promotion

Any single contained web, mobile, kiosk or interactive site used to market or promote individual ticket, season ticket or premium seating sales to a professional, amateur or collegiate sporting event(s).

One item per entry. Individual entry needs to be sixty (:60) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

LT05 Outstanding Overall Marketing Campaign - Integrated

Utilizing three or more pieces from at least three different media to market, promote or publicize a specific professional, amateur or collegiate sports team, league or event(s). 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

BRAND INTEGRATED MARKETING CATEGORIES

May be entered by **ALL (i.e. sports media, leagues, team governing bodies or brands and their agencies and vendors)*

BR01 Brand or Sponsor Integration – Television

Best integration of a non-endemic sponsor or brand in a television spot or promotion.

One item per entry. Individual entry needs to be sixty (:60) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

BR02 Brand or Sponsor Integration – Interactive

Best integration of a non-endemic sponsor or brand using any website or interactive television applications, online or on mobile game or other interactive media such as broadband, mobile phone, VOD, etc.

One item per entry. Individual entry needs to be sixty (:60) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

BR03 Brand or Sponsor Integration – In-Stadium, On-Site, On/Off-Air

Best integration of a non-endemic sponsor or brand in-stadium, utilizing video, print or promotional and premium items.

Single or Multiple Entry. Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Submit original material. Printed materials must be mounted. Each individual entry needs to be sixty (:60) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

BR04 Brand or Sponsor Integration – Print Poster, Outdoor and Out of Home

Best integration of a non-endemic sponsor or brand using consumer publication, billboards, bus sides or building sides, etc.

Single or Multiple Entry. Minimum one, maximum five, related but different items per entry to be judged as a unified whole. Printed materials must be mounted. Upload is available for this category. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

BR05 Brand or Sponsor Integration - Event or Experiential

Best integration of a non-endemic sponsor or brand in a live event or experiential promotion.

One item per entry. Entry needs to be sixty (5:00) minutes or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

rebecca 6/18/10 3:32 PM

Comment: is it sixty seconds or five minutes?

EVENTS & EXPERIENTIAL CATEGORIES

May be entered by **ALL (i.e. sports media, leagues, team governing bodies or brands and their agencies and vendors)*

BR06 Event or Experiential Marketing – Integrated Media

Best event or experiential marketing experience around the promotion of a specific professional, amateur or collegiate sports league/team, media channel or network 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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

BR07 Best Consumer Based Experience Activation Event

(i.e. NFL Experience, Bracket Town, MLB All-Star FanFest, Jam Session, etc.)

Best consumer-based activation event strategically on brand for a specific professional, amateur or collegiate sports league/team, media channel or network or content brand but created specifically for the consumer.

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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

BR08 Cause Marketing – Integrated Media

Any integrated promotional material created to promote awareness of public service or cause issues, social action or community service announcement.

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. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

BR09 Best Giveaway – Sales, Trade or Consumer Promotion

A promotional or giveaway item such as: a T-shirt, premium, novelty item, etc., created to promote a broadcast or cable network, channel, station, content brand, cable or satellite provider, syndicator or studio, specifically.

One item per entry. Submit original material. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications. No digital upload available for this category.

Continued...

BR10 Best Sports Commercial

Best non-endemic sports related commercial not necessarily promoting a specific professional, amateur or collegiate sports league/team, media channel or network or content brand.

One item per entry. Individual entry needs to be sixty (:60) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

CRAFT

May be entered by **ALL (i.e. sports media, leagues, team governing bodies or brands and their agencies and vendors)*

The following highlighted categories are craft categories recognizing the individual components of any given promotion or marketing, all of which will be judged by a group of like-titled/skilled judges.

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

CR01 Best Logo Design

Any single logo designed for a specific professional, amateur or collegiate sports league/team, media channel, network or content brand (television, video game title, web, distributor, web, interactive or mobile property).

One item per entry. Each piece may be uploaded as a .pdf or must be mounted and labeled. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

CR02 Best Use of Editing

Any spot, presentation, interstitial etc. that demonstrates creative and effective editing for a specific professional, amateur or collegiate sports league/team, media channel, network or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be two (2:00) minutes or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

CR03 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 network, station or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be ninety (:90) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

CR04 Best Theme Music (original)

Any music thematically branding a program or show including the opening sequence for a specific professional, amateur or collegiate sports league/team, media channel or network or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be ninety seconds (:90) or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

CR05 Best Use of Music

Creative and effective use of music as it relates to or represents a specific professional, amateur or collegiate sports league/team, media channel, network or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be ninety (:90) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

CR06 Best Use of an Athlete

Creative and effective use of an athlete in a spot to represent or brand a specific professional, amateur or collegiate sports league/team, media channel, network or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be ninety (:90) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.

CR07 Best use of Humor in a Spot

Creative and effective use of humor in a video-based spot to convey its promotional or marketing message for a network, station or content brand (television, video game title, web, interactive or mobile property).

One item per entry. Each individual entry needs to be ninety (:90) seconds or less. See entry guidelines in this document or on sportsmediamarketing.com for all technical specifications.
