



2011 PROMAXBDA SPORTS MEDIA MARKETING AWARDS

****TEAMS, LEAGUES, CONFERENCES & COLLEGIATE WINNERS****

TELEVISION/VIDEO

BEST SPOT*

GOLD

AMERICAN FAMILY

NFL

SILVER

SEATTLE MARINERS - ENCORE ENCORE

SEATTLE MARINERS

TELEVISION/VIDEO

BEST TV/VIDEO CAMPAIGN

GOLD

STANLEY CUP PLAYOFFS - HISTORY WILL BE MADE

NATIONAL HOCKEY LEAGUE

SILVER

NFL OPUS

NFL

TELEVISION/VIDEO

BEST EDITING

GOLD

#1 REASON TO VOTE KNICKS

NEW YORK KNICKS

SILVER

AMERICAN FAMILY
NFL

TELEVISION/VIDEO
BEST DIRECTING*

GOLD
ONCE BROTHERS PROMO - MIKE TOLAJIAN
NBA ENTERTAINMENT

SILVER
LA KINGS UNDISPUTED
LOS ANGELES KINGS

TELEVISION/VIDEO
BEST USE OF AN ATHLETE*

GOLD
NBA START OF SEASON TEASER
NBA ENTERTAINMENT

SILVER
AMAR'E STOUDEMIRE SPOT
NEW YORK KNICKS

TELEVISION/VIDEO
BEST USE OF HUMOR*

GOLD
NFL TRAINING CAMP FOR WII
NFL

SILVER
NASCAR - "SURROUND SOUND"
NASCAR WITH JUMP COMPANY

TELEVISION/VIDEO
BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN*

GOLD
KARMIN - PLAYOFFS VIRAL VIDEO
NBA ENTERTAINMENT

SILVER
CLEVELAND INDIANS CAMPAIGN 2011
615 MUSIC

TELEVISION/VIDEO
BEST USE OF MUSIC

GOLD
I'M NOT AFRAID VIDEO
NEW YORK KNICKS

SILVER
NFL PLAY 60 "THE POWER IS ON," THE GO! TEAM
NFL

TELEVISION/VIDEO
BEST LONG-FORM PROMO

GOLD
CHICAGO BLACKHAWKS: JOEY THE JUNIOR REPORTER
CHICAGO BLACKHAWKS

SILVER
LA KINGS UNDISPUTED
LOS ANGELES KINGS

TELEVISION/VIDEO
BEST BRANDED/SPONSOR INTEGRATION PROMO

GOLD
THAT'S MY DOG
ST. LOUIS RAMS

SILVER
CHICAGO BLACKHAWKS -- FRESHWAVE
CHICAGO BLACKHAWKS

PRINT
BEST PRINT, POSTER OR OUTDOOR

GOLD
NBA THANK YOU AD
NBA ENTERTAINMENT

SILVER
SUPER BOWL XLV THEME ART
NATIONAL FOOTBALL LEAGUE

PRINT
BEST PRINT, POSTER OR OUTDOOR CAMPAIGN

GOLD
HOUSTON TEXANS "UNLEASH THE SPIRIT" CAMPAIGN
HOUSTON TEXANS

SILVER
CHICAGO BLACKHAWKS CONVENTION BRANDING
CHICAGO BLACKHAWKS

DIGITAL, SOCIAL AND EARNED MEDIA
BEST INTERACTIVE WEBSITE OR WEB COMPONENT

GOLD
TORONTO RAPTORS 2011-12 "SEASON SEAT RENEWAL MICROSITE"
MAPLE LEAF SPORTS & ENTERTAINMENT

SILVER
BEARD-A-THON
CENERGY

DIGITAL, SOCIAL AND EARNED MEDIA
BEST MULTI-PLATFORM APPLICATION (IPAD, IPHONE, ANDROID)

GOLD
MLB.COM AT BAT 11
MLB ADVANCED MEDIA, L.P.

DIGITAL, SOCIAL AND EARNED MEDIA
BEST SOCIAL MEDIA CAMPAIGN

GOLD
NHL WINTER CLASSIC SOCIAL CAMPAIGN
NATIONAL HOCKEY LEAGUE AND ROCKETXL

SILVER
NEW YORK RANGERS BLUESHIRTSUNITED.COM

NEW YORK RANGERS

DIGITAL, SOCIAL AND EARNED MEDIA
BEST STUNT, ENVIRONMENTAL OR EXPERIENTIAL INSTALLATION

GOLD

CHICAGO BLACKHAWKS STANLEY CUP STATUES
CHICAGO BLACKHAWKS

INTEGRATED MEDIA
BEST OVERALL INTEGRATED MARKETING CAMPAIGN*

GOLD

HISTORY WILL BE MADE
NATIONAL HOCKEY LEAGUE

SILVER

NFL WOMEN'S APPAREL FIT FOR YOU
NFL

AFFILIATE/TRADE MARKETING
BEST TRADE PRINT, COLLATERAL, PREMIUM OR SALES KIT

GOLD

DION PHANEUF NHL COMMUNITY AWARD PITCH
MAPLE LEAF SPORTS & ENTERTAINMENT

SILVER

THE NASCAR FOUNDATION - RUSTY'S ROAST INVITATION
NASCAR WITH JUMP COMPANY

DESIGN

BEST NEW LOGO DESIGN

GOLD

NFL POST SEASON IDENTITY DESIGN
NATIONAL FOOTBALL LEAGUE

SILVER

2011 NBA ALL-STAR LOS ANGELES LOGO
NBA ENTERTAINMENT

IN-GAME EXPERIENCE

BEST PRE-GAME INTRODUCTION, OPENING OR HALF-TIME VIDEO

GOLD

CARMELO ANTHONY DEBUT OPEN VIDEO
NEW YORK KNICKS

SILVER

NEW YORK RANGERS OPENING VIDEO
NEW YORK RANGERS

IN-GAME EXPERIENCE

BEST IN-GAME/IN-STADIUM FAN GIVEAWAY

GOLD

SMMA PHILADELPHIA FLYERS BEST IN-GAME, IN-STADIUM FAN GIVEAWAY
PHILADELPHIA FLYERS

SILVER

HOLIDAY RENE RANCOURNAMENT
BOSTON BRUINS

IN-GAME EXPERIENCE

BEST USE OF MASCOT IN MARKETING

GOLD

ST. LOUIS RAMS NAME THE MASCOT
ST. LOUIS RAMS

SILVER

BAILEY - LA KINGS MASCOT
LOS ANGELES KINGS
