

**2017 Best Game Day Technology Experience Award presented by CDW-G and NACDA
Official Rules**

- I. Description
 - a. This award has been created by NACDA and is sponsored by CDW Government LLC (CDW-G) to recognize the Best Game Day Technology Experience for NACDA Division I member institutions in the USA
 - i. Examples include mobile app use, scoreboard use, push messages, fan engagement
 - ii. Division I only
 - iii. Game day of any sport
 - b. CDW-G will be awarding a trophy and \$25,000 in Microsoft and Cisco technology products and services sold by CDW-G to the winning institution
- II. Nomination Eligibility Requirements
 - a. Nominee must be a paid NACDA Division I member institution
 - b. Member institutions must be located in the 50 United States or the District of Columbia
 - c. Nominations must be submitted by a staff member of the athletics department of the member institution
 - d. Member institutions with judges on the panel are not eligible to participate
- III. Nomination Process
 - a. Institutions must submit up to a 500 word description of their Best Game Day Technology Experience in an athletics contest (any sport) during the 2016-17 school year, including objectives, outcomes and budget
 - b. Supporting collateral including videos, photos and social media can also be submitted
 - c. Submissions must be emailed to Kara Ditzel at kditzel@nacda.com by 5pm ET April 28, 2017
- IV. Timeline
 - a. Time period for nominations
 - i. December 1, 2016 through April 28, 2017
 - b. Judging/Panel Review
 - i. May 1, 2017 through May 12, 2017
 - c. Announce 3 Finalists
 - i. NACDA Convention – June 12, 2017
 - d. Announce Winner
 - i. First week of July, 2017
 - e. Recognize Winner
 - i. Fall 2017 at the winning institution's campus in an on-field presentation

V. Judging

a. Judging panel will consist of 5 judges:

Ross Bjork, Vice Chancellor for Intercollegiate Athletics, University of Mississippi

Pat Chun, Vice President and Director of Athletics, Florida Atlantic University

Dan Fagan, CDW-G Practice Manager, Sports and Entertainment

Jean Lenti Ponsetto, Athletics Director, DePaul University

Bob Vecchione, Executive Director, NACDA

b. Each judge will nominate their 5 favorite entries and rank them from 5 (favorite) to 1

c. The nomination with the most first place votes will be the winner; if there is more than one nomination with the same number of first place votes, the winner will be the nomination with the most first and second place votes; and if there is still a tie, the winner will be the nomination with the most first, second and third place votes and so on

VI. Judging Criteria

Nominations will be judged based on the following criteria:

- i. What was the goal/objective and was it reached?
- ii. Originality
- iii. Multi-platform or cohesive plan throughout different mediums (was there continuity)
- iv. Quantifiable results of the promotion (level of engagement, likes, hashtags, etc.)
- v. Soft results from the campaign (not measureable in numbers)
- vi. Overall look and feel
- vii. Delivery of message
- viii. Creativity/Dramatic impact
- ix. Design: consistent theme, well-conceived, well-developed
- x. Content: delivery of message, appealing and engaging way, relevance
- xi. Creativity: the X factor, will people continue to talk about it

VII. Prize

The winning Member Institution will be awarded \$25,000 worth of Microsoft and Cisco products and services sold by CDW-G. The winner will be allowed to mix and match product brands and services to reach the \$25,000 total. The winning institution and the person submitting the nomination will be required to sign an Affidavit of Eligibility and Publicity/Liability Release.