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## NACMA Announces Postgraduate Scholarship Award Winner

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**Cleveland, Ohio** -- The National Association of Collegiate Marketing Administrators (NACMA) has selected **Rachael Cohen** of Rutgers University as its 2007 postgraduate scholarship award winners.

Cohen will receive a \$3,500 grant to be used toward postgraduate studies. Nominees were required to have a minimum GPA of 3.0 and be planning to pursue a graduate degree in athletics administration with the intention of pursuing a career in sports marketing.

Cohen is currently pursuing her master's degree in sports business through New York University. At the same time, she is also serving as a marketing and promotions graduate assistant for Rutgers athletics.

In this capacity, Cohen is responsible for the planning and execution of all student marketing efforts, focusing primarily on football and men's and women's basketball. Cohen plans and directs special events such as MidKnight Madness, men's and women's basketball senior days, student orientation fairs, on-campus advertising and NCAA basketball tournament selection shows. She also oversees efforts to distribute 15,000 t-shirts to students during the football and basketball seasons and is responsible for maintaining both the Rutgers student fan club and Web site.

Furthermore, at Rutgers, Cohen is responsible for the preparation, organization and distribution of football media outlets for recruiting and promotional purposes and as such, created a successful tracking tool to prepare and organize all football related media. Cohen also assisted with the organization and execution of the 2007 NCAA Division I Men's Basketball Championship East Regional.

To recognize her efforts in conjunction with Rutgers' 2005 bowl appearance, Cohen received the 2006 Presidential Recognition Award for distinguished service to Rutgers University in regard to the marketing and execution of the 2005 Insight Bowl. She made the Insight Bowl an operational success through her dedicated work on the player, coach and staff manuals as well as her coordination with the official hotels. She also coordinated on-site events at the Insight Bowl, including the Children's Pavilion, t-shirt and promotional item distributions and hospitality functions.

Cohen will be recognized at NACMA's 16<sup>th</sup> Annual Convention, June 7-10 in Orlando, Florida, during the NACMA Awards Luncheon on Thursday, June 7 and also at the United States Sports Academy Directors' Cup Luncheon on Saturday, June 9.

**About NACMA:** NACMA is the first organization of its kind to provide educational and networking opportunities; enhancement of acceptable operating standards and ethics; and establishment of the overall prestige and understanding of the profession of athletics marketing administrators. For more information about NACMA, please visit [www.nacma.com](http://www.nacma.com). NACMA is administered by NACDA. In its 42nd year, NACDA is the professional and educational association for more than 6,100 college athletics administrators at more than 1,600 institutions throughout the United States, Canada and Mexico. More than 2,000 athletics administrators annually attend the NACDA Convention. Additionally, NACDA administers 10 professional associations for the separate business units that report directly to the athletics director.

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June 7-10 • World Center Marriott Resort • Orlando, Florida

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