

NACMA Awards Finalists - Group I

Group	Category	Place	School	Title
Group I	Activation Program with a Sponsor	1st	Memphis, University of/Tiger Sports Properties/Learfield	"Cellular South Phone Donation & Campus Phones"
Group II	Activation Program with a Sponsor	1st	California - Irvine, University of	Stricklands Ice Cream "Ice Cream Sunday's"
Group III	Activation Program with a Sponsor	1st	California - Davis, University of	Aggie Jam
Group I	Activation Program with a Sponsor	2nd	Wisconsin, University of	"Greatest Memories in Camp Randall History"
Group II	Activation Program with a Sponsor	2nd	North Carolina - Asheville, University of	Atomic Wing Eating Contest
Group III	Activation Program with a Sponsor	2nd	Mobile, University of	Lambert's Café Thrown Rolls Night
Group I	Activation Program with a Sponsor	3rd	West Virginia University	"Chrysler-Jeep Tailgate of the Game"
Group II	Activation Program with a Sponsor	3rd	Northern Iowa, University of	"Deery Motor Co. Halftime Shootout"
Group III	Activation Program with a Sponsor	3rd	Indiana University-Purdue University Fort Wayne (IPFW)	Women's Volleyball Invitational Presented by U.S. Cellular
Group I	New Revenue-Generating Idea	1st	Memphis, University of/Tiger Sports Properties/Learfield	"First ever Football Commemorative DVD"
Group II	New Revenue-Generating Idea	1st	Northern Iowa, University of	Community National Bank - UNI Volleyball
Group III	New Revenue-Generating Idea	1st	California - Davis, University of	"Aggie Auction"
Group I	New Revenue-Generating Idea	2nd	Arizona State University	"The Sun Devil Business Alliance"
Group II	New Revenue-Generating Idea	2nd	Hofstra University	"Youth Wrestling Tournament Promotion"
Group III	New Revenue-Generating Idea	2nd	Montana State University	"Bobcat Birthday Club"
Group I	New Revenue-Generating Idea	3rd	Florida State University	"Birthday Party Packages"
Group II	New Revenue-Generating Idea	3rd	High Point University	"Retro Yard Sale"

Group III	New Revenue-Generating Idea	3rd	N/A	N/A
Group I	Online Promotion	1st	Arizona State University	"Devils Domain Member Acquisition Program"
Group II	Online Promotion	1st	Miami University	Miami (OH) Online Spots
Group III	Online Promotion	1st	California - Davis, University of	"The California Wrestler"
Group I	Online Promotion	2nd	Ohio State University	"Nationwide Fan of the Game"
Group II	Online Promotion	2nd	California - Irvine, University of	"Live webcast of UC Irvine Basketball on Anteaters.tv"
Group III	Online Promotion	2nd	Wayne State University	"Show Your Spirit Day"
Group I	Online Promotion	3rd	Nevada - Las Vegas, University of	"Pick the Opening Song"
Group II	Online Promotion	3rd	Northern Iowa, University of	Valentine's Day Online Promotion
Group III	Online Promotion	3rd	N/A	N/A
Group I	Promotional T-Shirt Design	1st	California - Berkeley, University of	"Ted Head"
Group II	Promotional T-Shirt Design	1st	Miami University	"Are You Afraid of the Dark?"
Group III	Promotional T-Shirt Design	1st	Massachusetts - Lowell, University of	"Blue Fan Group"
Group I	Promotional T-Shirt Design	2nd	Rutgers, the State University of New Jersey	"Midnight Madness"
Group II	Promotional T-Shirt Design	2nd	Northern Iowa, University of	"T's for 3's"
Group III	Promotional T-Shirt Design	2nd	California - Davis, University of	"Aggie Jam"
Group I	Promotional T-Shirt Design	3rd	Oregon, University	"All Ducked Out"
Group II	Promotional T-Shirt Design	3rd	San Diego, University of	"Bull Pit"
Group III	Promotional T-Shirt Design	3rd	Indiana University-Purdue University Fort Wayne (IPFW)	"Mastodons in Action"

Group I	Promotional/Schedule Poster	1st	Kansas, University of	Men's Basketball
Group II	Promotional/Schedule Poster	1st	Ball State University	Men's Basketball
Group III	Promotional/Schedule Poster	1st	Florida Atlantic University	2004 Football Season Tickets
Group I	Promotional/Schedule Poster	2nd	Duke University	"100 Seasons" Men's Basketball
Group II	Promotional/Schedule Poster	2nd	Buffalo, University at	Buffalo Men's Basketball
Group III	Promotional/Schedule Poster	2nd	Minnesota - Duluth	Men's Basketball "Game On"
Group II	Promotional/Schedule Poster	3rd	North Carolina - Asheville, University of	"The Power of One" Women's Basketball
Group III	Promotional/Schedule Poster	3rd	North Dakota State University	Women's Soccer
Group I	Promotional/Schedule Poster	3rd Tie	Brigham Young University	BYU Gymnastics - "Pure Skill"
Group I	Promotional/Schedule Poster	3rd Tie	Notre Dame, University of	Irish Women's Lacrosse
Group I	Radio Commercial	1st	Purdue University	Women's Basketball
Group II	Radio Commercial	1st	Northern Iowa, University of	Panther Football
Group III	Radio Commercial	1st	Martin Methodist College	"Martin Methodist RedHawks Gameday"
Group I	Radio Commercial	2nd	California - Berkeley, University of	Football
Group II	Radio Commercial	2nd	San Diego, University of	USD Basketball Season Ticket
Group III	Radio Commercial	2nd	North Dakota State University	North Dakota State FD Radio 2004
Group I	Radio Commercial	3rd	West Virginia University	"Gift Card Spot"
Group II	Radio Commercial	3rd	N/A	N/A
Group III	Radio Commercial	3rd	California - Davis, University of	"Aggie Pack"
Group I	Radio Promotion	1st	Ohio State University	"Toys for Tots"
Group II	Radio Promotion	1st	N/A	N/A
Group III	Radio Promotion	1st	California - Davis, University of	Robert Ehsan's rap

Group I	Radio Promotion	2nd	N/A	N/A
Group II	Radio Promotion	2nd	N/A	N/A
Group III	Radio Promotion	2nd	N/A	N/A
Group I	Radio Promotion	3rd	N/A	N/A
Group II	Radio Promotion	3rd	N/A	N/A
Group III	Radio Promotion	3rd	N/A	N/A
Group I	Season Ticket Sales Campaign	1st	California - Berkeley, University of	Football - "Roll on You Bears"
Group II	Season Ticket Sales Campaign	1st	Buffalo, University at	"Experience It"
Group III	Season Ticket Sales Campaign	1st	Central Florida, University of	"Coach George O'Leary's Get Motivated"
Group I	Season Ticket Sales Campaign	2nd	Marquette University	2004-2005 Marquette Men's Basketball Season Ticket Campaign
Group II	Season Ticket Sales Campaign	2nd	Northern Iowa, University of	Men's and Women's Athletic Season Tickets
Group III	Season Ticket Sales Campaign	2nd	Montana, University of	"Griz & Lady Griz Basketball"
Group I	Season Ticket Sales Campaign	3rd	Louisiana State University	"It's Hoops Time"
Group II	Season Ticket Sales Campaign	3rd	N/A	N/A
Group III	Season Ticket Sales Campaign	3rd	North Dakota State University	2004 Football Season Tickets
Group I	Single Newspaper Display Ad	1st	Louisiana State University	"Tastes Like Turkey"
Group II	Single Newspaper Display Ad	1st	California - Irvine, University of	"Midnight Magic"
Group III	Single Newspaper Display Ad	1st	Simon Fraser University	"Has your daughter seen a woman do this?"
Group I	Single Newspaper Display Ad	2nd	Brigham Young University	"Saturday Afternoon, an Ideal Time to Focus on the Lawn" - Football

Group II	Single Newspaper Display Ad	2nd	Hofstra University	Men's Lacrosse
Group III	Single Newspaper Display Ad	2nd	Montana, University of	"Griz & Lady Griz Basketball"
Group I	Single Newspaper Display Ad	3rd	Ohio State University	"Buckeye Basketball Go Nuts 24/7"
Group II	Single Newspaper Display Ad	3rd	Buffalo, University at	"The Biggest Game. The Hottest Ticket"
Group III	Single Newspaper Display Ad	3rd	Minnesota - Duluth	Men's Hockey - "Make a great save with the Bulldogs"
Group I	Single-Day Attendance Promotion - Football	1st	Rutgers, the State University of New Jersey	Football vs. Michigan State
Group II	Single-Day Attendance Promotion - Football	1st	Hofstra University	"Youth Football Day and Fireworks Night"
Group III	Single-Day Attendance Promotion - Football	1st	Ferris State University	"Ferris State Football Frenzy"
Group I	Single-Day Attendance Promotion - Football	2nd	Missouri, University of	Military and Veterans Appreciation Day
Group II	Single-Day Attendance Promotion - Football	2nd	Northern Iowa, University of	"Boy Scouts Youth Football Day"
Group III	Single-Day Attendance Promotion - Football	2nd	California - Davis, University of	Homecoming
Group I	Single-Day Attendance Promotion - Football	3rd	California - Berkeley, University of	"Youth Penny Day"
Group II	Single-Day Attendance Promotion - Football	3rd	San Diego, University of	"Heartlight Day"
Group III	Single-Day Attendance Promotion - Football	3rd	Western Illinois University	"4-H/Scout Day"
Group I	Single-Day Attendance Promotion - Men's Basketball	1st	Nebraska, University of	"Husker Madness"
Group II	Single-Day Attendance Promotion - Men's Basketball	1st	Evansville, University of	"Take a Kid to the Game"
Group III	Single-Day Attendance Promotion - Men's Basketball	1st	Indiana University-Purdue University Fort Wayne (IPFW)	"Homecoming Survivor"
Group I	Single-Day Attendance Promotion - Men's Basketball	2nd	Syracuse University	"Break the Record Night"

Group II	Single-Day Attendance Promotion - Men's Basketball	2nd	Miami University	"Tickets & Toys"
Group III	Single-Day Attendance Promotion - Men's Basketball	2nd	Montana State University	"Pepsi Fill-It-Up Night"
Group I	Single-Day Attendance Promotion - Men's Basketball	3rd	Virginia, University of	Holiday Family Pack
Group II	Single-Day Attendance Promotion - Men's Basketball	3rd	Buffalo, University at	"Sea of Blue"
Group III	Single-Day Attendance Promotion - Men's Basketball	3rd	California - Davis, University of	"Black Out Night"
Group I	Single-Day Attendance Promotion - Olympic Sport	1st	Rice University	"Kids Take Over the Park"
Group II	Single-Day Attendance Promotion - Olympic Sport	1st	Bowling Green State University	"Multiple Sclerosis Awareness Night"
Group III	Single-Day Attendance Promotion - Olympic Sport	1st	California - Davis, University of	"Davis versus Goliath"
Group I	Single-Day Attendance Promotion - Olympic Sport	2nd	Missouri, University of	"Gymnastics Pink Out"
Group II	Single-Day Attendance Promotion - Olympic Sport	2nd	San Diego, University of	"Torero Sports and Slumber Nights"
Group III	Single-Day Attendance Promotion - Olympic Sport	2nd	Massachusetts - Lowell, University of	"Era Morrison Real Estate's - Free Cash Give-Away!"
Group I	Single-Day Attendance Promotion - Olympic Sport	3rd	Notre Dame, University of	Viva los Irish
Group II	Single-Day Attendance Promotion - Olympic Sport	3rd	Portland, University of	"Pilots After Dark Women's Soccer"
Group III	Single-Day Attendance Promotion - Olympic Sport	3rd	Embry-Riddle Aeronautical University	"Orientation Week Soccer Kickoff"
Group I	Single-Day Attendance Promotion - Women's Basketball	1st	Nevada - Las Vegas, University of	National Girls and Women in Sports Day Clinic
Group II	Single-Day Attendance Promotion - Women's Basketball	1st	Hofstra University	"Girl Scout and Break the Attendance Record Day"
Group III	Single-Day Attendance Promotion - Women's Basketball	1st	California - Davis, University of	"Valentines Day"

Group I	Single-Day Attendance Promotion - Women's Basketball	2nd	Kansas State University	"Cats for the Cure"
Group II	Single-Day Attendance Promotion - Women's Basketball	2nd	Delaware, University of	Women's Basketball vs. Old Dominion
Group III	Single-Day Attendance Promotion - Women's Basketball	2nd	N/A	N/A
Group I	Single-Day Attendance Promotion - Women's Basketball	3rd	Ohio State University	National Girls and Women in Sports Day"
Group II	Single-Day Attendance Promotion - Women's Basketball	3rd	Hartford, University of	"Pack the Pavilion"
Group III	Single-Day Attendance Promotion - Women's Basketball	3rd	N/A	N/A
Group I	Sponsor Follow-Up Report	1st	Florida State University	Bagel Bagel
Group II	Sponsor Follow-Up Report	1st	Old Dominion University	End-Of-Year Sponsorship Report 2003-04
Group III	Sponsor Follow-Up Report	1st	California - Davis, University of	KHTK-AM
Group I	Sponsor Follow-Up Report	2nd	Memphis, University of/Tiger Sports Properties/Learfield	"Year in Review"
Group II	Sponsor Follow-Up Report	2nd	California - Irvine, University of	Tilly's
Group III	Sponsor Follow-Up Report	2nd	N/A	N/A
Group I	Sponsor Follow-Up Report	3rd	Syracuse University	"Dinner & A Game"
Group II	Sponsor Follow-Up Report	3rd	Buffalo, University at	Football and Basketball Game Programs and Print Ads
Group III	Sponsor Follow-Up Report	3rd	N/A	N/A
Group I	Student Promotion	1st	Rutgers, the State University of New Jersey	Football vs. Michigan State

Group II	Student Promotion	1st	Ball State University	"The Nest"
Group III	Student Promotion	1st	Embry-Riddle Aeronautical University	"The Flock's Theme Nights"
Group I	Student Promotion	2nd	Brigham Young University	"Movie Night at the Ball Park"
Group II	Student Promotion	2nd	Wright State University	Raider Pack Reward Program
Group III	Student Promotion	2nd	Martin Methodist College	"Fiesta Night"
Group I	Student Promotion	3rd	Boston College	"Flutie Flight to Miami"
Group II	Student Promotion	3rd	Northern Iowa, University of	"Mac's Maniacs"
Group III	Student Promotion	3rd	Ferris State University	"Ferris State Basketball Fan Fest"
Group I	Targeted Group Promotion	1st	Rutgers, the State University of New Jersey	"New Jersey Youth Football Day"
Group II	Targeted Group Promotion	1st	Northern Iowa, University of	"John Deere Day"
Group III	Targeted Group Promotion	1st	Embry-Riddle Aeronautical University	University ROTC Cadets
Group I	Targeted Group Promotion	2nd	Louisiana State University	"Bald is Beautiful Night"
Group II	Targeted Group Promotion	2nd	Furman University	"Spinx/Greenville County Middle School Sports Night"
Group III	Targeted Group Promotion	2nd	California - Davis, University of	"Fall Welcome Rally"
Group I	Targeted Group Promotion	3rd	California - Berkeley, University of	"Yahoo! Night"
Group II	Targeted Group Promotion	3rd	San Diego, University of	"Heartlight Day"
Group III	Targeted Group Promotion	3rd	Montana, University of	"Missoula Family YMCA Night"
Group I	Ticket Sales Piece	1st	California - Berkeley, University of	Football
Group II	Ticket Sales Piece	1st	Miami University	Football, Basketball and Ice Hockey Trading Card Season Ticket Brochures

Group III	Ticket Sales Piece	1st	Lehigh University	"Lehigh Wrestling Pure Pride"
Group I	Ticket Sales Piece	2nd	Marquette University	"Every Second Counts" Marquette Basketball
Group II	Ticket Sales Piece	2nd	Buffalo, University at	"Experience It"
Group III	Ticket Sales Piece	2nd Tie	California - Davis, University of	Football - All Ticket Sales Piece Entries (Football, M&W Basketball, "Can the Tigers")
Group III	Ticket Sales Piece	2nd Tie	North Dakota State University	Bison Football 2004 "Tickets and Tailgating"
Group I	Ticket Sales Piece	3rd	Mississippi State University	2004 Football Season Tickets
Group II	Ticket Sales Piece	3rd	San Diego, University of	Basketball Season Tickets
Group III	Ticket Sales Piece	3rd	Indiana University-Purdue University Fort Wayne (IPFW)	2004-2005 Mastodon Basketball
Group I	TV Commercial	1st	Iowa State University	Women's Basketball
Group II	TV Commercial	1st	High Point University	Men's And Women's Basketball
Group III	TV Commercial	1st	Montana State University	2004 Bobcat Football TV Commercial
Group I	TV Commercial	2nd	Alabama - Birmingham, University of	"Great Football in Your Backyard"
Group II	TV Commercial	2nd	Northern Iowa, University of	2004 FB Season Commercial
Group III	TV Commercial	2nd	Western Washington University	2004-05 Men's Women's TV Ads (4x:30)...I'm guessing it's the first TV Commercial
Group I	TV Commercial	3rd	Memphis, University of/Tiger Sports Properties/Learfield	"Mother - Tiger Checking"
Group II	TV Commercial	3rd	Wichita State University	"2005 Baseball Season Tickets" (Tailgaters)
Group III	TV Commercial	3rd	Lehigh University	2004-05 Men's Basketball Season Ticket Commercial