

NACMA “Best Of” Awards Criteria

Marketers are responsible for sales, promotions, branding, content creation and much more. NACMA has created categories that allow for institutions to submit their best practices. The following criteria will be used by the judges to determine finalists and winners for each category. NACMA members are encouraged to submit the project that best exemplifies these criteria in order to have the best chance at winning an award.

VIDEO CATEGORIES

The categories below allow institutions to showcase their talents on video.

1. DIGITAL VIDEO SEGMENT [Formerly Video Segment (New Category)]

Show off all of those viral videos. Submit any video that was created specifically for a digital platform. Any non-hype or non-intro video used to engage fans through social media.

Judging criteria:

- Design: consistent theme, well-conceived, well-developed
- Content: delivery of message, appealing and engaging way, relevance
- Creativity: the X factor, will people continue talking about it

Judges: Conference Reps or Member Volunteers

2. INTRO VIDEO* [Formerly Video Board Segment]

How do you get your crowd pumped up before a game? Submit any Hype/Intro used in-arena/in-stadium to get your fans up on their feet.

Judging criteria:

- Design: consistent theme, well-conceived, well-developed
- Content: delivery of message, appealing and engaging way, relevance
- Creativity: the X factor, will people continue talking about it

Judges: Conference Reps or Member Volunteers narrows it down to the top 5, before pushing the top 5 out to the membership for final voting.

3. REVENUE-PRODUCING VIDEO* [Formerly Promotional Video]

We all have to sell tickets. Submit a TV commercial or any video that your institution used to drive ticket sales and/or attendance at an event.

Judging criteria:

- Overall look and feel
- Delivery of message
- Creativity/Dramatic Impact
- What was the goal/objective and was it reached?

Judges: Conference Reps or Member Volunteers narrows it down to the top 5, before pushing the top 5 out to the membership for final voting.

4. FAN ENGAGEMENT VIDEO

Fans go crazy when that funny or engaging video segment comes on in the arena/stadium. Submit a video that your department created to keep your fans engaged and enjoying the game.

Judging criteria:

- Design: consistent theme, well-conceived, well-developed
- Content: delivery of message, appealing and engaging way, relevance

- Creativity: the X factor, will people continue talking about it
Judges: Conference Reps or Member Volunteers

ATTENDANCE CATEGORIES

'Butts in seats' is the name of the game in these categories.

5. SINGLE-DAY ATTENDANCE PROMOTION

Submit a promotion that was used to increase attendance at one of your events.

Judging criteria:

- Creativity/Originality
- What was the goal of the promotion and was it reached?
- How was it promoted? Multi-Platform or cohesive plan through different mediums (was there continuity?)
- Quantifiable results of the promotion (attendance numbers)

Judges: Conference Reps or Member Volunteers

6. STUDENT PROMOTION

Students can change the energy in any venue. Submit any student-specific promotion to increase attendance and engagement either for a specific event or a season-long initiative.

Judging criteria:

- Originality/creativity
- Cost-effective and show value
- Quantifiable results

Judges: Conference Reps or Member Volunteers

7. FAN GIVEAWAY PROMOTION* [New Category]

Did your institution create a giveaway that your fans loved? Submit a promotional giveaway item that was used to drive attendance for your fans.

Judging criteria:

- Originality/creativity
- Cost-effective and show value
- Quantifiable results

Judges: Conference Reps or Member Volunteers narrows it down to the top 5, before pushing the top 5 out to the membership for final voting.

REVENUE-GENERATING CATEGORIES

In the end, marketers are responsible for the bottom-line. Submit ideas of how your marketing department drove revenue.

8. SEASON TICKET SALES CAMPAIGNS

Tell us how you put together a campaign to sell season tickets for your major revenue earning sport. Taglines? If you have them, great. But you can still have a campaign without one. This category includes all elements of a comprehensive campaign to sell season tickets.

Judging criteria:

- Quantifiable results of the promotion (number of tickets sold, revenue generated)
- Originality/creativity
- Multi-Platform or cohesive plan through different mediums (was there continuity?)
- Cost-effective and show value

Judges: NACMA Past Presidents

9. REVENUE-GENERATING IDEA

Marketers figure out ways to raise revenue outside of ticket sales. Let us know how you created a promotion, fundraiser, auction, etc., that resulted in the generation of new revenue for your department. The submission should focus on the methods used to generate the revenue and be supported by the impact it had on the department's bottom line.

Judging criteria:

- Uniqueness of idea, but ability to be adapted at other departments
- Creativity
- Revenue generated
- Information provided and supporting materials included

Judges: Conference Reps or Member Volunteers

10. SINGLE GAME SALES CAMPAIGN

The BIG game is headed to your campus. Let us know what creative way your institution came up with to SELL tickets and get people in the building.

Judging criteria:

- Uniqueness of idea, but ability to be adapted at other departments
- Creativity
- Revenue generated
- Information provided and supporting materials included

Judges: Conference Reps or Member Volunteers

BRANDING CATEGORIES

The intangibles are just as important as the quantifiable things that marketers can demonstrate.

11. DIGITAL PROMOTION [Formerly Social Media Promotion]

Submit any promotion conducted entirely electronically, either through email, social media, cellular phone/text messaging or online.

Judging criteria:

- What was the goal/objective and was it reached?
- Originality/creativity
- Multi-Platform or cohesive plan through different mediums (was there continuity?)
- Quantifiable results of the promotions reach (level of engagement, likes/clicks, use hashtags, etc)
- Soft results from the campaign (not measurable in numbers)

Judges: Conference Reps or Member Volunteers

12. PROMOTIONAL SCHEDULE POSTER*

Submit your most creative poster design in this category.

Judging criteria:

- Overall look and feel
- Creativity/Dramatic Impact
- Delivery of message – attract attention, convey information, readability of schedule
- Convey the brand to a wide audience

Judges: Conference Reps or Member Volunteers narrows it down to the top 5, before pushing the top 5 out to the membership for final voting.

13. STATIC PROMOTIONAL AD [Combines Sales Piece + Static Display Ad]

Submit any singular image that promotes a sport for the purposes of promoting ticket or sponsorship sales. It can be any static image from social media platforms, traditional mediums, etc.

Judging criteria:

- Overall look and feel
- Originality/creativity
- Call to action - what was it and did it get people to act/become engaged?
- Quantifiable results of the promotion (revenue generated, number of tickets sold)

Judges: Conference Reps or Member Volunteers

14. SPONSORSHIP ACTIVATION

Co-branding can help sponsors increase their traffic and marketers save valuable dollars from their budget. Submit your idea that tells us how you worked with a sponsor.

Judging criteria:

- Quantifiable results
- Did the sponsor see an increase in traffic or awareness?
- Was the initial goal achieved?
- Creativity/originality

Judges: NACMA Past Presidents