

**2012 SPORTS MEDIA MARKETING AWARDS**  
**TEAMS, LEAGUES, CONFERENCES & COLLEGIATE - FINALISTS LIST**

**TELEVISION/VIDEO**

**BEST SPOT\***

BACK TO FOOTBALL -- "THE BALL"  
**NFL**

CONTACT SPORT  
**NASCAR WITH JUMP COMPANY**

INCHES (:60)  
**TORONTO BLUE JAYS BASEBALL CLUB/PROJECT10 PRODUCTIONS**

PHILADELPHIA EAGLES - HEART BRAND CAMPAIGN  
**PHILADELPHIA EAGLES**

THIS IS YOUR HOME  
**RED BULL NEW YORK**

WIMBLEDON ON ESPN - "LOUD"  
**ESPN, 77 VENTURES**

**BEST TV/VIDEO CAMPAIGN**

DEJA TODO COMO ESTA "LEAVE EVERYTHING HOW IT IS"  
**BROMLEY COMMUNICATIONS**

EAGLES 2011/12 HEART CAMPAIGN  
**PHILADELPHIA EAGLES**

MILWAUKEE BREWERS MVP TV  
**MILWAUKEE BREWERS BASEBALL CLUB**

NFL SUNDAY TICKET FAIRY GODFATHERS  
**GREY NY**

STANLEY CUP PLAYOFFS - "BECAUSE IT'S THE CUP"  
**NATIONAL HOCKEY LEAGUE**

WE'RE READY - TORONTO BLUE JAYS  
**TORONTO BLUE JAYS BASEBALL CLUB/PROJECT10 PRODUCTIONS**

**BEST EDITING**

"THE ANNOUNCEMENT" PROMO  
**NBA ENTERTAINMENT**

"TIMELINE"  
**NATIONAL FOOTBALL LEAGUE**

CHICAGO BEARS 2011 "RECORDS"  
**CHICAGO BEARS**

NASCAR - FIRST LAP  
**NASCAR WITH JUMP COMPANY**

WIMBLEDON ON ESPN - LOUD  
**ESPN, 77 VENTURES**

**BEST USE OF HUMOR\***

GLARE  
**MILWAUKEE BREWERS BASEBALL CLUB**

PHILADELPHIA FLYERS - SANTA SACK TV SPOT  
**PHILADELPHIA FLYERS**

SHOP.NHL.COM HOLIDAY - "HOME"  
**NATIONAL HOCKEY LEAGUE**

SPORTING KANSAS CITY HOLIDAY VIDEO  
**SPORTING KANSAS CITY**

THE BEAR & THE GANG  
**BOSTON BRUINS/ARNOLD WORLDWIDE**

**BEST USE OF MUSIC**

"MILLION DOLLAR FAN"  
**NATIONAL FOOTBALL LEAGUE**

LIST OF DEMANDS  
**ST. LOUIS RAMS**

MIAMI DOLPHINS CALL ME MAYBE  
**MIAMI DOLPHINS**

**BEST LONG-FORM PROMO**

CLEVELAND BROWNS UPFRONT VIDEO  
**CLEVELAND BROWNS**

DISCOVER DAY WITH THE CUP  
**DISCOVER, GROUPM ESP, MEDIACOM, CAP GUN**

DREAM TEAM PROMO  
**NBA ENTERTAINMENT**

LOGO FOR LIFE  
**TORONTO BLUE JAYS BASEBALL CLUB/PROJECT10 PRODUCTIONS**

NEW YORK RANGERS HISTORY VIDEO  
**MADISON SQUARE GARDEN**

THE ANNOUNCEMENT PROMO  
**NBA ENTERTAINMENT**

**PRINT**

**BEST PRINT, POSTER OR OUTDOOR**

RAPTORS BOUNCE IS BACK BILLBOARD  
**MAPLE LEAF SPORTS & ENTERTAINMENT**

RED SOX LIVING MUSEUM TOUR MAP  
**BLACK HELICOPTER CREATIVE**

TORONTO RAPTORS 2011-12 SEASON TICKETS  
**MAPLE LEAF SPORTS & ENTERTAINMENT**

SPORTING KANSAS CITY POSTERIZED  
**SPORTING KANSAS CITY**

TORONTO MAPLE LEAFS 2011-12 SEASON TICKETS  
**MAPLE LEAF SPORTS & ENTERTAINMENT**

TORONTO RAPTORS BOUNCE IS BACK NEWSPAPER ADS  
**MAPLE LEAF SPORTS & ENTERTAINMENT**

**BEST PRINT, POSTER OR OUTDOOR CAMPAIGN**

CHICAGO BEARS 2011 CAMPAIGN  
**CHICAGO BEARS**

ESPN X GAMES ASPEN PRINT CAMPAIGN  
**ESPN, WIEDEN + KENNEDY NY**

NASCAR REDEFINED  
**NASCAR WITH JUMP COMPANY**

NFL HONORS  
**NATIONAL FOOTBALL LEAGUE**

SUPER BOWL XLVI  
**NATIONAL FOOTBALL LEAGUE**

WIMBLEDON ON ESPN - MAGAZINE CAMPAIGN  
**ESPN, 77 VENTURES**

**DIGITAL AND SOCIAL MEDIA**

## **BEST INTERACTIVE OR SOCIAL MEDIA CAMPAIGN**

CLEVELAND BROWNS FANOGRAPHY CAMPAIGN  
**CLEVELAND BROWNS**

HOW @LAKINGS TWITTER AND THE STANLEY CUP  
**LOS ANGELES KINGS**

MAJOR LEAGUE BASEBALL'S 140 CLUB: CUTTING EDGE CURATED BASEBALL NEWS  
**MLB AND MASS RELEVANCE**

PHILADELPHIA FLYERS - SOCIAL MEDIA CAMPAIGN  
**PHILADELPHIA FLYERS**

RANGERS BLUESHIRT BUZZ  
**MADISON SQUARE GARDEN**

TEXANS/VERIZON BACK TO FOOTBALL CARE-A-VAN  
**HOUSTON TEXANS**

## **INTEGRATED MEDIA**

### **BEST OVERALL INTEGRATED MARKETING CAMPAIGN\***

BOSTON BRUINS DIGITAL ENTERTAINMENT NETWORK (DEN)  
**BOSTON BRUINS/ARNOLD WORLDWIDE**

HELLO BROOKLYN  
**BROOKLYN NETS**

MONTREAL CANADIENS\_RISE TOGETHER\_BEST OVERALL INTEGRATED MARKETING CAMPAIGN  
**MONTREAL CANADIENS**

NASCAR REDEFINED  
**NASCAR WITH JUMP COMPANY**

WE ARE TEXANS CAMPAIGN  
**HOUSTON TEXANS**

WE'RE READY - TORONTO BLUE JAYS  
**TORONTO BLUE JAYS BASEBALL CLUB/PROJECT10 PRODUCTIONS**

## **AFFILIATE/TRADE MARKETING**

### **BEST TRADE PRINT, COLLATERAL, PREMIUM OR SALES KIT**

GETTING CARDED: SEASON TICKET MEMBERSHIP CARD MANUAL  
**SPORTING KANSAS CITY**

JOHN-MICHAEL LILES NHL COMMUNITY AWARD PITCH  
**MAPLE LEAF SPORTS & ENTERTAINMENT**

NASCAR HOME TRACKS LOCAL MARKETING KIT  
**NASCAR WITH JUMP COMPANY**

RAPTORS PLAYER PITCH  
**MAPLE LEAF SPORTS & ENTERTAINMENT**

TORONTO BLUE JAYS 2012 SEASON SEAT/SUITE TICKET PACKAGES  
**TORONTO BLUE JAYS**

TORONTO FC STYLE OF PLAY BOOK  
**MAPLE LEAF SPORTS & ENTERTAINMENT**

## **DESIGN**

### **BEST LOGO DESIGN**

BOSTON RED SOX 100-YEAR ANNIVERSARY LOGO  
**BLACK HELICOPTER CREATIVE**

CAROLINA PANTHERS  
**NATIONAL FOOTBALL LEAGUE**

MIAMI MARLIN'S LOGO  
**SME, INC.**

MISSISSAUGA STEELHEADS IDENTITY  
**MAPLE LEAF SPORTS & ENTERTAINMENT**

NASCAR - AN AMERICAN SALUTE  
**NASCAR WITH JUMP COMPANY**

## **IN-GAME EXPERIENCE**

### **BEST PRE-GAME INTRODUCTION, OPENING OR HALFTIME VIDEO**

"EVERY GAME MATTERS" - CALGARY FLAMES 2011/12 OPENING VIDEO  
**CALGARY FLAMES & S - GROUP**

EAGLES 2012 TEAM INTRODUCTION  
**EAGLES TELEVISION NETWORK**

LA KINGS- THE BLACK PARADE  
**LOS ANGELES KINGS**

NEW YORK KNICKS VIDEO OPEN  
**MADISON SQUARE GARDEN**

OUR TIME  
**KANSAS CITY ROYALS**

SEE IT LIVE, EXPERIENCE THE RAMS  
**ST. LOUIS RAMS**

---

**\*\*PLEASE NOTE\*\***

*DUE TO SELECT CATEGORIES BEING JUDGED AT A LATER DATE, THE FINALISTS/WINNERS  
IN THOSE CATEGORIES WILL BE ANNOUNCED AT THE AWARDS SHOW.*

---

**QUESTIONS? PLEASE CONTACT THE AWARDS DEPARTMENT:**

[AWARDS@PROMAXBDA.ORG](mailto:AWARDS@PROMAXBDA.ORG)

OR

**STACY LA COTERA**, DIRECTOR OF AWARDS  
(310) 789-1503 OR [STACY@PROMAXBDA.ORG](mailto:STACY@PROMAXBDA.ORG)

**EILEEN RASNAKE**, SR. AWARDS COORDINATOR - SMMA  
(310) 789-1506 OR [EILEEN@PROMAXBDA.ORG](mailto:EILEEN@PROMAXBDA.ORG)