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PROMAXBDA LAUNCHES SPORTS MEDIA MARKETING AWARDS

Drafts All-Star Advisory Council Featuring Leaders in Sports Media Marketing

LOS ANGELES, CA – July 21, 2010 – [PromaxBDA](#), the leading global association for marketing, promotion and design professionals in the entertainment industry, is entering the world of sports, launching the Sports Media Marketing Awards. The inaugural batch of awards will be presented November 18, 2010 at the Angel Orensanz Foundation in New York City and will honor the best, most creative work done in the field of sports media marketing. The Sports Media Marketing Awards will accept Award submissions through August 27.

PromaxBDA already honors outstanding work in television marketing at its yearly Conference in June, and its [MI6](#) event does the same for videogame marketers. The Sports Media Marketing Awards will focus specifically on television and multiplatform work done from around the sports industry including leagues, teams, networks and video game publishers.

“We’re thrilled with the support that we’ve received for the Sports Media Marketing Awards from the highest levels of the most important organizations in sports media. Our board is an all-star team of heavy hitters from leagues, networks, agencies and teams who, through creativity and innovation, are driving success in the international business of sport. We look forward to putting on an event that honors their work and the unique role that marketing plays in this specialized field of media,” said Jonathan Block-Verk, President and CEO of PromaxBDA.

Serving on the Sports Media Marketing Awards Advisory Council will be:

Jamie Barrett; Partner, Creative Director, **Goodby, Silverstein & Partners**
Mary Beck; Senior Vice President, Marketing & Promotion, **MLB Network**
Bill Bergofin; Senior Vice President, Marketing & Promotion, **Versus**
Steve Borden; President, **Borden Media Consulting, LLC**
Sean Bratches; Executive Vice President, Sales & Marketing, **ESPN**
Robert Gottlieb; Senior Vice President, Creative Director, On-Air Promotions, **Fox Sports**
Ross Greenburg; President, **HBO Sports**
Tim Harris; Senior Vice President, Business Operations & Chief Marketing Officer, **Los Angeles Lakers**
Gil Haslam; Creative Director, **Troika Design Group**
Brian Jennings; Executive Vice President, Marketing, **NHL**
David Levy; President, **Turner Sports**
Sarah Lyons; Vice President, Sports & Upgrade Marketing, **DirectTV**
Mike McCarley; Senior Vice President Marketing, Promotion & Communications, **NBC Universal Sports & Olympics**
Robyn Miller; Senior Vice President, Marketing, **Tennis Channel**
Peter Moore, President, **EA Sports, Electronic Arts**
Steve Phelps; Senior Vice President & Chief Marketing Officer, **NASCAR**
Pete Radovich, Jr.; Creative Director, **CBS Sports** and Coordinating Producer, **Inside the NFL**
Niels Schuurmans; Executive Vice President, Marketing, **SPIKE TV**
Stephanie Lafair Smith; SVP Strategic Marketing, **Comcast Sports Group**
Julie Souza; Vice President, Strategic Planning & Business Development, **CBS College Sports**
Mark Waller; Chief Marketing Officer, **NFL**

"There's no denying the critical role that marketing plays in driving ratings and building brands within sports television," said board member Sean Bratches, Executive Vice President, Sales & Marketing, ESPN. "This event will celebrate marketing's contribution to the success of sports programming and will provide sports marketing and promotion professionals with the recognition their work deserves."

"The sports marketing community consistently creates innovative campaigns that entertain and engage the elusive younger male demographic," said board member David Levy, President, Turner Sports. "We need a venue for sharing best practices and showcasing the best work in the field."

Awards will be voted on by an elite panel made up of top executives from the sports media industry. Gold and Silver Awards will be distributed at the gala evening event. For more information on the Sports Media Marketing Awards and to submit work for the Awards, visit www.sportsmediamarketingawards.com.

About PromaxBDA

PromaxBDA (www.promaxbda.org) is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry. PromaxBDA's mission is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. With a combined membership of over 3,000 companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.

Contact:

Laura Hart, Laura@beckmedia.com
or Steve Spignese, Steve@beckmedia.com
310-689-7363