



FOR IMMEDIATE RELEASE
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**NASC RECOGNIZES OUTSTANDING MEMBERS AT
2011 NASC SPORTS EVENT SYMPOSIUM**

CINCINNATI, OH – The National Association of Sports Commissions (NASC) held its annual Sports Event Symposium from April 12-14, 2011 in Greensboro, NC. The conference included the recognition of its outstanding members during the 2011 NASC Member Awards Luncheon on April 14, 2011.

Awards were given in four categories: Member of the Year, Outstanding Communication/Advertising, Outstanding Web Site, and Outstanding Locally Created Event/Program. Submissions were divided into subcategories according to the organization's annual sports budget. A panel of judges composed of association members reviewed a record number of entries based on the criteria and requirements outlined for each award category.

"We first established the awards program in 2002 to recognize the good work that our members conduct in their communities. They are all making large contributions to their communities through the economic impact of their events and the leadership and expertise they provide," said Don Schumacher, CSEE, executive director of the NASC.

The following winners were announced:

Member of the Year

This award is given to an active member who, in the opinion of the judging panel, has had the most outstanding impact on their local community through sporting events, community events and/or economic impact. Judging was based on the quality of the sporting events brought to the community based on community interest, size of events in relation to community size, and the impact the events had on the community.

- Budgets under \$100,000: Snohomish County Sports Commission
- Budgets \$100,000 - \$300,000: Greater Lansing Sports Authority
- Budgets over \$300,000: Richmond Sports Backers

Outstanding Communication/Advertising

This award is given to an active member in each budget category with the most outstanding advertising and/or communication in the opinion of the judging panel. This may include either a stand-alone advertisement, a series of print ads, newsletters, or any other type of communication piece.

The winning submissions demonstrated efforts to market the community as a sports destination, were used to solicit corporate sponsorship or membership, and informed others about the organization.

- Budgets under \$100,000: Southwest Louisiana/Lake Charles Convention and Visitors Bureau
- Budgets \$100,000 - \$300,000: Rochester Amateur Sports Commission
- Budgets over \$300,000: Richmond Sports Backers

Outstanding Web Site

This award is given to an active member in each budget category with the most outstanding web site in the opinion of the judging panel. Submissions in this category were required to have a web site that clearly communicated the organization's mission, goals, and objectives.



The web site must also market the community as a sports destination, be used to solicit corporate sponsorship or membership and/or, inform others about the organization.

- Budgets under \$100,00: Butler County Visitors Bureau
- \$100,000 - \$300,000: Greater Lansing Sports Authority
- Budgets over \$300,000: West Michigan Sports Commission

Outstanding Locally Created Event/Program

This award is given to an active member in each budget category with the most outstanding locally created event or program in the opinion of the judging panel. Submissions were accepted for an event or program created by the submitting organization to serve the local community or an organizational need – for example fundraising, scholarships or volunteer recruitment.

Submissions included a written statement detailing the purpose, goals and objectives of the event or program as well as how those were met through the event.

- Budgets under \$100,000: Charlotte Harbor Visitor and Convention Bureau
- Budgets \$100,000 - \$300,000: Fargo-Moorhead Athletic Commission
- Budgets over \$300,000: Greater Cleveland Sports Commission

View winning entries on the Member Awards page of the NASC web site: <http://www.sportscommissions.org/Member-Services/Member-Awards>

Founded in 1992, the NASC represents over 500 organizations across the United States, Canada, and Puerto Rico. The NASC provides education, networking, and professional development to the sports event industry. For more information on the NASC, visit www.SportsCommissions.org.