



FOR IMMEDIATE RELEASE
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NASC AWARDS TOP MEMBERS, PROGRAMS AT NATIONAL SPORTS EVENTS SYMPOSIUM

CINCINNATI – The National Association of Sports Commissions (NASC) held its 2007 NASC Sports Event Symposium on April 17 – 20 in Dallas. The event included the 2007 NASC Awards Program.

The NASC first established a member awards program in 2002. Since that time, the awards committee has worked to develop categories and judging criteria that best reflect the quality work that NASC members perform in each of their communities.

NASC Awards were given in four categories: Member of the Year, Outstanding Communication/Advertising, Outstanding Web Site, and Outstanding Locally Created Event/Program. There were a record number of submissions received for all four categories, which were divided into subcategories (budgets over \$200,000 and budgets under \$200,000). Entries were reviewed by a panel of their peers in the association, which included past winners in all categories, and judged based on the criteria listed for each category. Winners announced were:

Member of the Year

This award is given to an active member who, in the opinion of the committee, 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 \$200,000 and under: Ames Area Sports Commission
- Budgets \$200,000 and over: Atlanta Sports Council

Outstanding Communication/Advertising

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

Submissions in this category were required to do one of the following: demonstrate efforts to market the community as a sports destination; be used to solicit corporate sponsorship or membership; or inform others about the organization.

- Budgets \$200,000 and under: Syracuse Sports Corporation
- Budgets \$200,000 and over: Rapid City Convention & Visitors Bureau

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Outstanding Web site

This award is given to an active member in each budget category with the most outstanding Web site. 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: market the community as a sports destination; be used to solicit corporate sponsorship or membership; or, inform others about your organization; and, finally, must have included a statement stating how the Web site meets the criteria.

- Budgets \$200,000 and under: Tacoma-Pierce County Sports Commission
- Budgets \$200,000 and over: Greater Columbus 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. Submissions were 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 \$200,000 and under: Plano Convention & Visitors Bureau
- Budgets \$200,000 and over: City of Virginia Beach Sports Marketing

Next year's conference will take place April 22-24, 2008 in Omaha, Neb. and the 2009 conference will take place April 21-23 in Denver.

The NASC was founded in 1992 to share information and help find more sporting events and the business such events bring along for its 15 original members. Since that time, the NASC has grown to more than 400 members across the United States, changing the face of the sporting events industry. Its mission is to provide a communication network among and between sports commissions, convention and visitors bureaus, chambers of commerce and events rights holders which increases access to sports event information, educates members in the areas of sports marketing and fund raising, enriches the quality of member's sports events and promotes the value of sports commissions in their own community and within the sports industry.

MEDIA INFORMATION: If you need additional information about the National Association of Sports Commissions, specific details about the awards program, contact information for any award winners, board members or CSEE graduates, or future NASC Sports Event Symposium's please contact Beth Hecquet at (513) 281-3888 or visit the NASC web site at www.SportsCommissions.org.