

For Immediate Release

CREAM-OF-THE-CROP FROM AROUND THE WORLD COMPETE FOR TOP HONORS AT PROMAXBDA ANNUAL SPORTS MEDIA MARKETING AWARDS

All-Star Jury of Industry Leaders Determine Best in Sports Media Marketing

LOS ANGELES (November 13, 2013) – PromaxBDA, the leading global association for marketing, promotion and design professionals in the media industry, will celebrate the best in Sports Media Marketing at its fourth annual awards dinner on November 19 at New York’s Capitale. The awards competition honors creativity, excellence and innovation in sports media marketing and promotion and entries are received from around the globe. Finalists in categories from teams, leagues, sponsors, corporate partners, broadcast and cable networks all compete for the industry’s top honors. The awards dinner, attended by the executives, creatives and personalities who shape the sports media marketing industry, takes place on the evening of November 19 at Capitale in NYC, hosted by actor/comedian Steve Rannazzisi, star of FXX’s The League.

“The industry response to the Sports Media Marketing Awards has been overwhelming, with year-to-year participation continuing to grow, including entries from 50 additional companies who are new to the competition in 2013.” said Jonathan Block-Verk, president & CEO of PromaxBDA International. “The Sports Media Marketing Awards has established itself as an important global competition and event. It’s a ‘must-attend’ for anyone who cares about the creativity that drives our industry.”

An esteemed group of sports industry leaders and marketing professionals met last month as the 2013 Jury, led by Jury Chair EVP and CMO from NHL Brian Jennings, to determine and recognize the years’ most compelling, strategic and creative work from the sports media marketing industry and select winners in the competition’s coveted “Titanium” categories. 2013 jury members are:

- Brian Jennings, EVP and CMO, NHL, L.P., Jury Chair
- Neal Arthur, Managing Director, W+K NY
- Sharon Byers, SVP, Sports & Entertainment Marketing, Coca-Cola North America
- Lenny Daniels, EVP/COO, Turner Sports
- Robert Gottlieb, EVP, FOX Sports
- Fred Mangione, CMO and Chief Revenue Officer, Brooklyn Nets and Barclays Center
- Steve Phelps, SVP and CMO, NASCAR
- David Rone, President, Sports News and Local Programming, Time Warner Cable Inc.
- Aaron Taylor, SVP Marketing, ESPN
- Jamie Weston, VP, Brand & Creative, NFL

Top scoring entries within the following select categories across industry sectors advance to the jury selection process, compete against each other and a single winner from each category is presented the coveted Titanium Award. Titanium Award categories are:

- BEST SPOT
- BEST USE OF AN ATHLETE/ BEST PARTNERSHIP WITH AN ATHLETE
- BEST USE OF HUMOR
- BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN

- BEST DIRECTING
- BEST OVERALL INTEGRATED MEDIA MARKETING CAMPAIGN

Each year during the Sports Media Marketing Awards ceremony, special awards are also presented to those who have greatly influenced the industry. The esteemed honorees for 2013 are: ESPN Executive Chairmen George Bodenheimer receiving the Lifetime Innovator Award and Red Bull Media House receiving the Game Changer Award.

For more information on the Sports Media Marketing Awards, the dinner gala and a complete list of category finalists, visit [Sports Media Marketing Awards Finalists](#).

Again coinciding with the Sports Media Marketing Awards, the annual PromaxBDA Sports Media Marketing Summit will take place on November 19 at the Paley Center for Media in New York City. An all-day global forum for best-practices and innovation, the Summit brings together thought-leaders in the worldwide media marketing industry to provide all participants with insights and inspiration to strengthen their skills and fuel their success.

For more information and to register for the Sports Media Marketing Summit and Awards ceremony, visit www.sportsmediamarketing.com

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About PromaxBDA

PromaxBDA is a member association representing more than 10,000 companies and individuals from major media organizations, marketing and advertising agencies, research companies, strategic and creative vendors, and technology providers around the globe. The goal of PromaxBDA Association is to lead the global community of those passionately engaged in the marketing of television and video content on all platforms, inspiring creativity, driving innovation and honoring excellence. With 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.

About PromaxBDA Sports Media Marketing Summit & Awards 2013

The annual Sports Media Marketing Summit is the global conference venue where marketing, promotion and design executives gather as a community to share ideas, learn the best techniques, develop the right tools, get insight on the latest technologies, and be inspired by the brightest of luminaries in the sports marketing industry. There is no other place for this level of collective thought – at the intersection where creative and strategy, promotion and production, technology and design meet. The 2013 Summit is sponsored by Sports Illustrated. Each year the Sports Media Marketing Awards ceremony celebrates excellence, innovation, and creativity. Finalists in more than 50 creative and marketing categories, representing outstanding work in sports media marketing through entries submitted from around the world, compete for Silver, Gold and the coveted Titanium awards. Lifetime Innovator and Game Changer award winners are honored at the awards ceremony.

About Steve Rannazzisi

Steve Rannazzisi is an actor and comedian, best known for his role as "Kevin" the League Commissioner on FXX's hit show "The League," now in its fifth season. He studied theatre and film at SUNY Purchase before joining the famed Groundlings School and Comedy Troupe in Los

Angeles. It was in L.A. where show producer Ashton Kutcher saw Rannazzisi perform at the Comedy Store, and he was quickly brought on as a cast member of "Punk'd."

Since then, he has he continued to make audiences laugh in television, feature films and comedy stages across the country. Rannazzisi will premiere in his first ever one-hour Comedy Central special, the uncensored "Manchild," at midnight, November 16.