

PromaxBDA Announces Winners at 2012 Sports Media Marketing Awards

Dick Ebersol, Lisa Baird Honored For Lifetime Achievement, Turner Sports, and MSG take the most honors of the night.

(New York and Los Angeles, Nov. 13, 2012)-- PromaxBDA, the global association for marketing professionals announced today the winners of the PromaxBDA Sports Media Marketing Awards, celebrating the industry's excellence, creativity and innovation. The honors were presented at a ceremony at Capitale New York City last night. Jay Mohr, Comedian, Actor, Radio Host & Best-Selling Author hosted the sold out event.

The evening started with a silent auction to help fund some of the recovery and cleanup efforts in the tri-state area. "This night was both a chance to give back locally to those who have been through a lot and at the same time celebrate as a community a some of the best and the brightest in sports media marketing," said Jonathan Block-Verk, president and CEO of PromaxBDA International. "We are thrilled to honor both Dick Ebersol and Lisa Baird for their outstanding industry achievements, as well as the Titanium Award winners - and all the winners - for their stellar work in 2012,"

Former Chairman of NBC Sports Group Dick Ebersol was honored with the Lifetime Innovator Award recognizing his long-term contribution as a creative and distinguished leader who has charted new territory through his career, fundamentally affecting the business of Sports Media Marketing. Also honored was current United States Olympic Committee CMO Lisa Baird with the Game Changer Award a special honor recognizing a cultural innovator, who through the development of new ways of marketing through technology, applications, business models and/or industries has had significant impact on the overall business of sports media and sports media marketing.

Top Three Winners By Category For 2012 Included:

International/National -

Turner Sports - CSSU

NBC Sports Agency

ESPN

Regional/Local -

MSG

Astro MBNS

YES Network

Sponsors/Corporate Partners –

Verizon Wireless

EA Sports & Heat

The Vault

Teams, Leagues, Conferences & Collegiate –

NFL

Maple Leaf Sports & Entertainment

NASCAR with Jump Company

The Titanium Awards were given to six select categories taken from the sector-exclusive groupings. All of the gold winners in these categories competed against each other, across groupings, for the ultimate top spots. The competing entries were reviewed, deliberated and ultimately chosen by the 2012 Sports Media Marketing Jury to be honored with Titanium as the industry's best work of the year.

Titanium Awards for 2012:

BEST SPOT:

It's Not Crazy, It's Sports. "Shake On It"/ESPN, Wieden + Kennedy NY

BEST DIRECTING

NCAA March Madness "Brackets Everywhere" Image/Turner Sports – CSSU

BEST USE OF HUMOR

Monday Night Football – Animal Control/ESPN, Wieden + Kennedy NY

BEST USE OF ORIGINAL MUSIC OR SOUND DESIGN

NFL "Better on FOX"– Orchestra/Fox Sports Marketing

BEST OVERALL INTEGRATED MARKETING CAMPAIGN

Hello Brooklyn/Brooklyn Nets

BEST USE OF AN ATHLETE/BEST PARTNERSHIP WITH AN ATHLETE

Wind Beneath My Wings/National Football League

For a complete list of winners please go to <http://promaxbda.org/awards/current-awards/2012-sports-media-marketing-awards>

About PromaxBDA

PromaxBDA (promaxbda.org) leads 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. The association represents more than 10,000 companies and individuals at every major media organization, marketing agency, research company, strategic and creative vendor and technology provider and is considered to be the leading global resource for education, community, creative inspiration and career development in the media and media marketing sectors.

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