



FOR IMMEDIATE RELEASE
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NATIONAL ASSOCIATION OF SPORTS COMMISSIONS AWARDS TOP MEMBERS, PROGRAMS AT NATIONAL SPORTS EVENT SYMPOSIUM IN DENVER

CINCINNATI – The National Association of Sports Commissions (NASC) – the leading amateur sports association in the United States – recognized 12 member organizations with four national awards during its 2009 NASC Sports Event Symposium in Denver from April 27 to 29.

The National Association of Sports Commissions (NASC) is the sports event industry's leading networking organization. Founded in 1992, the NASC represents nearly 500 organizations, including 350 cities across the United States, Canada, and Puerto Rico. The NASC provides education, networking, and professional development to the sports event industry.

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 under \$100,000; budgets from \$100,000 to \$300,000; and budgets over \$300,000). 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.

“These members stood out from more than 500 member organizations that represent approximately 350 cities within the sports events industry,” said Don Schumacher, executive director of the NASC. “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.”

The following winners were announced:

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 under \$100,000: Las Cruces Convention & Visitors Bureau
- Budgets \$100,000 - \$300,000: Gainesville Sports Commission
- 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. 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 under \$100,000: St. Cloud Area Convention & Visitors Bureau
- Budgets \$100,000 - \$300,000: Gainesville Sports Commission
- Budgets over \$300,000: Nashville Sports Council

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 the organization.

- Budgets \$100,000 - \$300,000: Greater Lansing Sports Authority
- Budgets over \$300,000: Palm Beach County 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 under \$100,000: South Bend Regional Sports Commission
- Budgets \$100,00 - \$300,000: Rochester Amateur Sports Commission
- Budgets over \$300,000: Detroit Metro Sports Commission

Next year's Sports Event Symposium will take place April 13-15 in Columbus, OH. The 2011 Sports Event Symposium date was also announced for April 12 – 14 in Greensboro, NC.

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.