



**FOR IMMEDIATE RELEASE**  
**April 21, 2010**

**FOR MORE INFORMATION**  
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**NASC RECOGNIZES OUTSTANDING MEMBERS AT  
2010 NASC SPORTS EVENT SYMPOSIUM**

**CINCINNATI** – The National Association of Sports Commissions (NASC) held its annual Sports Event Symposium on April 13-15, 2010 in Columbus, Ohio. The conference included the recognition of its outstanding members during the 2010 NASC Member Awards Luncheon on April 15, 2010.

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 organizations sports. Entries were reviewed by a panel of their peers in the association and judged based on the criteria provided for each 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, 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: Rochester Amateur Sports Commission
- Budgets over \$300,000: Oregon Sports Authority

**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.

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: Lorain County Visitors Bureau
- Budgets \$100,000 - \$300,000: Greater Lansing Sports Authority
- Budgets over \$300,000: Round Rock Convention and Visitors Bureau

### **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 \$100,000 - \$300,000: Greater Lansing Sports Authority
- Budgets over \$300,000: Greater Cleveland 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: Lorain County Visitors Bureau
- Budgets over \$300,000: Greater Cleveland Sports Commission

Future conference dates are April 12 – 14, 2011 in Greensboro, NC, April 17-19, 2012 in Hartford, CT and April 23-25, 2013 in Louisville, KY. For more information on the *National Association of Sports Commissions*, visit [www.SportsCommissions.org](http://www.SportsCommissions.org).

The National Association of Sports Commissions (NASC) is the sports event industry's leading networking organization. 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.