ENTRY FORM

Deadline: **March 16, 2012**

More Information: **www.cynopsis.com/SportsAwards**

The Cynopsis Sports Media Awards honor the year's most outstanding achievements in TV Sports programming and marketing/pr/ad campaigns. In addition, it will honor the best of the best for the TV Sports Industry in the people categories. Now is your chance to win a Cynopsis Sports Media Award and get recognized! The winners and honorable mentions will be saluted during an awards luncheon in the Summer of 2012 in New York City.

Enter as many categories as you like, and please tailor your entry to the category you are entering.

Categories

- ❒ Talk Show
- ❒ Live Coverage of Sporting Event
- ❒ News Show
- ❒ Documentary/Special
- ❒ New Sports Show
- ❒ Title Sequence
- ❒ Radio Program
- ❒ Webisode series
- ❒ Live stream presentation
- ❒ App
- ❒ Online game/video game
- ❒ Fantasy game
- ❒ Marketing Campaign
- ❒ Marketing Initiative
- ❒ PR Campaign
- ❒ Media Event
- ❒ Network Sports Branding Campaign
- ❒ Spot
- ❒ Print Ad
- ❒ Social Media Initiatives
- ❒ Interview of the year
- ❒ Website
- ❒ Use of Integrated Sponsorship for Broadcast
- ❒ Pro-Social Campaign

People Categories

- ❒ Marketer
- ❒ TV Personality
- ❒ Network Executive
- ❒ Station/Regional Executive
- ❒ Sports Executive (Team or League)
- ❒ PR Person
- ❒ Digital Executive
- ❒ Digital Producer
- ❒ Digital Talent
- ❒ TV Director
- ❒ TV Producer

Compiling Your Entry (Full details: www.cynopsis.com/SportsAwards)

What to Send

At the beginning of your two page synopsis, include the following information for all entries:• Category entered • Title of Entry • Key contact for entry • Company submitting entry

Supporting Materials

• Sales Figures • Brand Media Coverage • Clippings
• Photos • CD's • Research Documents • Testimonials

How To Enter: Use this form or visit www.cynopsis.com/SportsAwards for additional information and to enter online.

Mary Lou French
Cynopsis: Sports Media Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Floor
Rockville, MD 20850

Deadline: March 16, 2012
Late Deadline: March 30, 2012
Event: Summer 2012

Entry From (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected): _____

_____

Company and/or Client: _____

Contact Name of person submitting entry: _____

Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone of Contact: _____ Fax of Contact: _____

Email Address (Required): _____

Entry Fees

❒ Primary entry: $300 each	$300 each $ _____
❒ Secondary entry of same campaign** into one or more categories: $175 each	$175 each $ _____
❒ Late entry fee: $175 per entry (for entries sent between March 17-30, 2012)	$175 each $ _____
	Total $ _____

The late entry fee must be applied to each individual entry postmarked after March 17, 2012.
* Payment in full must accompany the entry.
** If entering more than one category, please submit separate entry forms.

Payment Options

❒ Check (payable to Access Intelligence/Cynopsis) ❒ Money Order
❒ Mastercard ❒ Visa ❒ Discover ❒ American Express

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

Entry fees are not refundable.
Access Intelligence Federal Tax ID#: 52-2270063

www.cynopsis.com/SportsAwards

Questions? Contact Jenn Sredzinski at 203-906-4603; jenn@cynopsis.com.
Sponsorship Opportunities: Mike Farina at 203-218-6480; mike@cynopsis.com

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