



## PromaxBDA Sports Media Marketing Awards

By Olivia Curran

Congratulations to Sporting Kansas City's Marketing Department for being named a finalist for the **2012 PromaxBDA Sports Media Marketing Awards!**

In its third year, the PromaxBDA Sports Media Marketing Awards is dedicated to acknowledging the success of marketing and social media in the global sports industry.

Considered in the Teams, Leagues, Conferences, and Collegiate division, Sporting Kansas City is competing against teams and leagues all across the United States, such as the National Football League, Los Angeles Kings, Houston Texans, and more.

Sporting Kansas City is a finalist in three categories including Video: Best Use of Humor, Print: Best Post or Outdoor, and **Affiliate/ Trade Marketing: Best Trade Sales Kit.**

The third annual PromaxBDA Sports Media Marketing Awards will be presented on Tuesday, November 13<sup>th</sup> in New York City. **Click here** for a full list of finalists.