

# 2010 Creative Excellence Awards

The Creative Excellence Awards recognize the innovation and creativity of NIRSA Members and acknowledge their outstanding accomplishments in marketing recreational sports, fitness, facilities, and programs.

## Comprehensive Brochure & Facility Publication



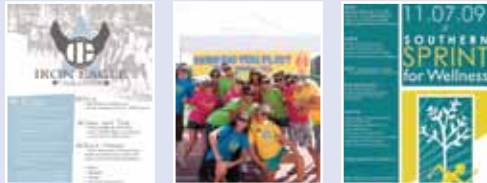
**First Place**  
UTSA Spring 2010 Facility Brochure  
*The University of Texas at San Antonio*

**Second Place**  
iPlay - An Introduction to University Recreation  
*Washington State University*

**Third Place**  
Campus Recreation 2008-09 Annual Report  
*University of Illinois*

**Honorable Mention**  
VT Recreational Sports 2009-2010 Calendar  
*Virginia Tech*

## Integrated Marketing Campaign



**First Place**  
Iron Eagle Challenge Marketing Campaign  
*Georgia Southern University*

**Second Place**  
iPlay Campaign  
*Washington State University*

**Third Place**  
Southern Sprint for Wellness Marketing Campaign  
*Georgia Southern University*

## Student Digital



**First Place**  
2009 NIRSA Flag Football Video  
*Stephen F. Austin State University*

**Second Place**  
DU Athletics and Recreation 2009 Holiday eCard  
*University of Denver*

**Third Place**  
Foxridge Apartments Intramural Volleyball Championships  
*Virginia Tech*

## Programming Publication



**First Place**  
Tiger Wheelchair Basketball Season Materials  
*University of Missouri*

**Second Place**  
Recreational Sports Calendar  
*Sacramento State*

**Third Place**  
Outing Centre Signage  
*Northern Illinois University*

## Large Scale Signage

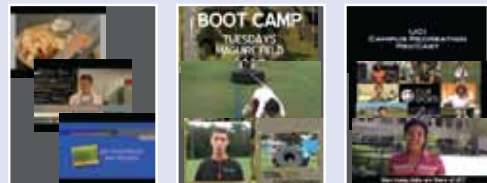


**First Place**  
The Millionth Customer  
*The University of Texas at Arlington*

**Second Place**  
Mizzou Rec NATION Direct Large Format Display Poster  
*University of Missouri*

**Third Place**  
Winter Garden Banners  
*University of Illinois*

## Audiovisual



**First Place**  
i-Cook Television Show  
*University of Illinois*

**Second Place**  
Bootcamp Video  
*University of Florida*

**Third Place**  
UCI Campus Recreation RecCast - September  
*University of California, Irvine*

## Website



**First Place**  
Exercise Website  
*Washington State University*

**Second Place**  
RecSports Website  
*University of Notre Dame*

**Third Place**  
Department of Recreational Sports Website  
*University of Minnesota, Twin Cities*

**Honorable Mention**  
UTSA Campus Recreation Website  
*The University of Texas at San Antonio*

## Student Publication



**First Place**  
9th Annual VT Recreational Sports Bench Press Competition  
*Virginia Tech*

**Second Place**  
RecSports: The Magazine Fall 2009  
*University of Florida*

**Third Place**  
BGSU Monster Mash Wellness Bash Poster  
*Bowling Green State University*

## Sustainable Marketing



**First Place**  
DU Athletics and Recreation LCD Displays and Energy Savings Signs  
*University of Denver*

