

# Sports competition added to 2018 NYF Advertising Awards roster

New York Festivals has announced that a new competition was added to its Advertising Awards competition roster: sports.



Image credit: Binyamin Mellish via [Pexels](#)

The 2018 Advertising Awards sports competition will honour all facets of advertising, marketing, sponsorships, and creative communications on all platforms in the sports industry sphere.

New York Festivals monitors trends within the advertising and marketing industry and continually updates their competitions to provide opportunities to recognise the innovative creative and technological work advertisers and marketers are using to engage consumers on behalf of the global brands. The sports competition addressed recent trends in sports campaigns and prompted NYF to provide an expanded opportunity for sports-related creative.

## Recognising innovative and creative work in sports advertising

“Sports advertising accounted for \$814m alone on TV ads aired during sports programming in 2016,” according to Statista. “With sporting events playing out on the world stage daily, this new competition ensures that there is a highly regarded place for this innovative creative work to be awarded and showcased,” said Michael Demetriades, president and executive director of New York Festivals.

New York Festivals will celebrate 2018's award-winning entries at the New York Show awards ceremony and gala. The annual event will take place the evening of Thursday, 17 May 2018 at the Jazz at Lincoln Center's Frederick P. Rose Hall, Broadway at 60th Street, New York City.

The 2018 competition entry deadline is 31 January 2018. For more information, please visit: [rules and regulations](#) and to enter the competition please click [here](#).

For more, visit: <https://www.bizcommunity.com>