Golden Matrix Awards

Important Dates

Entry deadline: May 1, 2019 at 11:59 pm MST
First Round Judging Deadline: June
Finalists announced: Beginning July 1, 2019
IDEA Awards Gala: July 10, 2019 @ the USS Midway, San Diego

Support

If you have any questions on the entry process, please contact the GMA Committee by mail to gma@ideaontheweb.org or call the IDEA office @ 575.405.1977.

General Information

The Golden Matrix Awards (GMAs) are open to all Active (teams/venues) of IDEA in good standing.

To be eligible, all entries must have appeared on a venue's display system between May 1, 2018 - April 30, 2019.

The GMA Committee reserves the right to settle any and all questions of eligibility, verify all entry information and resolve all differences through its committee procedure. The president of IDEA has final authority in all disputes between the entrant and the GMA Committee.

Each individual GMA entry must be submitted directly to the current GMA Chairman according to the submission guidelines. (See below for complete details.) All GMA entries shall become property of IDEA and may be used by IDEA for promotional and archival purposes, including possible podcast, cablecast, or broadcast applications.

2019 Entry Preparation & Rules

All entries will be submitted online, via gma.awardsplatform.com. We will be utilizing Awards Force as the online application for first round judging and be archiving of all entries on Vimeo. Please read the following entry preparation and rules carefully to avoid disqualification.

1. Each individual production may only be entered once. No production may be submitted in more than ONE category, with the following exception: an excerpt from a production entered in another category may be incorporated into entries in either the "Best Overall Video Display" or "Best Overall Matrix Display" categories.

There is a maximum limit of TWO features per category – no exceptions. Any submissions over this limit will be immediately disqualified.

2. If a team chooses to submit a similar feature where any level of content is recycled in multiple seasons, those features must contain AT LEAST 50% new pre-produced content.

3. Before uploading any submission you must FIRST fill out a GMA entry form online, in its entirety, for each individual GMA entry. Failure to fill out the form completely will subject the entry to disqualification. No information involving production budgets or creative resources will be requested.

4. COMPRESSION GUIDELINES - Entries may be submitted in HD or SD using the H.264 (MP4) Codec.

5. Each entry must be accompanied by payment in full of the $50.00 per entry fee. Entry fees may be paid by credit card only and must be paid online at time of completing submissions. If your submissions have not been paid for at close of entry they will not be included for judging.

6. Each entry must be submitted "as aired", as the fans saw and heard it. NO additional audio or video elements or treatments may be used. However, if applicable, matrix support may be added to any "video" entries.

7. Any entry exceeding the set time limit for its category will automatically be disqualified. NO EXCEPTIONS. If the production to be entered is longer than the stated time limit for that category, then the entry must fade to black prior to the stated time limit.

8. 2019 Golden Matrix Awards Entry Deadline is May 1, 2019, 11:59 pm MST. NO LATE ENTRIES WILL BE ACCEPTED! This date is final and there will be no extensions provided. The system will automatically prevent entry submission after the deadline.

9. Only Active IDEA members in good standing are eligible to participate. If you have not yet paid your 2019 membership dues, please do so before entering. Click here to renew.

Failure to comply with all of the above entry regulations may result in disqualification of the entry, at the discretion of the IDEA GMA Committee.

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2019 Categories

Best Hype Video
time limit: 2 minutes*

This category showcases a video that empowers the crowd and hypes them up. This may include a call to action. This is perfect for rally videos, tip off videos, take the field, take the ice, 9th inning rally videos, 4th quarter hype, closer video etc.... this may also include player and crowd pump ups. DO NOT enter interactive features, mascot videos, show opens, or music videos in this category.

*Feature must be shown at least once in its entirety and then multiple examples/excerpts may be shown afterwards. Your submission may not exceed the total entry time limit of TWO minutes.

Best In-Game Feature
time limit: 3 minutes*

This category showcases your best pre-produced in-game feature, whether or not the content changed from game-to-game, or event-to-event. DO NOT enter interactive features, mascot videos, or music videos in this category.

*Feature must be shown at least once in its entirety and then multiple examples/excerpts may be shown afterwards. Your submission may not exceed the total entry time limit of THREE minutes.

Best Interactive Feature
time limit: 3 minutes*

This category recognizes the creative use of a crowd game, race, trivia quiz or other interactive production. Primary judging criteria will include the entertainment value of the feature along with its ability to engage the audience and get them involved. Your entry may include any combination of live coverage and/or pre-produced elements.

*Feature must be shown at least once in its entirety and then multiple examples/excerpts may be show afterwards. Your submission may not exceed the total entry time limit of THREE minutes.

Best Mascot Video
time limit: 3 minutes*

This category showcases your organization's best pre-produced video featuring a mascot or mascots. While mascots may appear in entries for other categories, productions where the mascot is featured as a central character and the purpose of the piece is mascot entertainment must be entered here. An exception would be a promotional spot featuring the mascot, where the central purpose is to promote the purchase of an organization's goods or services, or a public service announcement soliciting support of a charitable endeavor or organization, which should be entered in the Best Promotional Video category.

*Entries in this category may include a maximum of ONE minute of live coverage to show context and the live implementation of pre-produced graphics and effects, however, the total running time of the entry may not exceed THREE minutes. Entries will be judged on the quality, creativity and implementation of the pre-produced elements.

Best Music Video
time limit: 3 minutes

This category recognizes excellence in pre-produced video segments that have been edited to music, and where the music is central to the creative impact of the piece. Live footage is not permitted. DO NOT enter show opens, team on field videos, special occasion presentations, or mascot videos in this category. These specific genres of the music video have dedicated GMA categories.

Best Tribute Video
time limit: 5 minutes*

This category recognizes excellence in video presentations commemorating individual achievements. This category is designed to feature pieces such as player retirements, career milestones, hall-of-fame inductions, etc.

* Entries in this category may include a maximum of TWO minutes of live coverage to show context and the live implementation of pre-produced graphics and effects, however, the total running time of the entry may not exceed FIVE minutes.

Best Overall Video Display
time limit: 5 minutes

An overview of your best large screen video and/or fascia programming for primary and secondary video displays, including plaza screens and exterior boards. Content must be submitted as it appeared on a daily, or event-to-event, basis throughout the year. All entries MUST include at least 1 example of the following: Live camera work, PA announcer. All entries MUST ALSO include at least one example in a minimum of FIVE (5) of the following categories: Video Graphics, Headshots, Replays, Video open/Team intros, Sponsor features, Scoring sequence, Celebration/win sequence, Live elements (dance teams, bands, cheerleaders, mascot), Crowd prompts/interstitials, Interactive Feature, Stats. IDEA members will have this checklist when voting on submissions at the conference. Entries that do not meet the requirements will be disqualified. No video effects may be added to your entry; however a dip to black may be included between segments. Audio must be included as it originally aired. No additional audio elements or treatments may be used. If an element from your entry in this category is entered in another GMA category, DO NOT show it again here in its entirety.

A Best Overall Video Display GMA award will be presented to the top vote-getter in each of IDEA's seven subdivisions (Baseball, Basketball, Football, Hockey, Minor League, Soccer, University). These seven divisional winners will be selected in special breakout sessions at IDEA's annual conference. An overall winner in this category will then be selected from among the seven finalists by a vote of the general membership.

Best Promotional Videos
time limit: 2 minutes*

This category honors the best promotional spots or commercials that were created PRIMARILY for your organization's large screen video display(s). Examples include: ticket promotions, giveaways, customer services, venue amenities, sponsor spots, and public service announcements. The central goal of the piece must be to promote the purchase of an organization's goods or services, or a public service announcement soliciting support of a charitable endeavor or organization. These spots may subsequently have aired on television or cable, but they must have been budgeted, created and debuted as large screen video display programming.

*Multiple examples may be submitted, provided that the total running time of the entry does not exceed TWO minutes.

Best Show Open
time limit: 4 minutes*

This category celebrates the special genre of large screen video display programming used to open your show, introduce your team, bring the players onto the court/field/ice, or get fans pumped up just prior to kick off/tip off/first pitch.

*Entries in this category may include a maximum of ONE minute of live coverage to show context and the live implementation of pre-produced graphics and effects; however, the total running time of the entry may not exceed FOUR minutes. Entries will be judged on the quality, creativity and implementation of the pre-produced elements.

Best Special Occasion Video
time limit: 5 minutes

This category is designed to feature video presentations created for one specific event. Appropriate videos in this category include pieces produced for themed events, opening nights/ceremonies, fan appreciation, etc… Tribute videos commemorating individual achievement should NOT be submitted in this category (see Best Tribute Video). Entries in this category may include a maximum of ONE minute of live coverage to show context and live implementation of the piece.

Best Supporting Displays (Formerly Best Overall Matrix/Fascia Display)
time limit: 3 minutes

An overall sampling of your programming from peripheral or secondary displays (such as fascia or matrix displays) in your show as it appears on a daily, or event-to-event, basis throughout the year. Consider all of your programming: entertainment, information, in-game features, pre-game elements, team introductions, promotions, etc. You must include ambient views/live footage. You may include samples of your primary video display for the purposes of showcasing how it is programmed in conjunction with the secondary displays. NOTE: ALL SHOTS OF MAIN BOARD MUST BE FROM A CAMERA'S VIEW/AUDIENCE PERSPECTIVE – ABSOLUTELY NO "FULL SCREEN VIDEO" IS ALLOWED IN ANY SUBMISSIONS. No video effects may be added to your entry; however a dip to black may be included between segments. If included in your entry, audio must be submitted as it originally aired. No additional audio elements or treatments may be used.

*Entry may incorporate establishing shots in edit to give perspective of all displays. Your submission may not exceed the total entry time limit of THREE minutes.

Best Tribute Video
time limit: 5 minutes*

This category recognizes excellence in video presentations commemorating individual achievements. This category is designed to feature pieces such as player retirements, career milestones, hall-of-fame inductions, etc.

* Entries in this category may include a maximum of TWO minutes of live coverage to show context and the live implementation of pre-produced graphics and effects, however, the total running time of the entry may not exceed FIVE minutes.