Important Deadlines
Entries open: April 1 at 12:00 pm MDT
Entry deadline: April 30 at 11:59 pm MDT
First Round Judge registration deadline: April 30 at 11:59 pm MDT

Important Dates

First Round Judging opens (online only): May 15 at 12:00 pm MDT
First Round Judging closes (online only): June 1 at 11:59 MDT
Finalists announced: Beginning June 10 (subject to change)
Final Round and Best Overall Production by Sport Judging opens (online only): June 12 at 12:00 pm MDT
Final Round and Best Overall Production by Sport Judging closes (online only): June 30 at 11:59 MDT
Best Overall Production by Sport Finalists & Winners announced: July 15 in St Louis
Best Overall Production Judging: July 15 in St Louis
IDEA Awards Gala: July 17 in St Louis

Support

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

General Information

The GMAs are open to all **Active** (**team/venue**) **members of IDEA** in good standing.

**To be eligible, all entries must have appeared on a venue's display system
between May 1, 2023 – April 30, 2024.**

The GMA Committee reserves the right to settle 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 Co-Chairs 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, social media, or broadcast applications.

2024 Entry Preparation & Rules

All entries will be submitted online, via gma.awardsplatform.com. We will be utilizing Awards Force as the online application for judging. 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 the "Best Overall Production," "Best Display Presentation," or "Best Theme Game Production" categories. There is a maximum limit of TWO features per category (unless otherwise noted). Any submissions over this limit will be immediately disqualified.

2. If an organization 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 GMA entry. Failure to fill out the form entirely 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 16x9 aspect ratio with H.264 (MP4) Codec.

5. Each entry must be submitted "as aired." **NO** additional audio or video elements or treatments may be used. However, if applicable, supporting displays may be added to any "video" entries if applicable.

6. Any entry exceeding the set time limit for its category will automatically be disqualified.

7. **The 2024 Golden Matrix Awards Entry Deadline is April 30 at 11:59 pm MDT. NO LATE ENTRIES WILL BE ACCEPTED!** The system will automatically prevent entry submission after the deadline.

8. Only Active IDEA members in good standing are eligible to participate. If you have not yet paid your 2024 membership dues, please do so before entering. Click here to renew. Please note that the primary contact for your organization must log in to renew your organizational membership. If you are not a current IDEA member organization and would like to join, please click here to join IDEA.

9. The GMA entry fee is $125.00 per entry. All IDEA Active members (team/venue) in good standing are eligible to submit TWO entries per category (unless noted otherwise).

10. Teams will be required to recuse themselves from voting for their own submission. Finalists in their respective categories will be prohibited from voting in that specific category.

Failure to comply with all the above entry regulations may result in disqualification of the entry, at the discretion of the IDEA GMA Committee. No refunds will be given.

2024 Categories

Best Display Presentation (Formerly Best Supporting Displays)
time limit: 3 minutes*

An overall sample of how you implement content on all your displays. Emphasis is placed on the implementation of your supporting displays, including fascias, halos, projections, pyro/special effects, concourse, and exterior displays as they appear on a daily, or event-to-event basis. You may include samples of your primary video display for the purposes of showcasing how it is programmed in conjunction with the secondary displays. All shots of the main board must be from a camera's views/audience perspective – absolutely no "full screen or live feed video" is allowed.

Must include multiple examples.

No video and/or audio enhancements 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. Do not include a slate.

*Only one submission per organization is allowed.

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 with player and/or crowd pump-ups. Do not include interactive features, mascot videos, show opens, or music videos in this category. Must have aired on the venue's display system. Do not include a slate.

*Feature must be shown at least once in its entirety and then multiple examples/excerpts may be shown afterward. Live footage is permitted to show context. 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, regardless of if the content changed from game to game or event to event. Examples can include code of conduct videos, player features, public service announcements, and non-promotional features. Do not enter interactive features, live performances, mascot videos, or music videos in this category. Live footage in no permitted. Must have aired on the venue's display system. Do not include a slate.

*Feature must be shown at least once in its entirety and then multiple examples/excerpts may be shown afterward. 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, or another interactive production with its ability to involve the audience. Your entry may include any combination of live coverage and/or pre-produced elements. Must have aired on the venue's display system. Do not include a slate.

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

Best Live Performance
time limit: 4 minutes

This category recognizes the excellence in production of a <u>singular</u> live performance by an artist or entertainment group within the same game/event. Emphasis should be placed on the execution of the video board/live feed. For context purposes, an establishing wide shot may be used. No video effects may be added to your entry. A dip to black may be used between segments. Video and audio must be included as it originally aired. Do not submit interactive features or live performances highlighted in other individual categories. Please reference the "Best Mascot Feature" category description for live skits featuring mascots. A compilation of different performances from multiple events will be automatically disqualified. Must have aired on the venue's display system. Do not include a slate.

Best Mascot Feature

time limit: 3 minutes*

This category showcases your organization's best pre-produced video or a single live skit 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 are entered here. Must have aired on the venue's display system. Do not include a slate.

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

Best Music Video

time limit: 3 minutes

This category recognizes excellence in pre-produced videos 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, hype videos, special occasion videos, mascot videos, or tribute videos in this category. A compilation will not be accepted. Must have aired on the venue's display system. Do not include slate.

Best Overall Production

time limit: 5 minutes*

An overview of your best programming for the year on your primary and secondary video displays. Content must be submitted as it appeared on a daily, or event-to-event on the venue's display system.

All entries MUST include at least ONE (1) example of EACH of the following:
1. Live camera work
2. PA announcer
3. Show open
4. Stats
5. Replays
6. Scoring sequence
7. Sponsor feature.
   You may also include crowd prompts, entertainment groups, and other productions. IDEA members will have this checklist when judging submissions. Entries that do not meet the requirements will be disqualified.

No video or audio enhancements/effects may be added to your entry; however, a dip to black may be included between segments. Video and audio must be included as it originally aired. Do not include features in their entirety. Do not include a slate.

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

*Only one submission per organization is allowed.

Best Promotional Videos

time limit: 2 minutes*

This category honors the best promotional pre-produced videos. This category is designed to promote an organizational brand or the purchase of goods/services, tickets, etc. Mascots may be featured as long as it meets the criteria mentioned within this category. No live footage permitted. Must have aired on the venue's display system. Do not include a slate.

*Feature must be shown at least once in its entirety and then multiple examples/excerpts may be shown afterwards 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. Live coverage is permitted with no restriction. A compilation of multiple opens from multiple events will automatically be disqualified. Must have aired on the venue's display system. Do not include a slate.

Best Special Occasion Video
time limit: 5 minutes*

This category is designed to feature a singular special occasion video created for <u>one specific event</u>. Tribute videos commemorating team personnel, players, coaches, or team achievements should NOT be submitted in this category (see Best Tribute Video). For compilation videos please see Best Theme Game Production. No video or audio effects may be added to your entry; however, a dip to black may be included between segments. Video and audio must be included as it originally aired on the venue's display system. Do not include a slate.

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

Best Theme Game Production (new category for 2024)
time limit: 3 minutes*

This category is designed to feature an overall compilation of a singular theme. Emphasis should be placed on how the theme game was creatively executed throughout the same themed event(s). Examples include but are not limited to Promotional Theme Nights, Kids' Days, Jersey Nights, Special Occasions, and Tribute Nights. Content must be submitted as it appears on a daily or event-to-event basis throughout the year on the venue's display system. Live footage is permitted.

Must include multiple examples of the singular theme.

No video or audio effects may be added to your entry; however, a dip to black may be included between segments. Video and audio must be included as they originally aired. Do not include features in their entirety. Do not include a slate.

Best Tribute Video
time limit: 5 minutes*

This category is designed to feature a singular tribute video. Examples include, but are not limited to, player retirements, career milestones, hall-of-fame inductions, overall team achievements, etc. For compilation videos, please see Best Theme Night Production. No video or audio effects may be added to your entry; however, a dip to black may be included between segments of the same video. Video and audio must be included as it originally aired on the venue's display system. Do not include a slate.

* Entries in this category may include a maximum of TWO minutes of live coverage to show context. The total running time of the entry may not exceed FIVE minutes.

Partner Awards

In addition to recognizing the production quality of our Active members, IDEA also recognizes the achievements and contributions of our Corporate Partners. Nominations are accepted from any currently Active member and voted on during first round judging to determine the finalists who are presented during final round judging. Nominations and selections coincide with the Production Awards timeline:

> **Nominations open (online only):** April 1 at 12:00 pm MDT
> **Nomination deadline (online only)**: April 30 at 11:59 pm MDT
> **First Round Judging opens (online only)**: May 15 at 12:00 pm MDT
> **First Round Judging closes (online only):** June 1 at 11:59 MDT
> **Finalists announced**: Beginning June 10 (subject to change)
> **Final Round and Best Overall Production by Sport Judging opens (online only)**: June 12 at 12:00 pm MDT
> **Final Round and Best Overall Production by Sport Judging closes (online only):** June 30 at 11:59 MDT
> **IDEA Awards Gala**: July 17 in St Louis

Partner Community Award

This award recognizes IDEA partners for outstanding service and support of IDEA as an organization as well as individual Active team members, individuals, and even other partners. Mentorship of others in the game presentation and production community, unsolicited collaboration, contributions beyond the business side, and overall dedication to the industry should be considered in these nominations.

Partner Innovation Award

This award recognizes IDEA Partners" innovation in the Game Presentation and Production space. Active members should nominate Partners they feel have contributed to advancing technology or outstanding creative achievement in the industry.

Frequently Asked Questions

GMA FAQs

When is the deadline for GMA submissions?
April 30, 2024, 11:59:59 MST

Can I have an extension to enter my submission?
Submissions open on April 1, 2024, and close on April 30, 2024. Extensions will not be granted.

How much is it per submission?
The cost is $125 per submission. (Limit: Two submissions per category unless noted)

Does the submission have to be played in-venue to be eligible?
To be eligible, all entries must have appeared on a venue's display system between May 1, 2023 - April 30, 2024.

Do I need to add a slate to the start of the submission?
Slates are strongly discouraged. If a slate is added, it will not count against the video's time limit.

I have a video I'd like to submit, but I'm unsure which category it fits. What should I do?
Please send your videos in question along with how and when they played to the GMA committee via email (gma@ideaontheweb.org) with ample time prior to the deadline and they will be happy to make suggestions. (The GMA committee is not responsible for late submissions.)

What is the difference between BEST INTERACTIVE FEATURE and BEST IN-GAME FEATURE?
BEST INTERACTIVE FEATURE showcases the ability to engage the audience and get them involved by playing along.
BEST IN-GAME FEATURE showcases your best pre-produced in-game feature without audience involvement.

What is the difference between BEST INTERACTIVE FEATURE AND BEST HYPE VIDEO?
BEST HYPE VIDEO showcases a video that empowers the crowd and hypes them up.
BEST INTERACTIVE FEATURE showcases the ability to engage the audience and get them involved by playing along.

Can I make an edit to my video after it aired?
All submissions must be as originally aired. Only a dip to black may be used to allow for time constraints. (Establishing wide shots may be used for context.)

Is the time limit and live footage length strongly enforced?
All submissions must adhere to the 2024 GMA guidelines including time limits and live footage cap. Any submission over the time limit will be disqualified. Any submission that showcases live footage longer than the category dictates will be disqualified.

VOTING FAQs

How can I sign up to be a first-round judge?
Complete the online application by [clicking here](#).

How can I vote for more categories that are not assigned to my organization?
Make sure to vote on all categories assigned to you and reach out to the IDEA office (info@ideaontheweb.org) or GMA committee (gma@ideaontheweb.org) to unlock more categories to vote on.

What if I come across a video that is in violation of a rule?
If you feel that you've come across a video that is in violation, please submit your concerns in the comment box and judge the entry as is. The GMA Committee will review all comments.

Can I judge/vote on my own submission?
No. Organizations must refrain from voting on their own submissions. Finalists will be prohibited from voting within that specific category.

Will there be dedicated time to GMA viewing/voting in person at the conference?
*No. All viewing and voting, **except the Best Overall Production award**, will be done online prior to attending the conference.*