

Important Dates

Entries open (online only): April 1st at 12:00 pm MDT

Entry deadline (online only): April 30th at 11:59 pm MDT

Deadline to register as First Round Judge: April 30th at 11:59 pm MDT

First Round Voting opens (online only): May 5th at 12:00 pm MDT

First Round Voting closes: June 8th at 11:59 pm MDT

Category Finalists announced: Beginning June 16th (subject to change)

Final Round & Best Overall Production by Sport (Round 1) Voting opens (online only): June 18th at 12:00 pm MDT

Final Round & Best Overall Production by Sport (Round 1) Voting closes: June 29th at 11:59 pm MDT

Best Overall Production by Sport Finalists announced: July 2nd

Best Overall Production by Sport (Round 2) Voting : July 2nd

Best Overall Production by Sport (Round 2) Voting closes : July 11th

Best Overall Production (All Sports) Voting: July 14-15th in Boston, MA

IDEA Awards Gala: July 16th in Boston, MA

Support

If you have any questions on the entry process, please contact the GMA Committee by email to gma@ideontheweb.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, 2024 – April 30, 2025.**

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, cablecast, or broadcast applications.

2025 Entry Preparation & Rules

All entries will be submitted online and voted upon, via **GMA CENTRAL**. 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 Production” or “Best Display Presentation” or “Best Theme Night Production” categories. There is a maximum limit of TWO entries per category (unless noted otherwise). 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 a minimum of 50% new 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. Each entry must be submitted "as aired". **NO** additional audio or video elements or enhancements may be used. However, if applicable, supporting displays may be added to any "video" entry.

5. Any entry exceeding the set time limit for its category be blocked from entering

6. The 2025 Golden Matrix Awards Entry Deadline is April 30th at 11:59 pm MDT.

NO LATE ENTRIES WILL BE ACCEPTED! The system will automatically prevent entry submission after the deadline.

7. Only Active IDEA members in good standing are eligible to participate. If you have not yet paid your 2025 membership dues, please do so before entering. [Click here to renew](#). If you are not a current IDEA member organization and would like to join, please [click here for the membership application](#).

8. 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).

9. Organizations should not vote on their own submissions. Finalists in their respective category 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.

2025 Categories

Best Display Presentation (formerly Best Supporting Displays)

time limit: 3 minutes*

An overall sample of how content is executed on a venue's displays. Emphasis is placed on the implementation of supporting displays including fascias, halos, projections, pyro/special effects, concourse, and exterior displays as it appears 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 view/audience perspective – absolutely no "full screen or live feed video" is allowed.

Must include multiple examples.

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

*Only 1 submission per organization allowed.

Best Hype Video

time limit: 2 minutes*

This category showcases a video whose primary purpose is to hype up the crowd. This may include a call to action with player and/or crowd pump-ups. Do not enter 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 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 is not 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 singular 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 or enhancements 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 "Best Mascot Feature" category description for live skits featuring mascots. A compilation of different performances from multiple events will automatically be disqualified. Must have aired on the venue's display system. Do not include a slate.

Best Mascot Feature (formerly Best Mascot Video)

time limit: 3 minutes*

This category showcases your organization's best pre-produced video or a single live skit featuring a mascot or mascots. Qualified entries should include videos/skits where the mascot is the central character and primary focus of the piece. While mascots may appear in entries for other categories, submissions in Best Mascot Video should center on Mascot Entertainment and not be peripheral to the story. 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 Music Video

time limit: 3 minutes

This category recognizes excellence in pre-produced videos that have been edited to music, and where music is central to the creative impact of the piece. Live footage is not permitted. Do not enter show opens, hype videos, special occasions, 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 a 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 voting on 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 vote-getter in each of IDEA's eight subdivisions (Alternative Productions, Baseball, Basketball, Football, Hockey, Minor League, Soccer, and University). These eight 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.

For Alternative productions only, such as but not limited to auto racing, rodeo, skating and golf should compile their best overall elements and include examples of the same criteria listed above when applicable, understanding that some alternative productions might not utilize all of these elements

*Only 1 submission per organization 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 one specific event. 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 the 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

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 night 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 and 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. 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 not limited to; player retirements, career milestones, hall-of-fame inductions, and overall team achievements, etc. For compilation videos please see Best Theme Night Compilation. No video and 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.

GMA FAQs

When is the deadline for GMA submissions?

April 30, 2025, 11:59:59 pm MDT

Can I have an extension to enter my submission?

Submissions open on April 1, 2025, and close on April 30, 2025.

How much is it per submission?

The cost is \$125 per submission. (two 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, 2024- April 30, 2025.

Do I need to add a slate to the start of the submission?

Slates are strongly discouraged.

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 2025 GMA guidelines including time limits and live footage cap. Any submission over the time limit will be blocked from entering. 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 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 submission. 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 Best Overall Production will be done online prior to attending the conference.