

# MEET THE SHORTLIST FOR:

## BEST RIGHTS HOLDER / GOVERNING BODY / TEAM / SPONSOR OF THE YEAR

### MITEL, MAJOR LEAGUE BASEBALL

In 2018 Mitel partnered with Major League Baseball to improve on and off-field communications technology. As a global leader in business communications, Mitel powers more than two billion connections each day. This partnership transformed all 30 club's platforms for dugout, bullpen, video review and press box communications into a common, unified system.



### NASCAR, OMNIGON

NASCAR and OMNIGON have been engaged in a multi-year deal to consult, innovate, design and develop digital products and platforms. Both have been working together since 2012 with over six million app downloads since launch. To attract younger audiences, NASCAR has spent considerable time exploring integration with Alexa, mid-race polls (using ProSuite), Apple Watch app, and several AR experiences.



### POWERBOAT P1, PANTHER RACE BOAT UPGRADE

Powerboat P1 is the world's leading marine motorsport brand, having promoted more than 600 races, in 18 countries, on four continents since 2003. It holds the global rights for the P1 Grand Prix of the Sea events which are free to watch, and the television coverage is broadcast in more than 150 countries.



### THE R&A, MODERNISING THE RULES OF GOLF

Supporting the modernization of the Rules of Golf, The R&A needed to update its entire suite of digital products. The aim was to distribute the Rules, educate golfers and support golf administrators across countries. Designed with ease-of-use and user needs in mind, several solutions were combined to create a suite of digital tools that deliver engaging Rules content.



### THE OCEAN RACE, SOUTHERN OCEAN RAW

The Ocean Race is the world's toughest race, covering 45,000 nautical miles, four oceans, stopping at 12 cities in six continents, over nine months. The core objective of the 2017-18 race was to deliver compelling multi-media content, 24/7 and beam out live pictures from the Southern Ocean for the first time, delivering content from drone to boat.

[SEE PRODUCT VIDEO](#)



### WINNERS FDD, UEFA GROW IT MATURITY MATRIX

Winners is a CRM, data and technology consultancy working to create actionable insights and generate targeted engagement with stakeholders. Its UEFA GROW IT Maturity Matrix audited technology, systems and processes used by UEFA's 55 members to support "Football Federation of the Future" development, where technology will be fundamental to the sport.

