

Sports Fans Choice Awards



The Sports Fans Choice Awards are best described as a local version of the ESPYs.

Similar in format to the Academy Awards and the Grammys, the Sports Fans Choice Awards recognizes outstanding individual and team achievements, both on and off the field, and memorable performances in the world of sports during the previous year. On a market by market basis, the awards are voted on by everyday sports fans at retail and via print and electronic media.

The Sports Fans Choice Awards are entering their 22nd year. From early beginnings in Chicago, The Sports Fans Choice Awards have grown and are now being produced in 8 cities, including Chicago - - 10th year in LA, 8th year in Denver, 8th year in Philly, 7th year in Detroit, 4rd year in Boston, and successful launches in Phoenix and Dallas in 2009 (Atlanta, New York, DC and Pittsburgh are next target markets).

In each market, extensive media and voting campaigns take place, along with retail and consumer promotions for "Hometown Hero," "Rising Star," "MVP," "Junior Achievement," and special "Legend" or "Team" awards that are presented.

All events include a "VIP Red Carpet" cocktail hour, and experiential "Meet & Greet" opportunities, and webcast or TV telecasts. A charitable component is tied into each show/event, which is perfect for rewarding customers, employees, and promotional contest winners.

NEW FOR 2010: In each Sports Fans Choice Awards market, a "Celebrity/Charity POKER and/or BOWLING event shall be added, in order to provide more value and entertainment opportunities to our Sponsor Family.

Company History

The Shipon Group specializes in sponsorship creation, strategic alliances, endorsements, sales, marketing, and management for major entertainment, cultural and sporting events, venues, team and touring properties. From plan, to sale, to implementation and recap, The Shipon Group will both create and manage sponsorship sales and development for its clients.

President Eric Shipon, often recognized as one of the most innovative, respected and creative forces in this niche industry of "Sponsorship," has been developing his relationship-driven rolodex, which includes local, national and international clients since 1991.

Contact Information

Eric Shipon

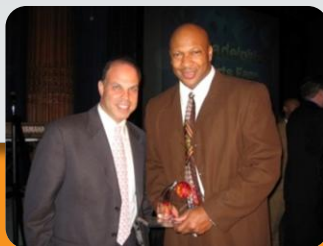
The Shipon Group

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Calendar of Events

January, 2010

January 16, L.A. Sports Fans Choice Awards, 10th Anniversary – [CLICK ON LINK FOR MOER INFO](#)

February, 2010

February 4 thru 7, SUPER BOWL WEEKEND, MIAMI, FLORIDA – [CLICK ON LINK FOR MORE INFO](#)

- Thursday, February 4: Celebrity Golf Pro-Am
- Friday, February 5, 1-4 PM: “Stars vs. Studs Battle at the Beach,” Peacock Park in Coconut Grove
- Friday, February 5, 7-9 PM: “Celebrity Bowl with a Pro”
- Saturday, February 6, 1-4 PM: “Celebrity Flag Football Challenge,” Peacock Park in Coconut Grove
- Saturday, February 6, 7-10 M: “Celebrity Poker,” Hard Rock Café

February 12 thru 14, NBA ALL-STAR WEEKEND

- Friday Night: “Celebrity Poker”
- Saturday afternoon: “Celebrity Bowl-A-thon”
- Saturday Evening: “NBA Slam Dunk Contest and VIP Party” – Suite for Clients

March, 2010

March 2, Celebrity Poker, Los Angeles

March 16, Celebrity Poker, New York



April, 2010

April 3 thru 5, FINAL FOUR, INDIANAPOLIS, IN: “Celebrity Poker” (includes tourney strips of tix)

April 8, Celebrity Bowl-A-Thon, Detroit (or Chicago), or both

April 16 thru 18, TAE BO WEEKEND CHALLENGE EVENT

April 26, Celebrity Golf, New York

May, 2010

May 4, Celebrity Poker, Boston

May 10, Denver Sports Fans Choice Awards

May 17, Celebrity Pro-Am Golf, New York

[CHECK HERE FOR JUNE-DECEMBER, 2010 EVENTS.....](#)

