

NDSU Wrestling Finalist for Best of Brand Gold Standard Award, Better Than Good Graphic!

[12 Finalists Announced for Prestigious Best of Brand Gold Standard Award in College Division](#)

[College Better Than Good Graphic!: 16 Programs Named Finalist for Prestigious Award](#)

ANACORTES, Wash. – The National Wrestling Coaches Association (NWCA), in coordination with Elite Level Sport Marketing (ELSM), has named North Dakota State University as one of 12 finalists for the 2016-17 Best of Brand Gold Standard Award.

The other finalists chosen by a committee include: Campbell, Illinois, JWU, Michigan, Missouri, Northern Iowa, Northwestern, Oklahoma State, Penn, South Dakota State, and Wisconsin.

“The programs in this category represent the best of the best in social media marketing in college wrestling,” said ELSM CEO Coyte Cooper. “They are so proactive with their approach and have done some unique things to grow our sport this year.”

The NDSU multimedia, athletic communications and marketing staffs collaborated to create video packages including highlights, features and interviews, along with eye-catching graphics to supplement the consistent daily and weekly coverage of the Bison wrestling program.

Each year, the Gold Standard Award is given to the program that best exhibits excellence through social media and marketing. All 12 of these schools have shown innovation and creativity in their ability to promote themselves and help grow the sport of wrestling as a whole. Their content as well as their fan engagement has allowed these programs to stand out from the rest of the field.

“The level of competition in this category is truly remarkable,” said NWCA Executive Director Mike Moyer. “It get stronger each year and we commend all the programs involved in the Best of Brand Awards this year.”

The Gold Standard category falls under the Annual Achievement umbrella of the Best of Brand Awards, which recognizes wrestling programs that use social media successfully to market themselves over the course of the season. Also included under the umbrella of awards are the Top Newcomer and Masterful Mission categories.

The Best of Brand Awards program is an initiative designed to honor wrestling programs for their investment in marketing. By honoring college programs, the awards are designed to grow the sport at all levels.

For more information on the Best of Brand Awards and past winners, visit the National Wrestling Coaches Association (NWCA) website at <http://www.nwcaonline.com/nwcawebsite/best-of-brand-awards>.

In addition, North Dakota State is one of 16 finalists for the “Better than Good Graphic!” for programs which created graphics to build their team’s brand in a unique manner. The overall winner and Top 3 for this award will be announced in August at the NWCA Convention in Daytona Beach, Fla.

NDSU submitted Josh Rodriguez’ graphic for reaching 100 Wins created by NDSU multimedia coordinator Rvan Nelson.

The other finalists for the "Better than Good Graphic" category include: Air Force, Campbell, Campbellsville, Purdue, Chadron State College, JWU, Lindsey Wilson College, Missouri, NC State, North Dakota State, Princeton, SDSU, Illinois, Maryland, UNC, and Wheeling Jesuit.

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