



**VON BRAUN CENTER EARNS TWO GOLD MARCOM
AWARDS WITH RED SAGE COMMUNICATIONS**

Campaign Spotlights VBC's 50th Anniversary, Community Legacy

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Huntsville, Ala. (January 13, 2025) – The Von Braun Center (VBC) receives two Gold MarCom Awards in partnership with Red Sage Communications for the VBC's 50th Anniversary Campaign. The two categories include "Marketing/Promotion Campaign – Branding" and "Marketing/Promotion Campaign – Integrated Marketing."

"Celebrating 50 years of the Von Braun Center being our community's place through time has been a wonderful creative journey," said Samantha Nielsen, VBC Director of Marketing and Public Relations. "Having Red Sage as a partner ensured we have an elevated campaign design and marketing plan that resonates with our fans and stakeholders. The partnership between our two organizations has made this multi-year celebration a manageable creative project!"

The MarCom Awards, unveiled in late 2024, recognize global excellence in marketing and communication. Sponsored by the Association of Marketing and Communication Professionals (AMCP), MarCom entries go through a rigorous evaluation. Thousands of entries are received annually. Only a fraction win Gold recognition for quality and results.

"We are thrilled to share top accolades with our Von Braun Center partners," said Sarah Macaluso, Vice President of Client Experience & Strategy. "This campaign reminds us all of the special role the VBC plays in our lives - one it will continue to play through the ages. We are lucky to have a venue of this caliber regionally."

For 50 years, Huntsville's "VBC" has served as a premier destination, driving community connections across all demographics while contributing to economic vitality. The venue hosts a diverse mix of concerts, sporting events, performances, exhibits, conferences and more.

The Anniversary Campaign, themed "*Your Place Through Time*," incorporated custom branding, advertising, content and social marketing, video spotlights, on-site experiences, installations, custom merchandise and more.

The VBC officially turns 50 on March 14, 2025 and looks forward to continuing the celebration with even more special events and promotions through March 2026. For more information on the anniversary, visit the www.vonbrauncenter.com.

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About Von Braun Center

For nearly 50 years, the Von Braun Center has been a space for people to gather and create shared experiences. As a multi-purpose facility located in downtown Huntsville, Alabama, the VBC offers multiple venues for presenting cultural, educational, entertainment, sporting and social events. Venue spaces include the Propst Arena, Mark C. Smith Concert Hall, The Playhouse, Mars Music Hall, South Hall, East Hall, and Saturn Ballroom. Additionally, the VBC has an on-site restaurant and rooftop bar – Rhythm on Monroe. With over 170,000 square feet of flexible meeting space, the VBC accommodates events of all types and sizes. As technology evolves, the Von Braun Center continues to bring people together for in-person moments.

About Red Sage Communications

North Alabama-headquartered Red Sage Communications, Inc. is one of the nation's leading fully-integrated agencies in destination, attraction, and place marketing. Red Sage specializes in building audience loyalty for brands, driving revenue, tourism engagement, economic development, and talent attraction. Top Ranked by Business Alabama Magazine in both Advertising and Public Relations, Red Sage is also a Google Partner agency. Connect with us and more about Red Sage at www.redsageonline.com.