

Special Recognition Award



Bernard Sandoval

Bernard Sandoval is founder and president of SANDIA Advertising in Colorado Springs — a strategy, advertising, design and digital firm that provides creative answers to business challenges.

Over his 30-year career, Sandoval has worked with U.S. Figure Skating, USA Hockey, USA Basketball, USA Cycling, USA Wrestling, and numerous regional and international sporting events. He has donated thousands of hours to local organizations and played a major role in crafting visual identities for the Colorado Springs Sports Corporation, The Broadmoor World Arena, Central Bancorp, Flying Horse and Olympic City USA.

In 2008, Sandoval spearheaded the "Olympic City USA" concept as a branding vehicle for Colorado Springs, tying our metro region to the Olympic brand and its themes of excellence, patriotism and aspiration. "Olympic City USA" has now been adopted as the official moniker of the city and has been enthusiastically embraced by the city, USOC leadership and the Colorado Springs Olympic Family. Sandoval was honored by Mayor John Suthers with the Spirit of the Springs Award for championing this effort.

In his distinguished career, Sandoval has won more than 100 awards for excellence in marketing and design.