

Hollard. SPORT INDUSTRY AWARDS 2023

EVENT OF THE YEAR

WHO SHOULD ENTER?

This award is open to any standalone sports event – either live and person or undertaken virtually – with elite athletes, which may or may not form part of a wider league or series of events. Entrants could be i) a tournament ii) a standalone fixture (e.g a match, race, fight or more) or iii) single or multisport events. Entrants may also be virtual experiences where athletes compete online or via digital means, including esports, remote elite competition (e.g cycling) or remote mass participation.

ABOUT THIS CATEGORY

- The event must be based in the South Africa, or the core delivery team must be from a South African-based organisation.
 - Mass participation events that have also positively contributed to keeping a group of people active should also consider entering the Active & Wellbeing Award
 - Event of the Year will be judged on performance between 31st August 2022 and 30th September 2023
 - The entire Judging Process is fully overseen by our independent auditors, and all information submitted is kept strictly confidential.
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JUDGING CRITERIA

Judges will assess entries in this category with particular attention to the points below:

- An event (virtual or otherwise) that has, where relevant, generated significant awareness for the rights holder and key stakeholders.
 - An event that can prove its commercial success, relevant to the circumstances in which it was delivered.
 - Excellent stakeholder experience, including athletes, spectators, commercial partners and media
 - Demonstration of a high-quality sporting product, where appropriate
 - Evidence of innovation in strategy and/or execution
 - Where relevant, evidence of optimal venue or digital platform selection and usage
 - Adherence to a budget proportional to delivering an effective end product
 - Demonstration of year-on-year growth, both commercially and through attendance and/or participation, if appropriate
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ENTRY FORM QUESTIONS

ADDITIONAL ENTRY DETAILS

Should this entry progress through judging, the details below will be used on the Official Shortlist. This is the **only** information that will be shared beyond the Judging Panel.

TITLE (Name of the event, campaign, brand, sponsorship, agency)

PROFILE (maximum 150 words)

ENTRY FORM

The information below will remain **strictly confidential**.

ELEVATOR PITCH (maximum 150 words)

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

TOTAL SPEND

TOTAL SPEND COMMENTS (maximum 100 words)

ADDITIONAL FINANCIAL INFORMATION (maximum 100 words)

BUSINESS IMPACT (maximum 100 words)

SOURCES (optional)