

Hollard. SPORT INDUSTRY AWARDS 2023

EVENT OR COMPETITION SPONSORSHIP AWARD

WHO SHOULD ENTER?

This award is open to any sponsorship, partnership or any support within an official capacity of an event, competition or league.

ABOUT THIS CATEGORY

- The partnership should demonstrate a synergy between the event and the brand that ultimately benefits both sides of the partnership.
 - The sponsorship must be specific to the event or competition and not solely sponsorship of the broadcast coverage of the event.
 - The sponsorship activity must be delivered from the South Africa or – if multiple organisations are involved with the sponsorship – the rights-holder, the lead delivery partner or agency must be South Africa-based. However, information submitted does not necessarily have to relate to work undertaken within South Africa.
 - The Event or Competition Sponsorship Award will be judged on performance between 31st August 2022 and 30th September 2023.
 - The entire judging process is fully overseen by our independent auditorss, 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:

- Evidence of the sponsorship successfully reaching its target audience.
 - Evidence of synergy between the event or competition and brand, which is beneficial to both sides.
 - Evidence that the sponsorship has enhanced the event or competition.
 - Evidence that the sponsorship has enhanced the brand's core business and/or values.
 - A partnership and/or campaign that has delivered against set objectives and demonstrates considerable business impact.
 - A budget that is proportional to delivering an effective sponsorship.
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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)

CREDIT (Please list any organisations that should be credited in your entry)

PROFILE (maximum 150 words)

ENTRY FORM

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

ELEVATOR PITCH: WHY DOES YOUR ENTRY DESERVE TO WIN THIS AWARD? (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)