

Hollard.

SPORT INDUSTRY AWARDS 2023

TECH INNOVATION AWARD

WHO SHOULD ENTER?

This award is open to any organisation that is breaking barriers through progressive thought, invention, innovation or any use of existing or new technologies in their area of the sports industry.

ABOUT THIS CATEGORY

- Entrants must demonstrate they are on the cutting edge and redefining their area of sport or using their position in sport to create innovative solutions and advancement, either within sport or outside of the industry.
 - Entrants may have brought a new technological innovation to the market or could be using an existing technology applied in an innovative way.
 - Entrants may be diverse in their respective fields, but all shortlisted entries will be pushing the boundaries within the sport industry.
 - The Tech Innovation of the Year award is celebrating the application of innovation and progressive thought and it is not essential for the entry organisation to have created any new proprietary technology, therefore entrants may be organisations displaying an innovative use of third-party technology or services.
 - The work submitted must be used in South Africa or the Rest of Africa or developed by a South African or African organisation for use in offshore markets.
 - 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 following:

- Evidence of innovation, original thought, or agility to solve problems and find solutions outside of regular business.
 - Evidence of a well-executed, relevant and successful strategy in bringing new technology to market or innovative application of existing technology.
 - Work that challenges convention and has the potential to positively change the sport industry or any other industry.
 - Where appropriate, effective use of new technologies and/or innovative use of existing technology.
 - Evidence of how the technology has made an impact on consumers/target audience.
 - Effective use of budget to deliver targets
 - Delivery of the stated objectives of the innovation
 - This category will be judged on work completed between 31st August 2022 and 30th September 2023.
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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. In addition to any submitted imagery or video content, this the only information that will be shared beyond the Judging Panel.

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

CREDIT (PLEASE LIST ANY ORGANISATIONS THAT SHOULD BE CREDITED IN YOUR ENTRY)

EXECUTIVE SUMMARY (maximum 150 words)

ENTRY FORM

The information below will remain strictly confidential.

TOTAL SPEND (maximum 100 words)

OVERVIEW (maximum 100 words)

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

BUSINESS IMPACT (maximum 100 words)

SOURCES (optional)