

Hollard. SPORT INDUSTRY AWARDS 2023

SPORT ORGANISATION OF THE YEAR

WHO SHOULD ENTER?

This award is open to any sport organisation that oversees a sport or sports property - likely a rights holder or member organisation – that is proud of a successful year.

ABOUT THIS CATEGORY

- This award recognises the overall performance of the sport organisation during the assessed period and entrants who wish to focus on a specific event should consider **Event of the Year**
 - The sport organisation should demonstrate a position of leadership within the sport industry and the community it serves.
 - Entrants could be i) national governing bodies or international federations ii) clubs or teams iii) leagues or championships iv) venues or stadia.
 - Entrants should be able to provide tangible results from grassroots to elite if appropriate, as well as commercial success against budget and objectives.
 - The sport organisation should be based in South Africa or the Rest of Africa.
 - 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:

- Evidence of effective leadership on key issues concerning the sport or sports property including a strong commitment to integrity
 - Evidence of a tangible, positive difference to the positioning and perception of the sport and/or sports property in the eyes of the target market
 - A proven increase in participation, member/fan engagement and/or public interest in the sport or sports property.
 - As appropriate, evidence of sporting success or improvement to the quality of the sport product and/or its delivery
 - Evidence of commercial growth
 - Demonstration of initiative and creativity in expanding its reach and audience, where appropriate
 - Effective event delivery and a tangible commitment to the needs of the fan and athlete
 - 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. This is 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**.

ELEVATOR PITCH:

WHY DOES YOU DESERVE TO WIN THIS AWARD? (maximum 150 words)

OUTLINE YOUR FINANCIAL STRUCTURE (maximum 150 words)

LEADERSHIP

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

PERFORMANCE

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

COMMUNITY

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

SOURCES (optional)