

Hollard. SPORT INDUSTRY AWARDS 2023

TEAM OR INDIVIDUAL SPONSORSHIP OF THE YEAR

WHO SHOULD ENTER?

This award celebrates sponsorships between two organisations that deliver high-impact, multi-layered results.

ABOUT THIS CATEGORY

- Entries are open to any sponsorship, endorsement or any support of an event, competition, league, team or individual. It is also designed to include collaborations between two organisations without official designations, including knowledge or resource sharing.
 - The sponsorship should demonstrate a synergy between the two parties that ultimately benefits both parties.
 - It must be specific to the wider sponsorship, and not solely sponsorship of media coverage.
 - 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 the sponsorship successfully reaching its target audience
 - Evidence of synergy between the entrant and the sponsor, which is beneficial to both sides
 - An execution that portrays an authentic and credible relationship between the entrant and sponsor
 - Evidence that the sponsorship has enhanced the entrant's core business and/or values
 - A sponsorship and/or campaign that has delivered against set objectives and demonstrates considerable business impact
 - A budget that is proportional to delivering an effective sponsorship
 - This category will be judged on work completed between 1st December 2022 and 30th November 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.

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

PROFILE (maximum 150 words)

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ENTRY FORM

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

TOTAL SPEND

TOTAL SPEND COMMENTS (maximum 100 words)

OVERVIEW (maximum 100 words)

EXPLAIN HOW THE PARTNERSHIP WAS ABLE TO DELIVER BETTER RESULTS THAN WORKING IN ISOLATION (maximum 100 words)

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

BUSINESS IMPACT (maximum 100 words)

SUSTAINABILITY MEASURES (information provided will not affect your application in 2023 but will be a mandatory part of the entry process in 2024)

Do you have a sustainability (or equivalent) policy and plan? (Y/N)

If yes, what is/ are your main focus area(s)? This could be your sustainability mission or purpose statement. (maximum 50 words)

Do you have a Climate Action Plan or equivalent? I.e., where you measure, reduce and offset your carbon footprint. (Y/N)

Have you achieved any sustainability certifications? (e.g. BCorp, ISO20121, or equivalent) (maximum 25 words)

SOURCES (optional)