

# Hollard. SPORT INDUSTRY AWARDS 2023

## ACTIVE & WELLBEING AWARD

### WHO SHOULD ENTER?

This award is open to any organisation that has driven participants or a community to start, maintain or increase physical activity or mental wellbeing, either through a physical or digital experience. Entrants could be i) mass participation organisers that have held events in person or virtually ii) sports organisations promoting and encouraging the participation of a sport or activity iii) health or community organisations promoting or encouraging a healthy lifestyle or mental health best practice iv) brands encouraging a healthy lifestyle or mental health best practice v) individuals that have created initiatives to drive physical activity or mental health best practice.

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### ABOUT THIS CATEGORY

- The activity must be open to all competitors and not solely elite participants.
  - The activity should be either based or significantly active in South Africa or delivered by a South African based organisation.
  - If South Africa represents part of a global series of events, information can be submitted that relates to international events, but it must be clearly stated, and entrants should highlight South African activity and results.
  - If the activity was created solely online/virtually, it should have been aimed at, or increased activity within, a South African audience.
  - The Active & Wellbeing Award 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:

- Work that has encouraged participants to be active and lead a healthy lifestyle, either physically or mentally.
  - Work that has demonstrated a tangible commitment to serving the needs of the participant through excellent delivery and consumer experience – either in-person or digitally.
  - Work that has shown creativity and consistent high-quality in its delivery – either in-person or digitally.
  - Work that has adhered to a budget proportional to delivering an effective end product.
  - Demonstration of an appropriate number of active participants relevant to the objectives and budget.
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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)**

**EVENT/PROGRAMME/INITIATIVE OVERVIEW (maximum 100 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)**