

Hollard. SPORT INDUSTRY AWARDS 2023

THE AFRICAN EXCELLENCE (CROSS-BORDER) AWARD

WHO SHOULD ENTER?

This award is open to any organisation, anywhere in the continent, whose work uses a world-class creative approach and is something we can all admire. Entries can come from any size of organisation but must demonstrate creativity that wows and encourages the sport industry at large to think differently.

ABOUT THIS CATEGORY

- The African Excellence (Cross-border) Award was introduced in 2021 and celebrates the creativity of the sport industry on the African continent. (This award is reserved for non-South African activities)
 - Entries in this category come from a broad range of disciplines but are all marked by a commitment to creativity and excellence north of the borders of South Africa.
 - Entries in this category can include, but are not limited to, marketing campaigns, innovative partnership activations, ground-breaking events and industry-leading fan engagement from anywhere on the African continent (excluding South Africa).
 - The African Excellence (Cross-border) 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:

- Demonstration of originality within the work, helping it to stand out among its competitors and generate considerable positive sentiment
 - Delivery of an inspiring and authentic campaign, sponsorship or product that generated significant awareness within its target audience
 - The world-leading creativity of the work.
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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)

HOW DOES YOUR CREATIVE APPROACH MAKE THIS PIECE OF WORK STANDOUT ACROSS THE CONTINENT? (maximum 100 words)

OBJECTIVES (maximum 100 words)

EXECUTION (maximum 150 words)

RESULTS (maximum 150 words)

TOTAL SPEND

TOTAL SPEND COMMENTS (maximum 100 words)

BUSINESS IMPACT (maximum 100 words)

SOURCES (optional)