

# Hollard. SPORT INDUSTRY AWARDS 2023

## FAN ENGAGEMENT AWARD

### WHO SHOULD ENTER?

This award is open to any organisation that can demonstrate how it has successfully engaged with a fanbase. The engagement should highlight an ongoing engagement with the fans that can take place digitally, through physical experiences, or both.

---

### ABOUT THIS CATEGORY

- Fans can be defined as supporters of a team or individual, followers of a sport, league, competition, brand or organisation.
  - Organisations of all size and scale can enter this category but the organisation must demonstrate how its activities and the engagement created differentiates them from their competitors.
  - Entrants will not be judged on the size of the fan base; it is more important to highlight the engagement and scale of the group relevant to the space in which it operates.
  - The Fan Engagement 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.
- 

### JUDGING CRITERIA

Judges will assess entries in this category with particular attention to the points below:

- Delivery of an engaging and creative programme that appeals to and engages its target audience.
  - A campaign or programme that has generated significant awareness, positive sentiment or emotional impact within the fan group.
  - Evidence of measurable commercial impact.
  - Demonstrable metrics to highlight the depth of the engagement and/or growth.
  - Creative use of, where relevant, commercial partnerships or a specific campaign to broaden reach, engagement and/or business results against objectives.
  - Evidence of effective use of budget and, where appropriate, delivery of commercial revenue streams.
  - Differentiation from competitors, where possible.
-

# Hollard. SPORT INDUSTRY AWARDS 2023

## 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)**

**WHAT DEMONSTRABLE DIFFERENCE HAS THE PROGRAMME MADE TO THE FANS AND TO THE BUSINESS? (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)**