

SPORT INDUSTRY AWARDS 2026

CELEBRATING BRILLIANCE IN THE BUSINESS OF SPORT

Eligibility Period: Eligible work must have taken place between 1 January 2025 and 31 August 2026.

Entry Fee: R1 750 excluding VAT per entry, per category.

CATEGORY: AGENCY OF THE YEAR

WHO SHOULD ENTER

- This award is open to any agency with a significant focus on sport and a strong body of work that demonstrates consistent excellence across multiple clients.
- Agencies may operate across one or several disciplines, including marketing, sponsorship, communications, PR, digital, creative, experiential, content, strategy, media or other specialist services within the sport industry.

ABOUT THE CATEGORY

- Entrants do not need to be multi-service agencies.
- Agencies will be assessed relative to their specialist offering, scale and market.
- The agency must be based in South Africa or significantly active within the South African sport industry.
- Entries should demonstrate how the agency has progressed, adapted or developed during the eligibility period.
- Entrants should provide evidence of consistently high-quality work, strong client relationships, staff development and, where applicable, new business growth.
- Financial information submitted will remain strictly confidential.

JUDGING CRITERIA

50% – Quality of Work

- Creativity and quality of work relative to the agency's offering.
- Strategy, planning and implementation.
- Demonstrable results for clients.
- Evidence of how the agency differentiates itself from competitors.
- Contribution to innovation and progress within the sport industry.

35% – Quality of Business

- Financial performance and sustainability.
- Client retention and new business growth.
- Staff recruitment, development, retention and wellbeing.
- Business growth, adaptability and development.
- Agency culture and leadership.

15% – Transformation & Empowerment

- Demonstrable commitment to transformation and empowerment.
- Relevant B-BBEE performance.
- Development of talent and meaningful employment opportunities.
- Evidence of sustainable transformation initiatives and long-term plans.

AGENCY OF THE YEAR – PITCH TO JUDGES

As part of the Awards' judging process, each shortlisted agency in the **Agency of the Year** category will be invited to participate in a **40-minute pitching session** with the Agency of the Year Judges, Sub-Committee and the independent auditors. The session will take place online.

During the pitch, shortlisted agencies will be assessed against the same judging criteria used during the initial judging stage.

The 40-minute session should include:

- **Introductions - 5 minutes**
- **Agency Presentation - 20 minutes**, including:
 - Two additional examples of work that were not included in the original written submission
 - An overview of the agency's business performance
 - The agency's story, including how it has evolved, adapted and developed during the eligibility period
- **Judges' Questions - 5 minutes**
- **Agency Culture - 5 minutes**, including an introduction to the agency's people, culture and what differentiates it from competitors
- **Wrap-up - 5 minutes**

ENTRY FORM QUESTIONS

The information submitted will remain strictly confidential.

GROUP COMPANY (IF APPLICABLE)

ELEVATOR PITCH

- WHAT DO YOU DO? (maximum 50 words)
- WHAT MAKES YOU DIFFERENT FROM YOUR COMPETITORS? (maximum 150 words)
- WHY DO YOU DESERVE TO WIN THIS AWARD? (maximum 150 words)

AGENCY DETAILS

- DESCRIBE YOUR AGENCY STRUCTURE (maximum 150 words)
- CLIENT/LOGO RETENTION, GROWTH FROM NEW OR EXISTING CLIENTS AND
- EXPANSION INTO NEW INDUSTRY COHORTS (maximum 150 words)
- SCALE (max 50 words)
(please indicate turnover <R25m, R25-R50m, R50-R100m, R100m+)
- FINANCIAL HEALTH (maximum 100 words)
(Revenue growth, investment into expansion, financial sustainability)
- PROFITABILITY (maximum 50 words)
- HEADCOUNT, STAFF STRUCTURE, STAFF RECRUITMENT, DEVELOPMENT
(maximum 100 words)
(Revenue growth, investment into expansion, financial sustainability)
- EMPOWERMENT and TRANSFORMATION
 - a. Please submit you detailed BBBEE scorecard.
 - b. What other transformation initiatives did you undertake during the awards period.
 - c. What is your long-term transformation plan (5-years)

TELL US ABOUT YOUR WORK

(up to 3 submissions below or you can refer to entry submissions as an alternative to completing the below - a minimum of 3 in total are required)

EXAMPLE 1

- a. OBJECTIVES (maximum 100 words)
- b. EXECUTION (maximum 150 words)
- c. RESULTS (maximum 150 words)

EXAMPLE 2

- d. OBJECTIVES (maximum 100 words)
- e. EXECUTION (maximum 150 words)
- f. RESULTS (maximum 150 words)

EXAMPLE 3

- g. OBJECTIVES (maximum 100 words)
- h. EXECUTION (maximum 150 words)
- i. RESULTS (maximum 150 words)

OTHER

SOURCES (optional and not limited to)

- BBBEE Certificate
- High Level Financial Metrics
- Other support for the above

NOTE: the judging panel may request further information as part of the finalisation process