

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: FAN ENGAGEMENT AWARD

WHO SHOULD ENTER

- This award recognises organisations that have successfully built meaningful and sustained engagement with a fanbase.
- Fan engagement may take place digitally, through physical experiences or through a combination of channels.

ABOUT THE CATEGORY

- Fans may include supporters of a team or athlete, or followers of a sport, league, competition, brand or organisation.
- Organisations of all sizes are eligible.
- Entrants will **not** be judged simply on the size of their fanbase. The quality, depth and relevance of engagement are more important.
- Entries should demonstrate how the approach differentiates the organisation from its competitors or peers.

JUDGING CRITERIA

- Delivery of an engaging, relevant and creative fan engagement strategy or programme.
- Clear understanding of the target fanbase.
- Evidence of meaningful interaction and depth of engagement.
- Increased awareness, positive sentiment and/or emotional connection.
- Measurable growth and engagement metrics.
- Commercial impact, where relevant.
- Creative use of partnerships, platforms, technology or campaigns to broaden reach and deepen engagement.
- Effective use of budget and resources.
- Evidence of differentiation or innovation from competitors.

ENTRY FORM QUESTIONS

The information submitted will remain strictly confidential.

If your entry is shortlisted, the information provided in this section may be used for the Official Shortlist and related Awards communications. All other information submitted as part of your entry will remain confidential and will only be shared with the Judging Panel and independent auditors.

- **TITLE** (Name of the event, campaign, brand, sponsorship, agency)
- **PROFILE** (maximum 150 words)
- **ELEVATOR PITCH: WHY DOES YOUR ENTRY DESERVE TO WIN THIS AWARD?**
(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)
- **ADDITIONAL FINANCIAL INFORMATION** (maximum 100 words)
- **BUSINESS IMPACT** (maximum 100 words)
- **SOURCES/LINK** (optional)
Uploads limited to 20mb. Should you need to upload larger files, please upload them on a cloud drive (Google Drive) and include the link in the description section of the entry

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