

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: SOCIAL AND ENVIRONMENTAL IMPACT AWARD

WHO SHOULD ENTER

- This award recognises organisations using sport to deliver meaningful positive social and/or environmental impact.
- Entries may address community development, environmental sustainability, diversity and inclusion, education, accessibility, social development or other measurable societal outcomes.
- Eligible entrants include agencies, brands, broadcasters, events, governing bodies, leagues, rights holders, teams, venues and other organisations operating within or through sport.

ABOUT THE CATEGORY

- Entries may focus on one clearly defined social or environmental objective and are not required to address every aspect of sustainability.
- Initiatives may create impact within an organisation, its workforce, its consumers, a community, a sport or the wider industry.
- A community may be defined by sport, geography, society or organisation.
- The programme must have been active within South Africa. Regional or global activity may be included, provided South African work and results are clearly demonstrated.
- Entries will be judged on impact rather than the size of the organisation.

JUDGING CRITERIA

- Clearly defined social and/or environmental objectives.
- Evidence of meaningful and measurable impact.
- Creativity and innovation in addressing the identified challenge.
- Tangible benefits to communities, society, the environment and/or the organisation.
- Evidence that the initiative goes beyond standard or expected business practice.
- Effective collaboration with partners and stakeholders, where relevant.
- Transparent monitoring, measurement, reporting and evaluation.
- Evidence of sustainable or long-term impact.
- Positive commercial or organisational outcomes, where applicable.

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)
- **CREDIT** (Please list any organisations that should be credited in your entry)
- **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 SOCIETY AS WELL AS 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