

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: SPORT ORGANISATION OF THE YEAR

WHO SHOULD ENTER

- This award recognises the outstanding overall performance of an organisation responsible for delivering, managing or developing a sport or sports property.
- Eligible entrants may include national governing bodies, federations, clubs, teams, leagues, championships, venues and stadia.

ABOUT THE CATEGORY

- This category recognises the organisation's **overall performance**, rather than one specific event or campaign.
- Entrants should demonstrate leadership within the sport industry and the communities they serve.
- Organisations should provide evidence of sporting, participation, fan, organisational and commercial performance, where relevant.
- The organisation must be based in South Africa or elsewhere in Africa.

JUDGING CRITERIA

- Effective leadership, governance and integrity.
- Positive development of the sport or sports property.
- Improved positioning and perception among relevant audiences.
- Growth in participation, membership, fan engagement and/or public interest.
- Sporting success or improvement in the quality and delivery of the sporting product, where relevant.
- Commercial growth and financial sustainability.
- Innovation and creativity in expanding reach and audiences.
- Effective event and competition delivery, where applicable.
- Commitment to athletes, fans, members and communities.
- Demonstrable organisational impact and progress during the eligibility period.

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)
- **EXECUTIVE SUMMARY** (maximum 150 words)
- **ELEVATOR PITCH: WHY DOES YOUR ENTRY DESERVE TO WIN THIS AWARD?**
(maximum 150 words)
- **OUTLINE YOUR FINANCIAL STRUCTURE** (maximum 150 words)

LEADERSHIP

- **OBJECTIVES** (maximum 100 words)
- **EXECUTION** (maximum 150 words)
- **RESULTS** (maximum 150 words)

PERFORMANCE

- **OBJECTIVES** (maximum 100 words)
- **EXECUTION** (maximum 150 words)
- **RESULTS** (maximum 150 words)

COMMUNITY

- **OBJECTIVES** (maximum 100 words)
- **EXECUTION** (maximum 150 words)
- **RESULTS** (maximum 150 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.