

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: SPORTS PROMO OR ADVERT OF THE YEAR (Short-Form Audio-Visual Content)

WHO SHOULD ENTER

- This award recognises outstanding short-form audio-visual content connected to sport.
- Eligible work may include a television commercial, digital advert, promotional film, branded video, social video or other short-form audio-visual content, whether standalone or part of a wider campaign.

ABOUT THE CATEGORY

- Content should demonstrate an original idea and effectively engage its intended audience.
- Production budgets of all sizes are eligible.
- Entrants may include teams, clubs, leagues, competitions, federations, governing bodies, events, venues, brands, organisations, agencies, production companies and broadcasters.
- Content must have been active within South Africa or the rest of Africa but may also have been distributed internationally.
- This category specifically recognises **short-form content**, distinguishing it from Audio-Visual Content of the Year.

JUDGING CRITERIA

- Originality and creativity.
- Strength and clarity of the creative idea.
- Quality of execution and production relative to budget.
- Relevance to the target audience.
- Effective distribution and audience reach.
- Strategic relevance and timing.
- Audience engagement and response.
- Effective use of budget.
- Demonstrable brand, organisational or commercial impact.

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)
- **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