

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: TEAM OR INDIVIDUAL SPONSORSHIP OF THE YEAR

WHO SHOULD ENTER

- This award recognises outstanding sponsorships or partnerships involving a **sports team or individual athlete**, where the relationship has delivered meaningful and measurable value for both parties.

ABOUT THE CATEGORY

- Eligible entries include sponsorships, endorsements and partnerships involving a team or individual athlete.
- Collaborations without a traditional sponsorship designation may also qualify where there is a clearly defined exchange of value, expertise or resources.
- The partnership should demonstrate authentic synergy and measurable benefit to both parties.
- The entry should focus on the wider sponsorship relationship and activation, rather than solely on sponsorship of media coverage.

JUDGING CRITERIA

- Evidence that the partnership successfully reached and engaged its intended audience.
- Authentic and credible alignment between the sponsor and team or individual.
- Creativity and quality of activation.
- Evidence of mutual value and benefit.
- Evidence that the sponsorship enhanced the team or individual's profile, objectives and/or opportunities.
- Evidence that the partnership supported the sponsor's business, brand or organisational objectives.
- Delivery against clearly defined objectives.
- Demonstrable business and/or brand impact.
- Effective use of budget relative to objectives and results.

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)
- **TOTAL SPEND**
- **TOTAL SPEND COMMENTS** (maximum 100 words)
- **OVERVIEW** (maximum 100 words)
- **OBJECTIVES** (maximum 100 words)
- **EXECUTION** (maximum 150 words)
- **RESULTS** (maximum 150 words)
- **BUSINESS IMPACT** (maximum 100 words)

SUSTAINABILITY MEASURES

- **Do you have a sustainability (or equivalent) policy and plan? (Y/N)**
- **If yes, what is/ are your main focus area(s)?**
This could be your sustainability mission or purpose statement. (maximum 50 words)
- **Do you have a Climate Action Plan or equivalent?**
I.e., where you measure, reduce and offset your carbon footprint. (Y/N)
- **Have you achieved any sustainability certifications?**
(e.g. BCorp, ISO20121, or equivalent) (maximum 25 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