

# 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: TECH INNOVATION AWARD

### WHO SHOULD ENTER

- This award recognises organisations using technology and innovation to challenge convention, solve problems and create meaningful advancement within sport.
- Entrants may have developed new technology or applied existing technology in an innovative and effective way.

### ABOUT THE CATEGORY

- Entrants should demonstrate progressive thinking and a meaningful application of technology.
- Proprietary technology is **not required**. Innovative use of existing or third-party technology is eligible.
- Solutions may improve the sporting product, athlete performance, fan experience, commercial performance, participation, operations, accessibility or another area of the sport industry.
- Eligible work must have been used within South Africa or elsewhere in Africa, or developed by a South African/African organisation for use internationally.

### JUDGING CRITERIA

- Evidence of innovation, original thinking and/or effective problem-solving.
- A clear need or opportunity addressed by the technology.
- Successful strategy and implementation.
- Innovative application of new or existing technology.
- Evidence of measurable impact on users, consumers, athletes, fans, organisations or the industry.
- Scalability and/or potential for wider industry impact, where appropriate.
- Effective use of budget and resources.
- Delivery against stated objectives.
- Evidence that the innovation challenges convention or advances the sport industry.

## 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.

**\* Please ensure the Creative Content is submitted as part of the supporting information.**

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