

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: THE AFRICAN EXCELLENCE (CROSS-BORDER) AWARD

WHO SHOULD ENTER

- This award celebrates outstanding creativity and excellence within the sport industry across Africa, excluding South Africa.
- It is open to organisations of any size whose work demonstrates world-class creativity, originality and excellence and has the potential to inspire the wider African and global sport industry

ABOUT THE CATEGORY

- This award is specifically reserved for work undertaken outside South Africa.
- Entries may originate from anywhere on the African continent, excluding South Africa.
- Eligible work may include marketing campaigns, sponsorships and partnerships, events, content, technology, fan engagement initiatives or other outstanding work within sport.
- Entries should demonstrate creativity and excellence relevant to their particular market, audience and objectives.

JUDGING CRITERIA

- Originality and creativity.
- Excellence in strategy and execution.
- An authentic understanding of the relevant African market and audience.
- Evidence that the work stands out within its market or discipline.
- Significant awareness, engagement or positive sentiment among the target audience.
- Measurable results against clearly defined objectives.
- Innovation and the ability to inspire the wider African sport industry.
- Overall quality and impact of the work.

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)
- **ELEVATOR PITCH: WHY DOES YOUR ENTRY DESERVE TO WIN THIS AWARD?**
(maximum 150 words)
- **HOW DOES YOUR CREATIVE APPROACH MAKE THIS PIECE OF WORK STANDOUT ACROSS THE CONTINENT?** (maximum 100 words)
- **OBJECTIVES** (maximum 100 words)
- **EXECUTION** (maximum 150 words)
- **RESULTS** (maximum 150 words)
- **TOTAL SPEND**
- **TOTAL SPEND COMMENTS** (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