

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: PARTICIPATION EVENT OF THE YEAR AWARD

WHO SHOULD ENTER

- This award recognises an outstanding sports or physical activity event designed primarily for mass participation and the general public, rather than elite or professional athletes.
- Eligible events may include running events, marathons, road races, cycling events, triathlons, swimming events, obstacle and adventure races, walking events, community sporting events and other organised participation-based sporting or physical activity experiences.
- Events may include competitive elements and elite or professional participants; however, the primary purpose of the event must be participation by the general public.

ABOUT THE CATEGORY

- The Participation Event of the Year recognises an outstanding large-scale, interactive sporting or physical activity event that brings people together to actively participate rather than simply spectate.
- The category celebrates events such as mass runs, marathons, charity walks, cycling events, triathlons, community sports challenges and other participation-led experiences where the emphasis is on getting people involved, active and engaged, rather than solely on elite competition or winning.
- The event should be primarily designed for participation by the general public, although elite or professional athletes may also take part.
- Events may be competitive or non-competitive and can cater for participants of different ages, abilities and levels of experience.
- The event must take place in South Africa or be primarily delivered by a South African-based organisation.
- Events may be standalone or form part of a wider series, provided the entry focuses on the specific event being submitted.
- Judges will consider the overall participant experience, accessibility, engagement, quality of delivery, impact and success of the event relative to its objectives, scale and available resources.
- Programmes, campaigns or initiatives primarily focused on encouraging ongoing physical activity or mental wellbeing, rather than the delivery of a participation event, should consider entering the Active & Wellbeing Award.

JUDGING CRITERIA

- **Participant Experience & Event Delivery:** Overall quality of delivery; participant journey from registration through to event completion; organisation, communication, facilities, route/course management and overall participant experience.
- **Participation, Accessibility & Inclusivity:** Success in attracting and enabling participation; accessibility to the intended audience; consideration of different abilities and experience levels; and removal of barriers to participation where relevant.
- **Impact & Results:** Achievement against stated objectives; participation numbers; participant satisfaction; measurable outcomes; community or sporting impact; and evidence supporting the results presented.
- **Engagement & Event Experience:** Creation of an engaging and memorable event experience for participants, supporters, spectators, volunteers and the wider community.
- **Innovation & Quality of Execution:** Creativity and innovation in the event concept, format, participant engagement, technology, communications and/or delivery.
- **Commercial & Operational Effectiveness:** Effective management of budget and resources; commercial performance relative to objectives; partner/sponsor value; and operational sustainability.

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)
- **OBJECTIVES** (maximum 100 words)
Outline the key objectives of the event, including participation, engagement, community, sporting and/or commercial objectives, as applicable.
- **PARTICIPATION & ACCESSIBILITY** (maximum 150 words)
Describe the event's target audience and how it encouraged and enabled participation by the general public. Include participant numbers and explain how accessibility, inclusivity and different levels of ability or experience were considered, where applicable.
- **EXECUTION & PARTICIPANT EXPERIENCE** (maximum 150 words)
Explain how the event was delivered and how a high-quality participant experience was created. Consider the participant journey from registration and pre-event communication through to event-day delivery and post-event engagement, where applicable.

- **RESULTS AND IMPACT** (maximum 150 words)
Demonstrate the results achieved against the stated objectives. Include relevant evidence such as participation numbers, engagement, participant feedback, audience reach, community or sporting impact, partner value and other measurable outcomes
- **TOTAL SPEND**
- **TOTAL SPEND COMMENTS** (maximum 100 words)
- **ADDITIONAL FINANCIAL INFORMATION** (maximum 100 words)
- **EVENT IMPACT** (maximum 100 words)
Describe the wider impact of the event on participants, the sport, local community, host destination, partners and/or other relevant stakeholders.
- **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