

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: ACTIVE & WELLBEING AWARD

WHO SHOULD ENTER

- This award is open to any organisation or individual that has driven participants or communities to start, maintain or increase physical activity, or has positively contributed to mental wellbeing through a physical, digital or hybrid experience.
- Entrants may include mass participation event organisers; sports organisations promoting participation in sport or physical activity; health or community organisations encouraging healthy lifestyles or mental wellbeing; brands using sport or physical activity to encourage healthier lifestyles; and individuals who have created initiatives that promote physical activity or mental wellbeing.

ABOUT THE CATEGORY

- The activity should be accessible to the wider public or a defined community and should not be solely focused on elite athletes.
- The activity must be based in South Africa, significantly active within South Africa, or delivered by a South African-based organisation.
- Where South Africa forms part of a global programme or series, international information may be included, but the South African activity and results must be clearly identified.
- Digital or virtual initiatives should demonstrate a measurable impact on a South African audience.

JUDGING CRITERIA

Judges will assess:

- Evidence that the initiative encouraged participants to become or remain physically active and/or supported mental wellbeing.
- A clear understanding of the needs of the target participants or community.
- Quality of delivery and participant experience, whether physical, digital or hybrid.
- Creativity and innovation in the programme or initiative.
- Measurable participation, engagement and impact relative to the objectives.
- Work that adhered to effective use of budget and resources.
- Evidence of sustainable or longer-term impact, where applicable.

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** (maximum 150 words)
- **EVENT/PROGRAMME/INITIATIVE OVERVIEW** (maximum 100 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** (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