

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: AUDIO-VISUAL CONTENT OF THE YEAR AWARD **(Documentary, Docuseries or Feature Film)**

WHO SHOULD ENTER

- This award recognises outstanding long-form audio-visual content connected to sport.
- Eligible content may include a documentary, docuseries, feature film or other long-form production. Content may be standalone or part of a series and may have been distributed across owned, earned or paid media platforms.
- The content must engage with its target audience in a creative and effective way.

ABOUT THE CATEGORY

- Content should demonstrate an original idea and successfully engage its intended audience.
- Production budgets of all sizes are eligible.
- Entrants may include teams, clubs, leagues, competitions, federations, governing bodies, events, venues, organisations, brands, production companies and broadcasters.
- Content must have been produced in, distributed in or significantly relevant to South Africa or the rest of Africa. International distribution may also be included.
- This category specifically recognises long-form content, documentary, docuseries or feature film.

JUDGING CRITERIA

- Originality, creativity and excellence within the relevant genre.
- Quality of storytelling and strength of the creative concept.
- Production quality relative to the available budget.
- Understanding of the target audience.
- Effective content distribution and audience reach.
- Strategic relevance and timing.
- Effective use of budget.
- Measurable audience engagement and impact.
- Evidence of return on investment or value for the organisation, brand or rights holder, 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)
- **CREDIT** (Please list any organisations that should be credited in your entry)
- **PROFILE** (maximum 150 words)
- **ELEVATOR PITCH: WHY DOES YOUR ENTRY DESERVE TO WIN THIS AWARD?**
(maximum 150 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/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