

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: BEST ON SOCIAL

WHO SHOULD ENTER

- This award recognises outstanding use of social media by an organisation, brand, rights holder, team or agency working within sport.
- Entries may cover a single campaign, multiple campaigns or a consistently outstanding body of social media work delivered during the eligibility period.

ABOUT THE CATEGORY

- Both in-house and agency teams are eligible.
- Entries may demonstrate consistently high-quality social content, a campaign around a specific event or competition, multiple campaigns, reactive content, community management, or innovative use of new platforms and formats.
- Agency entries should relate to work delivered for **one client**, rather than combining work from multiple clients.
- Entrants should demonstrate a meaningful impact on a South African audience.
- The work should demonstrate how social media contributed to wider organisational, brand or commercial objectives.
- Entry organisations must be based in South Africa.

JUDGING CRITERIA

- Clear strategy and understanding of the target audience.
- Outstanding creativity and quality of execution.
- Innovative and appropriate use of social platforms, formats and emerging trends.
- A distinctive and consistent voice, positioning or personality.
- Audience growth and/or depth of engagement.
- Evidence of measurable results against clearly defined objectives.
- Scale and impact relative to budget and objectives.
- The organisation should demonstrate how it operates within sport and uses its assets to tell the brand story to meet business objectives

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** (maximum 100 words)
- **OVERVIEW** (maximum 100 words)
- **EXECUTION** (maximum 150 words)
- **OBJECTIVES** (maximum 100 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