

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: BRAND OR SPONSOR OF THE YEAR

WHO SHOULD ENTER

- This award recognises a consumer-facing brand or sponsor that has demonstrated outstanding use of sport to achieve its business, brand and marketing objectives.
- Eligible entrants may include brands that use sport as a marketing platform as well as endemic sports brands.

ABOUT THE CATEGORY

- Entrants must have a consumer-facing brand identity, although the organisation may also have a B2B focus.
- Entrants must be significantly active within South Africa.
- Entries should demonstrate a body of work within sport that has contributed to the brand or sponsor's objectives.
- Where global or regional results are provided, South African activity and results must be clearly identified.

JUDGING CRITERIA

- Excellence in strategy, creativity and execution.
- Effective engagement with the target market.
- Evidence that the brand's involvement has made a positive contribution to sport and/or the sport industry.
- Clear differentiation from competitors.
- Evidence of improved brand performance, commercial results or other measurable business impact.
- Effective use of sports assets to communicate the brand story.
- Clear positioning that remains authentic to the brand's values.
- Demonstrable return on investment or value from its involvement in sport.

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)
- **BRAND OR SPONSOR OVERVIEW** (maximum 100 words)
- **IN WHAT WAY HAS THE BRAND OR SPONSOR USED SPORT THIS YEAR TO DIFFERENTIATE FROM ITS COMPETITORS?** (maximum 150 words)
- **FINANCIAL PERFORMANCE OF THE CAMPAIGN** (maximum 100 words)
- **OBJECTIVES** (maximum 100 words)
- **EXECUTION** (maximum 150 words)
- **RESULTS** (maximum 150 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