

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: CAMPAIGN OF THE YEAR

WHO SHOULD ENTER

- This award recognises an outstanding campaign connected to sport that demonstrates originality, strategic thinking and excellence across multiple marketing disciplines.
- The campaign must have been active in South Africa but may also have been delivered across other African or international markets.

ABOUT THE CATEGORY

- Entries should demonstrate why the work deserves to be considered one of the standout campaigns of the year.
- Campaigns should incorporate multiple relevant marketing disciplines or channels.
- Individual elements of a campaign may also be entered into other relevant categories.
- South African activity and results must be clearly identifiable where the campaign forms part of a regional or global campaign.

JUDGING CRITERIA

- Originality and strength of the creative idea.
- Clear strategic thinking.
- Excellence in execution and timing.
- Effective integration of multiple marketing disciplines and channels.
- Relevance to and engagement with the target audience.
- A clear and compelling campaign narrative.
- Appropriate measurement and evaluation.
- Evidence of measurable results against objectives.
- Demonstrable return on investment or impact, whether commercial, societal, behavioural or awareness-related.

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)
- **HOW DID THE CAMPAIGN ADAPT ACROSS DIFFERENT MARKETING DISCIPLINES?**
(maximum 100 words)
- **HOW DID THE CAMPAIGN ADAPT TO ENSURE RELEVANCE WITH TARGET AUDIENCES?**
(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