

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: COMMUNICATIONS AWARD

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 may be standalone activations or form part of a wider campaign or ongoing programme.
- Entrants should demonstrate appropriate selection and use of media, platforms, channels, influencers and stakeholders.
- Entries should demonstrate a clear strategy and relevant content for the intended audience.
- The lead organisation responsible for delivery must be South African-based where multiple organisations are involved.
- International work may be included where the South African contribution is clearly identified.

JUDGING CRITERIA

- Clearly defined communications objectives and measures of success.
- A strong communications strategy and compelling narrative.
- Effective delivery of key messages to clearly identified audiences.
- Creative and effective use of content and communications assets.
- Appropriate selection and use of media, digital platforms and emerging technologies.
- Effective media and/or influencer relations, where relevant.
- Evidence of positive impact on consumer, stakeholder or industry sentiment.
- Demonstrable results and return on investment.
- Where part of a wider campaign, clear evidence of how communications supported the overall campaign 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.

- **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)
- **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