

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: EVENT OF THE YEAR

WHO SHOULD ENTER

- This award recognises an outstanding standalone sports event involving elite or professional athletes.
- Eligible events may include tournaments, standalone fixtures, races, matches, fights, single-sport or multisport events, and relevant digital or virtual sporting competitions.

ABOUT THE CATEGORY

- The event must take place in South Africa or be primarily delivered by a South African-based organisation.
- Events forming part of a wider league, championship or series are eligible where the entry focuses on the specific event.
- Mass participation events focused primarily on encouraging physical activity should also consider entering the Active & Wellbeing Award.

JUDGING CRITERIA

- Overall quality and successful delivery of the event.
- Quality of the sporting product.
- Athlete, spectator, partner, stakeholder and media experience.
- Commercial performance relative to objectives.
- Audience reach, attendance and engagement.
- Innovation in strategy and/or execution.
- Effective venue or digital platform selection and utilisation.
- Effective management of budget and resources.
- Demonstration of year-on-year growth, both commercially and through attendance and/or participation, if appropriate.
- Positive impact on the rights holder, host destination, partners and/or sport.

Note: Events primarily designed for mass participation by the general public should enter Participation Event of the Year.

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