

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 OR COMPETITION SPONSORSHIP AWARD

WHO SHOULD ENTER

- This award recognises an outstanding sponsorship or partnership involving a sporting event, competition or league.

ABOUT THE CATEGORY

- The partnership should demonstrate genuine synergy between the brand and the event, competition or league.
- The sponsorship must relate directly to the event, competition or league and not solely to sponsorship of its broadcast coverage.
- The sponsorship activity must be delivered from South Africa or, where multiple organisations are involved, the rights holder, lead delivery partner or agency must be South African based.
- International activity may be included where the South African contribution is clearly demonstrated.

JUDGING CRITERIA

- Evidence that the sponsorship successfully reached and engaged its target audience.
- Authentic synergy between the brand and the sponsored property.
- Evidence that the partnership enhanced the event, competition or league.
- Evidence that the sponsorship supported the brand's business objectives and/or values.
- Creativity and quality of sponsorship activation.
- Delivery against clearly defined objectives.
- Demonstrable business and/or brand impact.
- Effective use of budget relative to objectives and results.

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)
- **CREDIT** (Please list any organisations that should be credited in your entry)
- **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