

Best Sports Event Sponsorship



This award celebrates excellence in sports event sponsorship that further the aims of all partners by executing an integrated and cohesive strategy. This category focuses on a lead event sponsorship and the predefined outcomes achieved. Sponsorship budget/organisation size is irrelevant.

Who should enter?

Organisations investing in or initiating sporting events, or organisations who receive sponsorship investment to deliver such events. You may be an event sponsor or manager, event owner, trust or charity.

Eligibility:

Entries must be related to a sponsorship of a sporting event that was delivered in New Zealand. The sponsorship activations must have either started or concluded between **1 March 2016 and 31 March 2017 inclusive**, even if the event the entry relates to occurred outside of this period.

Judging Criteria:

Each entry must begin with a standardised overview of the sponsorship so judges can understand why the sponsorship was initiated, who the sponsorship partners are, what sponsorship properties are involved, and who are the audience and stakeholders (maximum 500 word count).

Entries (maximum 1,500 word count) will be assessed based on answers to the following questions:

1. **Strategy and Objectives** (10%)
 - What overarching sponsorship strategy objectives, short and long term, were used? What did each partner set out to achieve?
2. **Execution** (20%)
 - What innovative partnership activation tactics were used?
3. **Engagement and Collaboration** (25%)
 - How did the sponsorship demonstrate collaboration with other partners and stakeholders?
 - Who was your target audience and how did you engage with them successfully?
4. **Sponsorship Effectiveness** (25%)
 - How did the sponsorship deliver on the objectives of each partner and enhance the sponsorship property/ies?
 - What measurable benefits did each partner gain from the relationship? Please provide evidence where possible of return on investment.
5. **Excellence** (20%)
 - What legacy benefits emerged specifically from the sponsorship?
 - Why should this sponsorship win over and above other sporting sponsorships?