Category	Best Technology for Sports Commerce

This award celebrates technologies which enable better commercial performance in any organization working in sports or any aspect of a sports organization.

Entries are invited from any business operating in sports in a single or multiple market(s) or sports, which work in areas including, but not limited to, data management, WIFI / connectivity, CRM, media, ticketing or transactional services.

Judges will review entries on the following criteria
• What is the market for this technology
• What need does the entry meet and how does it do so effectively
• To what degree is the technology unique or, where there is competing technology, how is the entry's technology superior (i.e. easier to use, more accessible, more rigorous etc.)
• How far reaching was the technology in satisfying its users' needs regarding targeted stakeholders (i.e. fans, advertisers, rights owners, sponsors, commercial partners or suppliers, the media etc.)
• Quantitative and qualitative data supporting the entry (e.g. stats and third-party endorsements)

Entry Information	
Entry Overview 200 words max Please supply an overview of your entry which advises the judges as to the nature of your business and the work this entry covers. **Please note:** in the event of being shortlisted, this copy will be used on the Awards' website so ensure no commercially sensitive is featured	
Sports 50 words max	
Dates Relevant to the Entry	

Background 200 words max	
Case for Winning	
Target Market or Audience 100 words max	
How the entry meets the needs of its target market 150 words max	

What are the entry's unique selling points or assets, in what way is it unique or superior to its competition 200 words max	
What is the scalability and reach of the entry and what strategy was / will be adopted to realize this 200 words max	

Results and Support:	
All judges sign an NDA and declare all conflicts of interest. As such, all information shared is confidential. Please note that numbers / hard facts count for more than percentages or testimonials. 500 words max	