

Category	Best Technology for Fan Engagement
<p>This award celebrates technologies which enable better engagement with sports for fans.</p> <p>Entries are invited from any technology business globally, working in any number of markets, countries or sports.</p> <p>Judges will review entries on the following criteria</p> <ul style="list-style-type: none"> • 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 is the technology (i.e. sports, markets, volume of users etc.) • Quantitative and qualitative data supporting the entry (e.g. stats and third party endorsements) 	
Entry Information	
<p>Entry Overview 200 words max</p> <p>Please supply an overview of your entry which advises the judges as to the nature of your business and the work this entry covers.</p> <p>Please note: in the event of being shortlisted, this copy will be used on the Awards' website so ensure no commercially sensitive information is featured</p>	
<p>Target Market or Audience 100 words max</p>	
<p>Sports 50 words max</p>	

Dates Relevant to the Entry	
Background 200 words max	
Case for Winning	
Objectives 150 words max	

Strategy
200 words max

Delivery
300 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

If not already apparent, what role did technology play in the success of this entry
150 words max