Category	Best Web Development

Intro Copy
This award celebrates innovative web development in the sports sector, which markedly improves the experience of the end-user it is targeting.

Entries are invited from any organization working in sports including, but not limited to, brands, web developers, broadcasters, governing bodies and federations, working in any market(s), country(ies) or sports.

Judges will review entries on the following criteria
• How innovative was the web concept or the strategic thinking driving its development
• How innovative, original and effective was the delivery of the work
• How far reaching was the work delivered (i.e. Sports, markets, volume of users etc.)
• What technology was used, how was it used and how did it have a measurable impact
• 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	