

Category	Most Innovative Fan Engagement Campaign
<p>This award celebrates work facilitating better fan engagement conducted between November 30th 2016 and December 1st 2017.</p> <p>Entries are invited from across all aspects of the sports sector globally, including but not limited to International and National Governing Bodies and Federations, individual athletes, Sports clubs and teams, sponsors, brands and technology businesses, 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 market did this campaign target • What was the desired outcome of the campaign and to what degree was the campaign successful • What technologies did the campaign adopt and why • How far reaching was the campaign (i.e. Sports, markets, volume of users etc.) and what inherent legacies did it leave • 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. Please note: in the event of being shortlisted, this copy will be used on the Awards' website so ensure no commercially sensitive is featured</p>	
<p>Target Market or Audience 100 words max</p>	
<p>Sports 50 words max</p>	
<p>Dates Relevant to the Entry</p>	

<p>Background 200 words max</p>	
<p>Case for Winning</p>	
<p>Objectives 150 words max</p>	

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