

Category	Most Innovative Sponsor
<p>This award celebrates innovative work of sponsors leveraging sports rights between November 30th 2016 and December 1st 2017.</p> <p>Entries are invited from sponsors globally, working in any number of markets, countries or sports. The entry can pertain to one campaign or an overall sponsorship activation.</p> <p>Judges will review entries on the following criteria</p> <ul style="list-style-type: none"> • What market did this campaign target • How innovative was the strategy driving the sponsorship • How innovative, original and effective was the delivery of sponsor's campaign(s) • What was the desired outcome of the sponsorship and to what degree was the campaign successful • How far reaching was the campaign (i.e. Sports, markets, volume of users etc.) and what inherent legacies did it leave • What technologies did the campaign adopt and why • 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