

<b>Category</b>	Most Innovative Sports Kit or Apparel
<p>This award celebrates innovative sports kit or apparel created between December 2014 and December 2017, which enables more effective performance in a single or multiple sports. This includes but isn't limited to clothing, gloves, footwear, training and conditioning equipment, body, joint and head protection and equipment such as rackets, bats, skis and boards.</p> <p>Entries are invited from brands or manufacturers, working in any market(s), country(ies) or sports.</p> <p>Judges will review entries on the following criteria</p> <ul style="list-style-type: none"> <li>• How innovative, original and effective was the product</li> <li>• 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.)</li> <li>• How robust is the technology as a business proposition (i.e. how scalable is the tech, what is its potential for growth and to what degree can it disrupt the existing market)</li> <li>• What technology was used, how was it used and how did it have a measurable impact</li> <li>• Quantitative and qualitative data supporting the entry (e.g. stats and third-party endorsements)</li> </ul>	
<b>Entry Information</b>	
<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. <b>Please note:</b> in the event of being shortlisted, this copy will be used on the Awards' website so ensure no commercially sensitive is featured</p>	
<p>Sports 50 words max</p>	
<p>Dates Relevant to the Entry</p>	

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

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