

Category	Most Innovative Sports Partnership
<p>This award celebrates innovative work in sports where solutions have been created for tangible issues, involving two or more organizations. Solutions must have been delivered between November 30th 2016 and December 1st 2017.</p> <p>Entries are invited from all organizations 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 market did this partnership target • What issues in sports did this partnership aim to resolve • How innovative was the strategy driving the partnership • How innovative, original and effective was the delivery of the partnership • What was the desired outcome of the partnership and to what degree was it successful • How far reaching was the partnership (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