

2014 EDITION

SPIA

SPORTS INDUSTRY AWARDS

SPORT
360



Special souvenir to mark the region's premier sports awards night

Sponsors



Official Gala Venue

Official Formal Wear

Reception Host

Official Printer

In Association with

Official Auditor

After Party Sponsor

Media Partners

Official Broadcaster

Organised by



Rain fails to dampen



Sports industry unites in Dubai to celebrate achievements

On yet another resplendent night that is fast becoming the most anticipated event of the year for the entire sports industry in the Middle East, the second edition of *Sport360*’s SPIAs was held at the Asateer Tents at the Atlantis.

Numbers rarely do justice to the achievements and importance of an event, but some of them need to be pointed out to show why the SPIAs were such a massive success in only its second year.

In the 12 categories, 173 entries were received. More importantly, despite the heavy rain that lashed Dubai that day, and forced a change of venue from the One & Only Royal Mirage less than seven hours before the start of the function, a full house of 481 guests attended the gala.

Michael Chalhoub, CEO and Founder, *Sport360*®, captured the feeling of the entire industry when he said: “The presence of almost every single person who signed up for the event, despite the thunderstorms, despite the change of venue and despite the distance some travelled from abroad, speaks of the importance of sports for our region.

“Our region has succeeded in attracting elite athletes and events to some of the finest facilities the world has ever seen. It is now synonymous with sporting excellence. This region thrives in bringing new ideas, even those that may seem impossible at first, to life.

“Beyond the fireworks and the grandiose events, there is a myriad of dedicated people working hand in hand and at all hours of the day and night to bring, offer and show us the best of the best.

“Those are the people we hope to reward with the SPIAs and put the spotlight on those who are the backbone of every major sporting endeavour in the region.”

Greg Sproule, managing director of IMG Middle East, who called SPIAs “the Academy Awards for the industry in the region”, said: “It’s interesting because ours is not

the spirit...

“Those are the people we hope to reward with the SPIAs”
– Michael Chalhoub

a position to celebrate. Our job is to showcase our sponsors and let other people take the credit. It’s never about IMG. So, it’s unusual to be recognised in this manner... and that’s what so enjoyable about the SPIAs. It’s really a night of celebration for the whole industry.”

Donal Kilalea, CEO of Promoseven, added: “I think it’s a great initiative and what it has done is driven excellence in sporting events. It helps us push, whether we like to admit it or not, we all want to do well and this is a recognition of all the hard work.”

Among the many corporate giants sponsoring sporting events in the region, HSBC, Emirates Airlines, Etihad Airways and adidas were big winners, with HSBC walking away with Gold for Best Sport Sponsorship (Dubai Rugby Sevens) and silver in the same category (Abu Dhabi HSBC Golf Championship) and the Gold for the Best Sport Event – Professional (Abu

Dhabi HSBC Golf Championship). Emirates Airlines won the brand new and the much coveted award of the night – the Best Sport CSR Initiative – for their Emirates Returns Programme, while Etihad’s Gold was also related to something that touched the life of many – the Best Sport Event (Amateurs) – for their massively successful Etihad Airways Junior Rugby event. adidas was adjudged the Best Sport Brand.

Among repeat Gold winners this year were IMG (Best Sport Agency), adidas (Best Sport Brand), Abu Dhabi HSBC Golf Championship (Best Sport Event – Professional), Zayed Sports City (Best Sport and Recreational Facility) and Adventure HQ (Best Sport Retail Outlet).

A first for this year for SPIA was the two-hour telecast of the ceremony on Dubai TV, which was complemented with three-hour live broadcast of the event on Dubai Eye 103.8.

The 2014 SPIAs was sponsored by Emirates Airlines, Al Mana Fashion Group-Go Sport, Emirates NBD, Suunto, Lacoste, Salomon, Dubai Sports World-DWTC, Masar, Thanyapura Phuket, Replay, MMC Sportz, AVID, Dubai Sports Channel, Deloitte, Dubai Eye, Medi-aquest, and Dubai Sports Council.



Welcome speech: Michael Chalhoub

Judges impressed by submissions

The judges of the 2014 SPIAs painted a colourful picture as they described their experience on the judging panel as fair, meticulous as well as educational.

Jane Sloan, the Sponsorship and Marketing Director at Promoseven (pictured), enjoyed her experience on the panel and explained how the process brought together key figures from competitor events and organisations all in one place. She also had some interesting suggestions for future SPIAs.

She said: “I must say I was delighted to be a part of what was an extremely professional and meticulous judging process.

“It was very fair and each entry was given equal weight and attention. What stood out were the entries that absolutely answered the questions and had quantifiable evidence of success.

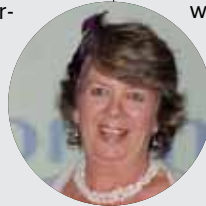
“I think budgets should play a more important role as some campaigns had far higher budgets than others and therefore much easier access to all the resources needed.

“I felt the choice of judges

was good because we are all involved directly and can therefore learn from each other.”

Flying in from Doha to take part as a judge, Malka Wickramatilake, the Media and Communications Manager at Qatar Tennis Federation, says it was important to focus solely on the contents of a submission rather than rely on one’s own familiarity with a specific event.

“The panel reflected diverse backgrounds. The process



was intense and there was a tremendous responsibility to be fair and unbiased knowing the importance that these awards hold,” said Wickramatilake.

“As a judge, I learned how important presentation is in the judging process. With the number of applicants and the diversity of submissions, it was crucial to judge strictly on the criteria at hand.

“What stood out the most was the wealth of quality submissions. The region is producing unbelievable events, has tremendous facilities, and growing sport in a myriad of ways. To see all of this presented within one awards is astounding.”

YOUR YAS MARINA CIRCUIT, YOUR AWARD, THANKS FOR MAKING IT HAPPEN

GOYAS by Activelife Best Sport CSR Initiative 2014

فاطمة بنت مبارك
FATIMA BINT MUBARAK
أكاديمية الرياضة النسائية
LADIES SPORTS ACADEMY



كليفلاند كلينك أبوظبي
Cleveland Clinic Abu Dhabi
Brought to you by Mubadala Healthcare

activelife
INSPIRE YOURSELF by Daman

Daman
ضمان
خبراء التأمين الصحي
Your Health Insurance Specialists

Haddins Fitness

بي سورت للدراجات الهوائية
eSport
BIKESHOP

LORNA JANE

ADVENTURE HQ مغامرات

Ladies visit us every Wednesday from 6-9pm and find out why.

yasmarinacircuit.com

YAS MARINA CIRCUIT
حلبة مرسى ياس

#GOYAS

2014 Sports Industry Awards: The Winners

Best Health & Fitness Facility

Gold: Smart Fitness
Silver: Fit Lab
Silver: Talise Fitness
Bronze: Pride Fitness

Best Sport & Recreation Facility

Gold: Zayed Sports City
Gold: Emirates Golf Club
Silver: Sharjah Golf & Shooting Club
Bronze: Dome@Rawdhat

Best Sport Brand

Gold: adidas
Silver: Nike

Best Sport CSR Initiative

Gold: The Emirates Returns Programme by Emirates Airline
Silver: Cycle Safe Dubai
Bronze: Go YAS

Bronze: Vertical marathon by Jumeirah Emirates Towers

Best Sport Event (Professional)

Gold: Abu Dhabi HSBC Golf Championship
Silver: DP World Tour Championship, Dubai (European Tour)
Silver: Emirates Airline Dubai Rugby 7s (Emirates Airline & Promoseven Sports Marketing)
Bronze: Dubai Duty Free Tennis Championship (Dubai Duty Free)

Best Sport Marketing Campaign

Gold: FIFA U17 World Cup (Fast Track Middle East)
Silver: Abu Dhabi HSBC Golf Championship

Bronze: (Flash Entertainment & IMG)
Abu Dhabi Grand Prix
Abu Dhabi Motorsports Management)

Best Sport Sponsorship

Gold: HSBC – Sevens World Series & Dubai Sevens (HSBC Bank Middle East & Fast Track Middle East)
Silver: HSBC – Abu Dhabi HSBC Golf Championship (Flash Entertainment & IMG)
Bronze: Mubadala Development Company Mubadala World Tennis Championship (Mubadala & Fast Track Middle East)

Best Sport Retail Outlet

Gold: Adventure HQ
Silver: Revolution Cycle
Bronze: Go Sport Al Mana Fashion Group

Best Sport Youth Development Project

Gold: Mubadala Tennis Community Programme (Mubadala & Fast Track Middle East)
Gold: Emirates American Football Youth League (EAFL Events)
Silver: Shell & FC Barcelona Futbolnet (Qatar Shell & SDI Marketing)
Bronze: Oman Sail Youth Programme

Best Use of Social Media in Sport

Gold: Abu Dhabi Grand Prix (Abu Dhabi Motorsports Management)

Silver: Mubadala World Tennis Championships (Mubadala & Fast Track Middle East)
Bronze: Emirates Airline Dubai Rugby 7s (Promoseven Sports Marketing)

Best Sport Agency or Organisation

Gold: IMG Middle East
Silver: Fast Track Middle East Promoseven Sports Marketing

Best Sport Event (Amateur)

Gold: Etihad Airways Junior Rugby Tournament
Silver: Dubai 92 Cycle Challenge
Bronze: Abu Dhabi Corporate Games

The right connect

How the language of sport speaks volumes about award winning events

By Joy Chakravarty

Two Golds and two Silvers in one night would make anybody happy, and Giles Morgan, head of global sports sponsorship of HSBC Bank is no exception.

The bank, one of the biggest sponsors of sports in the world, have put their might behind two tournaments in the UAE – the Abu Dhabi HSBC Golf Championship and the Dubai Rugby Sevens – and both were recognised at the SPIAs in various categories.

The Abu Dhabi HSBC Golf Championship, which kickstarts the Desert Swing on the European Tour at the beginning of the year and attracts some of the best names in the game, won the Best Sport Event (Professional) Gold and Silvers for Best Sport Sponsorship and Best Sport Marketing Campaign.

The Dubai Rugby Sevens, part of the HSBC Sevens World Series, which is held towards the end of the year to a packed delirious crowd, was adjudged the best in Sport Sponsorship category.

Speaking to *Sport360* from his base in Hong Kong, Morgan said:



Pictures: Getty Images

Investing in top events: Giles Morgan, head of global sports sponsorship, HSBC.

"It's always great to be recognised in an industry, and in a region, where we are investing so much money. We are trying to support and sponsor some of the best events in the Middle East."

"Wherever we do events, we take great care in our activations to try and produce special flagship events for our customers, our staff and all the stakeholders, to experience."

"Both the Abu Dhabi HSBC Golf and Dubai Rugby Sevens are world-recognised events which we trust and put our brand on. The awards are a testament to the hard work all these people put in."

Even though golf and rugby are two distinctly different sports, Morgan said there was a common binding factor in all the sponsorships that HSBC do.

"It's a testament to the hard work all these people put in"

– Giles Morgan

"At the heart of every sponsorship that we do, we try and create an emotional connect, or initiate a conversation with our customers and stakeholders. Sponsorship is a means to do that, but in order to be a good sponsor, you've got to be able to speak the language of all those associated," he said.

"Obviously, a rugby fan demands a very different experience compared to a golf fan and the trick for the sponsor is to be able to speak in relevance to that association. Otherwise, you just end up looking like a corporate patch...you don't become a partner."

Even though planning for either events is yet to take off for 2015, Morgan promised they would be better than the previous years.

"For us, it is very important to keep evaluating the success that we have had, and find out new areas of improvement," he added.

Team Kar rises to the challenge

The *Sport360* team experienced first-hand what many of the SPIA attendees have to go through regularly in bringing world-class sporting events and services to the region – a last minute change of plans, and the importance of executing it with ingenuity, creativity and hard work.

The marketing and events team, led by Mark Kar, had meticulously planned the second edition to be held at the open-air amphitheatre of One & Only Royal Mirage for five months, only to decide seven hours before the start of function to change the venue because of the heavy rain the city experienced on March 26.

Everything needed to be moved to Asateer Tent at The Atlantis. That meant transporting all the audio-video equipment, the set-up for Dubai TV's telecast, food, tables, stage set-up, 500 giveaway bags and personnel to the new venue.

"It was a tough situation, but thanks to the team, and the help from One & Only and The Atlantis, we managed to hold the event on the same day as planned," said Kar.

ADVENTURE HQ

Your headquarters for outdoor gear.

Perfect time to get outdoors

NEW STORES NOW OPEN

The Beach - JBR, Dubai | Dalma Mall, Abu Dhabi



We are very proud to announce Adventure HQ has taken out Best Sports Retail Outlet at the SPIA for the second year in a row.

info@adventurehq.ae | www.adventurehq.ae



VIPs and the region's sports industry stars



New Yas Marina CEO Al Tareq Al Ameri (l) and his team.



Mark Archer (extreme left) and his team from AD Tourism & Cultural Authority.



Michael Chalhoub and Andrea with Nadim Ghayeb (r) of Cadillac and his wife.



Adrienne (l) and Jeff O'Brien with Andy Cole (c) of Abu Dhabi Harlequins.



(From left) Salah Talek of Dubai Duty Free, Patrick Chalhoub, Boutros Boutros of Emirates, Ingie Chalhoub, Senait Antinori, Sport360 founder Michael Chalhoub and Thierry Antinori, Executive V-P, Emirates.



Mr & Mrs Eric Gottschalk and Carlo Nohra.



The Dubai Creek Striders team.



Team Nike had fun and walked away with a Silver SPIA.



Roger Duthie and Beth Smalley (r) from Emirates.



Olivier Louis of One & Only (2nd l) and his team with Patrick and Ingie Chalhoub.



Shahriar Khodjasteh of Ride Bike and Sam Whittam of Adventure HQ.



Talise Fitness team show off their Silver SPIA for Best Health and Fitness Facility.



Sinead El Sibai (c), Vice-President Marketing of Dubai Duty Free with friends.

A night to remember for all the winners

>> **Best Health And Fitness Facility**

GOLD: Smart Fitness

Mark Robinson, Founder: The good thing with us is that we're very woman-oriented. It's never been about the business, it's always about the people and the team itself. What we've built is absolutely amazing, so we're very, very happy. I started the company out of very humble beginnings on the beach with a CD player, playing one of my mom's CDs. We've grown it from word-of-mouth publicity and it's just been going since then.



>> **Best Sport And Recreation Facility**

GOLD: Emirates Golf Club

Andrew Whitelaw, General Manager: It's really fantastic to be recognised this way. The competition in the UAE now is just amazing. It's even more special this year because the club is now 25 years old and we hosted the 25th anniversary of the Dubai Desert Classic. So, this is like the icing on the cake for our celebrations. We have been the pioneers of sporting facilities in this region for 25 years and this gives our entire team more motivation to do better in the coming years.



GOLD: Zayed Sports City

Barry Bremner, General Manager: This reflects the team's hard work. Last year we've put a lot of work into customer services and there was a big focus on new events. Zayed Sports City was founded by Sheikh Zayed. He had a vision 35 years ago and all we're doing is delivering on his vision. I'm most proud of the team that we employ. Mubadala took over that facility five years ago and we've fundamentally turned the whole service around.



>> **Best Sport Brand**

GOLD: adidas

Tiago Perdigo, Senior Brand Marketing Manager: It's a recognition of our efforts in this region for our brand and in supporting sports in the region, so we're very happy to have this award for the second time in a row. It comes from us being here, always trying to connect with the local consumers. We've been present with our office here for more than 10 years now and I think this makes a massive difference. We have strategies in place and we're much closer to consumers than anyone else.



>> **Best Professional Sport Event**

GOLD: Abu Dhabi HSBC Golf Championship

Greg Sproule, Managing Director of IMG Middle East: It's a great example of partnership. First and foremost, we've got to thank the Tourism and Culture Authority of Abu Dhabi for creating the event. And then all the partners involved. In these kind of awards, it's never one-dimensional. It's a combination of a lot of great things coming together. So it's a great title partner in HSBC, it's a great event owner in the Tourism and Culture Authority, a great communications team behind it, and finally, a great experience for the fans, the families, the sponsors and the players.

>> **Best Sport Sponsorship**

GOLD: HSBC for Sevens World Series & Dubai Rugby Sevens

Ben Sadek, Fast Track Middle East: The thing about HSBC is that they understand their customers very well and what appeals to them. They strike the right chord with the public. I think rugby lets a brand like HSBC be a bit more playful than it can be otherwise with its marketing. We do a lot for grassroots development and with our HSBC ambassadors in the lead-up to the tournament. It is a two-day event for the world, but the work has already begun for us – almost 10 months before it starts.



>> **Best Sport Retail Outlet**

GOLD: Adventure HQ

Sam Whittam, General Manager and Founder: We have a lot of passion for our brand. We believe in what we do and we love it. So it's really great to be recognised for a second year in a row. I think what makes us special is our people, our team, our attitude. What we love about bringing to the Middle East is a new energy, a higher level of customer service and a fun retail environment.



>> **Best Amateur Sport Event**

GOLD: Etihad Airways Junior Rugby Tournament

Derren Sanders, Tournament Director: We are here as very amateur people, we all have full-time jobs but we enjoy rugby and we enjoy what we put back into the community. Being here with so many high-profile events means a lot to us. We have some very professional supporters in Etihad Airways, HSBC and Zayed Sports City who help us deliver what is now the second biggest rugby tournament in the world with almost 5,000 people attending in Abu Dhabi for the weekend every October and November.



>> **Best Sport CSR Initiative**

GOLD: The Emirates Returns Program by Emirates Airline

Roger Duthie, Head of Sports Sponsorship: This is a very important award to win because it shows that a large company like us is going to small towns and communities and giving something back to the people. As we continue to grow, it shows to people that we care. It shows that what we did with our Emirates Returns program starting last year, all the hard work that the team has put in, has come to fruition. We are working on a similar program for our other markets and will bring it to the UAE soon.



>> **Best Sport Marketing Campaign**

GOLD: FIFA U17 World Cup

Ben Faber, Director of Communications, Fast Track Middle East: It's a recognition of 12 months of very hard work from the UAE Football Association, the whole local organising committee and from FIFA, who we worked closely with and from us as the agency. It was the biggest football event ever staged in the UAE with 52 games, 24 teams, over six weeks, across six cities, so an enormous undertaking to try and raise awareness, interest, excitement and ultimately get people to go to the games. The final in Abu Dhabi in a sold-out stadium, is quite an achievement for an U17 match.



More success stories



>> **Best Sport Agency or Organisation** 

GOLD: IMG

Greg Sproule, Managing Director of IMG Middle East:
To win this for the second year, it truly is an honour. It's also an honour to work for some truly great companies like the TCA Abu Dhabi, Flash, HSBC, ADIB, Daman and many others. We really work hard for them and we really care. I am very proud of my team. I think what gives us an edge is the fact that we have been around for a long time, over 50 years. There is an ethos and a standard by which we are held to. I think what we do best is listen to our clients...listen to what they want to achieve. And then come out with creative solutions, while being cost-effective. And finally, we are very aware that we have to set the bar higher every year, we just have to get better than the previous year.

>> **Best Sport Youth Development Project**

GOLD: Mubadala Tennis Community Programme

Fleur Castle, Marketing Director, IMG:
We've got two community programmes for Mubadala – the Mubadala Community Cup and the Tennis in Schools – and they're really cool because we use the Mubadala World Tennis Championship and the star players in it and it's so much more than just a three-day professional event. Yes, I think we're making an impact on the community. We've made a concerted effort this year to focus on Emirati children.

GOLD: Emirates American Football Youth League

Dustin Cherniawski, General Manager:
Just to be nominated among such great names was an ultimate validation of what we are doing, but to actually win it... I am speechless. Wow! We work so hard. My entire staff are volunteers. They give their blood, their sweat, their tears every single day. It means so much to them. I think we are successful because the passion that our players, our fans, all our mums and dads have for the game really shines through.



>> **Best Use of Social Media in Sport**

Gold Winner Best Use of Social Media in Sport
Abu Dhabi Grand Prix



GOLD: Abu Dhabi Grand Prix

Nick McElwee, Sales and Marketing Director, Abu Dhabi Motorsports Management:
We put a lot of effort into connecting our audiences and socialising the Grand Prix last year. It was something we worked hard on during the whole campaign, and not just the weekend of the Grand Prix. During the Grand Prix weekend, we trended No5 globally on Twitter, which I think is a first for any Grand Prix event. We were trending No1 in the UAE for probably eight weeks before the Grand Prix as well.



Samba magic: With the World Cup less than three months away, there was a touch of Brazil at the SPIAs.

A Brazilliant occasion



Ever smiling: The Emirates ladies added to the warmth of the evening.



Play it again Clark: Sax player Clark Doidge enthralled the crowd.

12
Categories in the 2014 SPIAs
173
Total number of entries received
42
Entries from outside the UAE
481
Attendees at the gala event
14
Gold winners in the 12 categories
41
Total trophies awarded
319
#SPIA14 tweets during the night
120
minutes on Dubai TV
180
minutes of live broadcasting on Dubai Eye 103.8



Full house: The Asateer tent at Atlantis was choc-a-block with guests.



Painting the town red: One of the Samba girls performs during the function.