

SPIA 2016

SPORTS INDUSTRY AWARDS - MIDDLE EAST



Picture: Chris Whiteoak

Special eight-page souvenir pullout celebrating the region's only sports awards night

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Dedicated to the industry

Deputy CEO Didier Brun's welcome address to the 562 guests at the full-house 2016 SPIA

It gives me great pleasure to welcome you to the 2016 edition of the Sports Industry Awards, presented by Cadillac.

This is our fourth year of SPIA, and many of you have been partners with us from day one on this journey. The SPIA was created by *Sport360°* with you in mind. You, the professionals, who have sport in your heart, and sport as your passion. You are the ones who make sport such an exciting pursuit for the fans. You might not be in the spotlight, but sport would definitely not be as big, thrilling and entertaining without you.

So, this evening is all about you. It is your turn under the spotlight!

It is this simple guiding principle which has turned year on year into a room full of sport lovers, encouraging each other to be bigger and better. With the SPIAs, we aspire to reward you, to connect you, to give you a stage where your talent, your expertise and your tireless efforts are the stars of the show.

Every year, you are the ones who raise the game, who have astounded us every year with your passion, dedication and professionalism, with the ever-increasing quality of your applications, with your ideas and the innovation you bring into the region.

Simply put, today, the Middle East no longer follows in the steps of others: thanks to people like you, we make our own way.



Picture: Chris Whitehead

As you know, the industry not only greatly contributes to the life-style and experience of the many sports fans who live here, but also significantly impacts the overall health, economic and tourism sectors.

According to a report produced last year by Deloitte for Falcon & Associates, in Dubai alone, over 300 regular events are organised annually and the total expenditure

related to sport amount to a staggering \$1.7 billion.

Innovation is a key word with the industry, and we, at *Sport360°* and SPIA, have also tried to embrace it. Our objective is not only to grow the concept of the awards year on year but also ensure they stay credible and keep pace with this fast-moving industry.

Based on the contributions and feedback we receive, we constantly

It is your turn under the spotlight!
Didier Brun

adapt and adjust, mindful of the ever-changing industry landscape.

The year 2015 was a milestone one for the Awards. Not only did it confirm its position as the leading industry networking event of the year, but it also saw our expansion in South East Asia with the launch of an Asian Edition. Manila was the inaugural host city and as has been the case with every SPIA, it was a sold-out event.

And I am delighted to announce that the 2016 edition of SPIA Asia will be held in October in Bangkok.

Building on last year's strong level of participation, a total of 196 entries were registered across the 14 categories this year. Not only did we get more submissions from the GCC region, but we also received applications from Jordan and Lebanon, a testament of the increasingly regional reach of the awards, which is also evident in the 560 guests we have here tonight.

Tonight, the winning events, organisations, facilities and campaigns have been selected by a panelist of industry leaders. The judging process has been rigorous and stringent involving two rounds

adding up to nearly 30 hours by 22 highly professional and experienced sports experts.

The sole aim was to honor the leaders, brands, organisations and facilities that have contributed in past 12 months to the development of sport in our region.

We would not be here without you all and without the incredible support of our sponsors, who believe in us, but more importantly, they believe in you and in the power of sport.

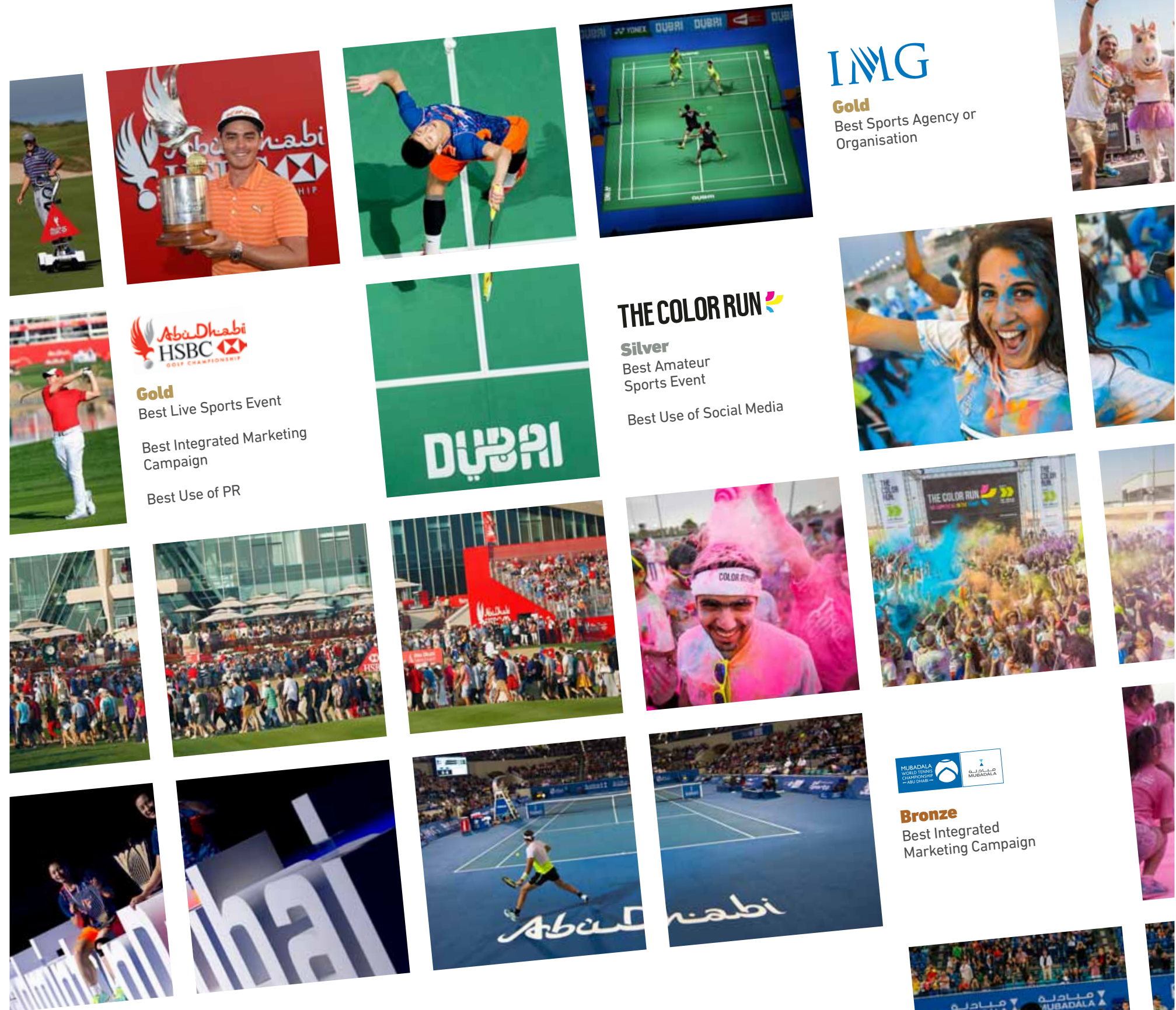
So, we would like to extend our sincere thanks to Cadillac, our presenting sponsors, and to Emirates Airline, Lacoste, Dubai Sports City and Singha Corporation, as well as to all our partners, suppliers, and judges.

We also appreciate and thank the Deloitte and Touché team who audited the entire process in order to insure the highest level of impartiality, transparency and integrity in what will be unveiled later tonight.

But most importantly, this event would not be possible without everyone here tonight, and those who could not make the trip – the contestants, the shortlisted finalists and the industry professionals.

It is a privilege to be a part of this amazing industry and from everyone on behalf of the SPIA organising team who have worked tirelessly to make it a night to remember, we wish you all the very best.

Continued Success. For IMG and our Partners.



SPIA Complete list of winners and nominees for 2016 SPIA

Indoor Sport & Recreation Facility
► Zayed Sport City
Bounce Middle East
► Adventure Zone by Adventure HQ
► Fit Lab Emirates Golf Club
► Football Zone at Sports Village
► Insportz Club
► Sheraton Grand Doha Resort & Convention Hotel - Qatar
► Sultan Qaboos Sports Complex - Oman
Outdoor Sport & Recreation Facility
► Zayed Sports City
ICC Academy
► Dubai Creek Golf & Yacht Club
► Emirates Golf Club
► Football Zone at Sports Village
► RCSC - Bahrain
► The Kartdrome, Dubai Autodrome
► Wadi Adventure
Best Sport Retail Experience
► Sun and Sand Sports Dubai Mall
Adventure HQ
► Baraka Sports - Bahrain
► Delta Marketing Sports Retail - Saudi Arabia
► Nike Store, Box Park
► Nike Store, Yas Mall
Sports Brand, Retail or Product Activation
► Show Them You Own The School by GMG
► #BETHEDIFFERENCE by Adidas & LightBlue
► The Nike+ Run Club by Nike Middle East
► Earn You Armour by Under Armour & Garage 366
► Glow Line Collection by Tima Love - Saudi Arabia

► Road to the Stars by Saudi Telecom Company - Saudi Arabia
► Sun Sand Savasana by LuluLemon / Majid Al Futtaim Fashion
Best use of PR in Sport
► Abu Dhabi HSBC Golf Championship
#Legend Challenge
► Gulf Bank 642 Marathon - Kuwait
► Nike Hypervenom II
► NBO Road to Oman
► NTC Tour Dubai
► Trans Hajer Mountain Bike Race
► We Run DXB
Best use of Social Media in Sport
Bounce AfterDark
The Color Run
Standard Chartered Dubai Marathon
► Abu Dhabi HSBC Golf Championship
► Al Hilal Saudi Arabia 3rd Kit
► beIN Social Media
► STC Dawri Plus
► Insportz Club
► Emirates Airline Paige Spiranac Campaign
► STC Road to the Stars
► We Run DXB
Integrated Sports Marketing Campaign
► Abu Dhabi HSBC Golf Championship
► Adventure HQ sponsors the Color Run
► Mubadala World Tennis Championship
► Al Hilal FC Saudi Arabia Home Kit
► STC Dawri Plus
► Du Football Champions
► Emirates NBD Million Dirham Putt
► Night Golf at Emirates Golf Club

ASIA SPIA SPORTS INDUSTRY AWARDS 2016 Edition
Bangkok, Thailand October 2016
► Nike Most Wanted
► STC Road to the Stars
► Standard Chartered Dubai Marathon
► beIN The Asian Cup
Best Sponsorship of a Sport or Event
► HSBC for the Sevens Series & Emirates Airline Dubai Rugby Sevens
► Daman's ActiveLife - Color Run
► Emirates NBD for Dubai Ladies Masters & Dubai Desert Classic
► Tima Love for 10KSA - Saudi Arabia
► Daman for Abu Dhabi Swimming Festival
► Daman for the Electric Run Dubai
► Emirates Airline for the DP World Tour Championship
► Du for the Du Football Championship
► STC for KSA Football - Saudi Arabia
► Abu Dhabi Tourism & Culture Authority for the Official Tourism
► Destination Partner of Manchester City F.C.
► Standard Chartered for the Dubai Marathon

► Daman for Train Dubai
Youth Development Project
► Du Football Champions
► Emirates American Football League
► UAE Rugby Federation HSBC Player
Pathway Program
► ADIB Future Champions League
► Capoeira4Refugees - Jordan
► Copa Coca-Cola
► Daman Future Champions Program
► Dubai Golf Junior Development
► GEMS Sports Academy
► Mubadala World Tennis Championship
► Shuttle Time
► Spanish Soccer Schools
Best Sport Event (Amateur)
White Collar DXB
The Color Run
ADCB Zayed Sports City Pink 5 & 10 Km
► Abu Dhabi Swimming festival by Daman's Active Life
► Awafi Mountain Bike Festival
► Daman's Activelife Electric Run powered by XDUBAI
► Dolphin Energy Doha Dash
► Nike Most Wanted
► NTC Tour Dubai
► The Neorun
► Wadi Adventure Race 10
► We Run DXB
Live experience at a Sports Event
► Abu Dhabi HSBC Golf Championship
► 10th Hail International Rally - Saudi Arabia
► Abu Dhabi Tour

► Mubadala World Tennis Championship
► Qatar ExxonMobil Open
► Qatar International Endurance Cup
► Tour of Oman
Best Sports CSR Initiative
Daman Active Life
Daman's Activelife National Sports Festival
Koor Time - Qatar FA/Qatar Shell
► ADIB Future Champions League
► Basketball for Life
► Emirates Down Syndrome Association
► Pedal Against Poverty - Lebanon
► Zain Telecom Sailing Team - Kuwait
Youth Sport Agency or Organisation
E-Sports Football Club
UAE Jiu-Jitsu Federation
Abu Dhabi Harlequins Rugby Club
► Capoeira4Refugees - Jordan
► Daman Future Champions Program
► Emirates American Football League
► Muscat Football Academy - Oman
► Sparta - Bahrain
Sport Agency or Organisation
IMG Middle East
CSM
Inspiratus Sports Experience
► Integral Sports
► Nike Middle East / Sun and Sand Sport LLC
► Pro Vision Sports - Kuwait
► Q-Sports - Qatar
► Supa Sportsman - Oman

Gold Silver Bronze

IMG is proud to have earned multiple honors at the 2016 Sports Industry Awards - testament to our successful partnerships with the Abu Dhabi Sports Council, Dubai Sports Council, Flash Entertainment, HSBC, Mubadala, Daman, Falcon & Associates, Weill Cornell Medicine - Qatar and our many other valued event partners, as well as our shared commitment to delivering the region's greatest sporting events.

IMG is the global leader in sports, fashion and media in more than 25 countries around the world and with over 8,500 major events every year, IMG has the experience and expertise to deliver the region's best events.

For enquiries, please contact Greg. Sprouleimgm.com

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IMG

Setting gold standard for sports in the region



Glittering evening to



(From L) Abdallah Al-Bakeet of Islamic Solidarity Sports Federation (ISSF); Mohammad Sawalha Group CFO Desert Gate; Samir Tabbah, Group CEO Desert Gate; Faisal Abdulaziz Al-Nassar, Secretary General ISSF and Eric M Gottschalk, CEO MMC Sportz.



Members of E-Sports celebrate their success with a group selfie.



Alistair Ruxton (r) of Falcon & Associates with a guest.



Promoseven's Dan Fenton (l) with Emirates Airline guests.



The Thomson sisters - Sheryl, Lynsey and Karalynn - dazzle the evening with their smiles.



Nadim Ghrayeb, Regional Sales and Marketing Manager, Cadillac, with his wife.



European Tour's Sofia Lundsted and her guest.



SDI Marketing officials, who won bronze for CSR Initiative.



The Daman team who collected a handful of awards, including a 1-2 in Best Sports CSR Initiative.

celebrate the finest



A Cadillac CTS-V greeted the guests at the lounge area.



Sport360's Mark Kar presenting on behalf of Singha Corp.



Violinist Pasha Scripnik enthralled the audience with her performance.



Mia Harvey of RAK Tourism and her husband.



Guests from GEMS Sports Academy.



ICC Academy



“Success is the sum of small efforts, repeated day in and day out”

Once more, the ICC Academy proves itself as one of the greatest sports facilities in the region by winning the **Silver Award for Best Outdoor Sports and Recreation Facility in the Middle East at the Sports Industry Awards 2016**.

A milestone like this only serves as a fitting recognition of just how much hard work all our team members put into making the ICC Academy's programmes and facilities the venue of choice for the best teams and players in the world.

Dubai Sports City Congratulates the ICC Academy on this win and says “Excelsior” for the future!



DUBAI SPORTS CITY

A DESTINATION AT

An unforgettable night



As many as 562 guests enjoyed their evening out at the sold-out function, which was held at the JW Marriott Marquis.



Matthew Jackson, Managing Director Sport Arabia Worldwide, with his Messi-autographed jersey after winning the Icons and Modells Sports Quiz.

Icons add to the SPIA experience

One of the biggest prizes on the SPIA night – an autographed Barcelona jersey of Lionel Messi – was up for grabs for the winner of a quiz contest.

The fabulous prize was put up by Icons, the world's leading online retailer of the finest and most authentic signed football memorabilia. Icons tied up with SPIA to showcase their physical shops that opened in the UAE, at Modell's in Mall of Emirates and City Centre Mirdiff.

Big ticket items on display in the UAE include a FCB-series jersey worn by Leo Messi, a Gareth Bale match-worn Real Madrid Jersey and a Cristiano Ronaldo-owned boot.

Nick Peel, CEO of Marka, who have brought Icons to the UAE, said: "The support from the local community here has been incredibly positive."

"We look forward to bringing memorabilia to sports enthusiasts here in the UAE."

Pictures: Razvan Alin Constantinu/Walter Pagano

GENERATION UPDATE / COVERED



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Gold Winner of the 2016 Best Sports CSR Initiative Award

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Get noticed by thousands! Your name and selfie may also be featured on the digital screens in Dubai Mall and Yas Mall.

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Download from Windows Phone Store

*App not currently supported on Windows 10 mobile phones.

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