

The very best in the business

Celebration in Dubai sees awards handed to UAE's industry leaders

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More than 400 guests attended the 2018 Sports Industry Awards on Tuesday night, celebrating the best sporting achievements in the UAE over the last 12 months.

Held at the impressive One & Only Royal Mirage, the gala evening rewarded the region's leaders, facilities and organisations for their successes and continued development in sport.

Winners picked up awards across 16 categories after being chosen following a rigid selection process by a panel of 15 of the region's sports experts. A total of 196 entries were registered across all the categories.

In his opening speech, *Sport360* CEO Steve McLaughlin said: "The SPIAs is all about you. We would not be here without the incredible support of our loyal sponsors, who believe in us, but more importantly, who believe in you and in the power of sport."

"The SPIAs would not be possible without the contestants, the short-listed finalists and the industry professionals."

McLaughlin also took time to thank the sponsors of the event – the Old Course Hotel Golf Resort and Spa, Lacoste, Dubai Sports City and SMG Insight, along with various partners, suppliers and judges.

Among the winners were FIFA Club World Cup UAE 2017 Experiential and Community Outreach – Abu Dhabi Sports Council & Flash Entertainment

"Being in Dubai, you've got to provide the best you can"
– Bachara

Activation of the Year.

Accepting Flash Entertainment's award Alexis Dijksterhuis said: "We're delighted to win as we had a new concept this year, we wanted to do things differently and we were hoping to win. It's a great evening here and we're delighted to be a part of it as well."

Zayed Sports City was awarded Best Sport & Recreation Facility of the Year and the public voted the Formula 1 Etihad Airways Abu Dhabi Grand Prix as the Best Live Experience at a Professional Sports Event.

Tom Ralston collected the Sports Event Supplier of the Year gold award for Eclipse. He said: "We've supported a lot of events in Dubai and the UAE to a very high standard, and even the smaller events like the Rugby 7s, so it's always nice to be recognised for the work we put in. The turn out here is really impressive too, it's no small event by any means, and it means a lot to us to win."

Director of Media and Sponsorships, Jad Bechara, spoke after picking up the Best Indoor Sport & Leisure Offering gong for Dubai Sports World.

"Being in Dubai, you've got to always expect to be at the top and provide the best you can and Dubai Sports World always strives to be the best in the market," he said. "It's a tough category actually so we're really pleased to have got the gold."



To the victors, the spoils: The winners celebrate their achievements at the One & Only Royal Mirage on Tuesday.



The UAE's finest: More than 400 guests were at the SPIAs.



Dressed to impress: Attendees wore their finest garbs.



Mark it on your calendar: The SPIAs are a key annual event.



All smiles: Awards were handed out across 16 categories.

SPORTS BRAND, RETAIL OR PRODUCT ACTIVATION OF THE YEAR



GOLD – FIFA Club World Cup UAE 2017 Experiential and Community Outreach – FIFA Club World Cup UAE Local Organizing Committee – Abu Dhabi Sports Council & Flash Entertainment
SILVER – Intercontinental Beach Soccer Product Activation – Emirates NBD

SPORTS EVENT SUPPLIER OF THE YEAR



GOLD – Eclipse
SILVER – CEO Events

BEST SPORTS DIGITAL PLATFORM OF THE YEAR



GOLD – Dawri Plus – Intigral
SILVER – FIFA Club World Cup UAE Mobile Roadshow App – FIFA Club World Cup UAE Local Organizing Committee – Abu Dhabi Sports Council & Flash Entertainment

BEST INDOOR SPORT & LEISURE OFFERING



GOLD – Dubai Sports World
SILVER – Bounce Middle East
BRONZE – Adventure Zone

BEST SPORT & RECREATION FACILITY OF THE YEAR



GOLD – Zayed Sports City
SILVER – Emirates Golf Club
BRONZE – The Els Club

BEST USE OF SOCIAL MEDIA IN SPORT



GOLD – Abu Dhabi HSBC Championship presented by EGA – Abu Dhabi Sports Council/IMG
SILVER – Formula 1 Etihad Airways Abu Dhabi Grand Prix – Yas Marina Circuit
BRONZE – School's Got Talent – Garage366

BEST INTEGRATED SPORTS MARKETING CAMPAIGN OF THE YEAR



GOLD – Emirates NBD Million Dirham Putt – Emirates NBD/Wasserman
SILVER – Mubadala World Tennis Championship – FLASH Entertainment/IMG
BRONZE – Formula 1 Etihad Airways Abu Dhabi Grand Prix – Yas Marina Circuit

SPORTS F&B VENUE OF THE YEAR (PUBLIC VOTED)



GOLD – O'Learys Sports Restaurant
SILVER – Kickers Sports Bar

BEST SPORTS CSR INITIATIVE OF THE YEAR



GOLD – Abu Dhabi Islamic Bank Future Champions League
SILVER – UAE National Sports Day – Zayed Sports City Celebration
BRONZE – The Emirates NBD Unity Run 2017

BEST LIVE EXPERIENCE AT A PROFESSIONAL SPORTS EVENT (PUBLIC VOTED)



GOLD – Formula 1 Etihad Airways Abu Dhabi Grand Prix
SILVER – FIFA Club World Cup UAE
BRONZE – Mubadala World Tennis Championship

SPORTS BRAND OF THE YEAR (PUBLIC VOTED)



GOLD – Reebok
SILVER – New Balance
BRONZE – Skechers

BEST SPONSORSHIP OF A SPORT, SPORTS EVENT OR SPORTS TEAM



GOLD – The Color Run by Daman's ActiveLife – National Health Insurance Co. – Daman
SILVER – du Football Champions – Emirates Integrated Telecommunications Company (du)
BRONZE – Les Mills Live – Reebok

SPORTS YOUTH ACADEMY OR ORGANIZATION OF THE YEAR



GOLD – MK Fencing Academy
SILVER – ICC Academy
BRONZE – Tennis360

BEST YOUTH DEVELOPMENT PROJECT OF THE YEAR



GOLD – du Football Champions & du LaLiga High Performance Centre – Inspiratus Consulting Limited
SILVER – HSBC Future Falcons – HSBC Future Falcons/IMG
BRONZE – Eish Al Tahadi – STQ/Intigral
SPECIAL MENTION – Hamilton Aquatics – Hamilton Aquatics

BEST SPORT AGENCY OR ORGANISATION



GOLD – IMG Middle East
SILVER – Intigral Sports
BRONZE – Nielsen Sports and Entertainment

BEST AMATEUR SPORT EVENT OF THE YEAR



GOLD – ITU World Triathlon Abu Dhabi 2017 – WORLDSPORT Arabia
SILVER – The Color Run presented by Daman's ActiveLife – IMG
BRONZE – TriYAS By Daman ActiveLife – Yas Marina Circuit