

SPIA

SPORTS INDUSTRY AWARDS

SPORT
360



2015
EDITION

Special 12-page souvenir pullout celebrating the awards night

Presented by



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Rewarding innovation

Sport360° CEO Michael Chalhoub's address to the 520 guests at the JW Marriott Marquis

“Three years on, we are still guided by the same idea that inspired us at Sport360° to create the Sports Industry Awards presented by Cadillac: you are sport people, you might not be on the pitch being cheered by fans, but there would be no pitch without you.

And this simple guiding principle has turned year on year into a room full of passionate people encouraging each other to bigger and better.

We aspired to reward you, to connect you, to give you a stage where your talent and your tireless efforts will be the stars of the show but it was you who stepped up the game, who every year astounded us with your professionalism, with the growing quality of your applications, with your ideas and the innovation you bring into the region.

In our five years as Sport360° we have covered the best of the best throughout the world and today, greatly due to your blood, sweat and tears, the Middle East is no longer on the sidelines.

You have turned us into a hub and brought us to the forefront in

“The Middle East no longer follows in the steps of others”
Chalhoub

the sports world. Your expertise has now gone beyond building a name and has turned to developing to every detail of the facilities, products, events, journalists, projects and experts in each sport; and you have done it in record time with extraordinary quality.

Today the Middle East no longer follows in the steps of others: we make our own way.

Of course, there is always room for improvement and we will be here to encourage you, because being a capital of sports is no longer just a dream; but a reality we work together to accomplish.

Continuing from last year's success, a total of 191 entries were registered across the 13 categories with 48 submissions from outside the UAE, a testament of the regional growth of the awards, which is evident in the 520 guests



Celebrating excellence: Sport360° CEO Michael Chalhoub.

at awards night. The winning events, organisations, facilities and campaigns tonight have been selected by a panel of industry leaders, your peers.

The judging process has been rigorous and stringent involving two rounds across 27 hours of judg-

ing by more than 16 highly professional and experienced industry leaders whose sole aim is to honour the leaders, brands, organisations and facilities that have contributed in the past 12 months to the development of sport in our region, with the inclusion of two new awards

recognising the best PR in sports and the Best sport CSR projects.

We could not be here without you all and without the incredible support of our sponsors who believe in you as we do.

So, we would like to extend our sincere thanks to our sponsors Cadillac, Emirates Airline, National Ambulance, FGB, Lacoste, Davidoff and Dubai Sports City as well as to all our partners, suppliers, judges.

We also appreciate and thank the Deloitte and Touche team who audited the entire process in order to ensure the highest level of impartiality.

This event would not be possible without everyone present on awards night, nor would it be possible without you: the contestants, shortlisted finalists and 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 day and night to make this event a night you will remember, we wish you all the very best and many congratulations to the winners.”



Taking centre stage: All the winners from the third edition of the SPIA on March 25.

الإسعاف الوطني
National Ambulance

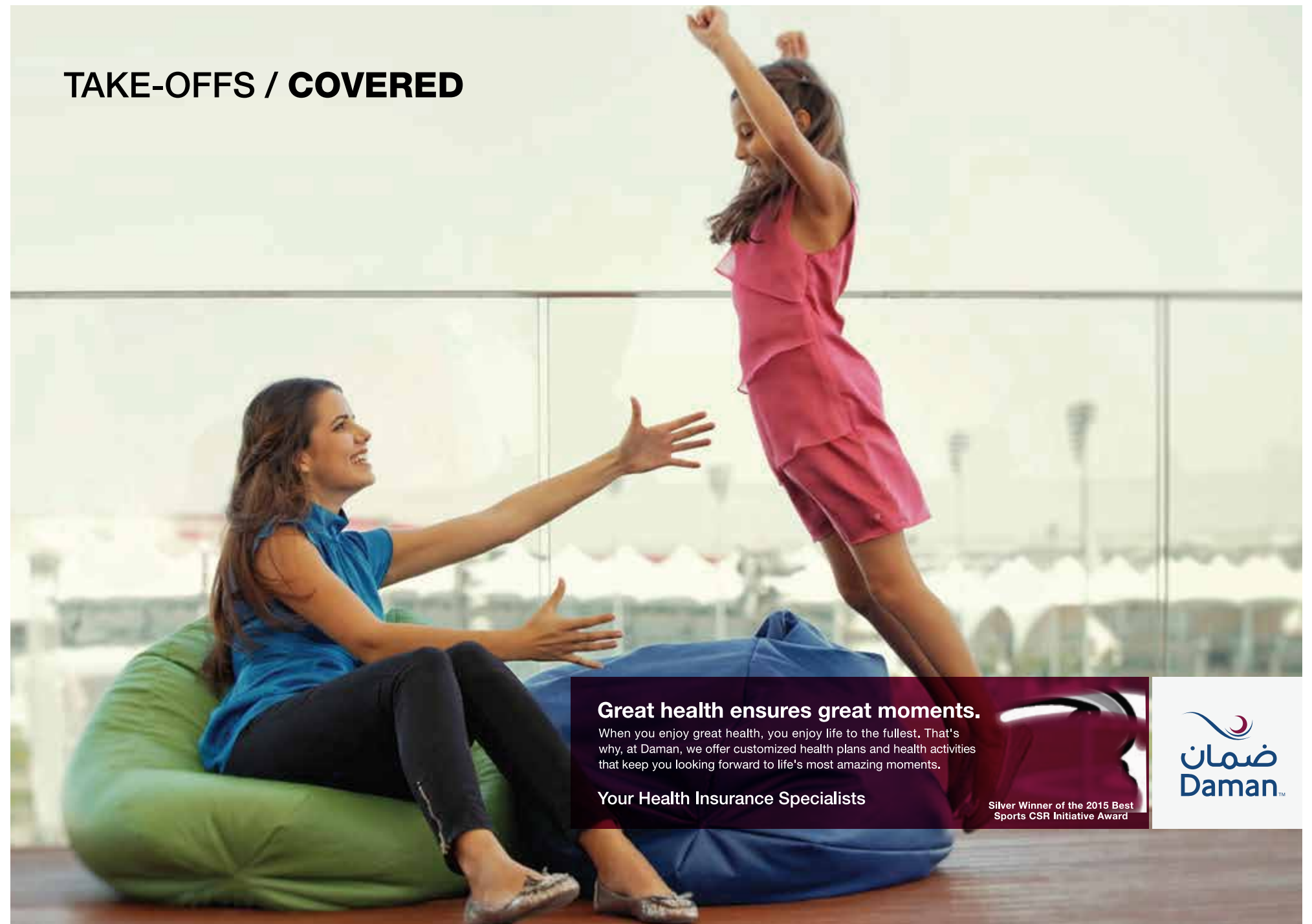
مبروك
CONGRATULATIONS

يتوجه الإسعاف الوطني بخالص التهنئة إلى الشركات الفائزة لمساهمتها القيمة في دعم الرياضة في الدولة. إيماناً منا بدورنا الفعال في توفير خدمات إسعافية متميزة، نفخر بعملنا مع الشركاء من أجل خدمة الجمهور أثناء الفعاليات العامة والمناسبات الرياضية.

National Ambulance congratulates all winners for their valuable contribution to sport in the UAE. Driven by our goal to provide excellence in pre-hospital care, we work in partnership to proudly serve the community at sporting and public events.

الإسعاف
www.nationalambulance.ae

TAKE-OFFS / COVERED



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Silver Winner of the 2015 Best Sports CSR Initiative Award

دمان
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Winning hearts with passion and hard work

> Best Integrated Sports Marketing Campaign

- Gold** – Abu Dhabi HSBC Golf Championship (Abu Dhabi Tourism & Culture Authority / IMG)
- Silver** – Winner Stays DXB (Sun & Sand Sports)
- Bronze** – All Time Greats (Emirates Airline)

Faisal Al Sheikh – Director of Events Bureau, ADTCA.
I believe it's a well-deserved award. This was the 10th edition of the championship and the participation of the world's top players undoubtedly gave it a lot of importance and prestige. The accumulated experience from hosting this event for 10 years helped us reach such results.
Thanks to the support of HSBC and our partnership with the European Tour as well as the Abu Dhabi Golf Club, it was a group effort to realise one common vision to make it one of the best competitions in the world.
I think our marketing campaign was great in that we didn't just focus on the game itself, but we offered so many activities for spectators at the club. The tournament village was incredible and attracted everyone. We also had a Red Day, where we gave free entry to anyone wearing red. So all that led to us winning this award.



> Sports Agency of the Year

- Gold** – IMG Middle East
- Silver** – Fast Track
- Bronze** – Challenge Bahrain
- Bronze** – MMC Sportz

Greg Sproule – Managing Director, IMG.
It's fantastic. It's all because of our team. They're phenomenal. I'm very proud of them. It feels great to be part of this group and lead them along. It's their award, they're the superstars.
We're seeing a lot more interest in sponsor activation. I think it's awards and events like this that celebrate excellence, and I think the industry deserves it.
You know what, it's not about how big you are, it's about how good you are, and I think that's what the SPIAs are all about. We're seeing a lot more mass participation from various members of the industry as well, which is great for the future.



> Best Live Experience at a Professional Sports Event

- Gold** – Abu Dhabi HSBC Golf Championship (Abu Dhabi Tourism & Culture Authority / IMG)
- Silver** – Emirates Airline Dubai Rugby Sevens (Promoseven Sports Marketing)
- Silver** – HBZ Stadium Showcase – Al Ain vs Manchester City (Al Ain Investment Company)

Greg Sproule – Managing Director, IMG Middle East.
It's an amazing story of people working really hard to create what is arguably the best interactive village in the world of golf. I really believe that.
And that's a great team of people. Great people at the Tourism & Culture Authority that inspire us, and HSBC as a great title partner that do an amazing job and give us the platform to do fun things like that. We're very grateful.

> Best use of Social Media in Sport

- Gold** – Abu Dhabi Grand Prix (Abu Dhabi Motorsports Management)
- Silver** – Abu Dhabi HSBC Golf Championship (Four Communications / IMG)
- Bronze** – The Color Run (IMG Middle East)

Nick McElwee – Sales and Marketing Director, Yas Marina Circuit.
We're really happy. We put a lot of effort into social media. It's a really important platform for us, for the Grand Prix and everything else we do at Yas Marina Circuit. But obviously, F1 is the big one and it's really amazing to win the award.
The numbers were good. We trended number one globally on Twitter on race day last year. We generated 1.9 billion impressions, 250,000 mentions, it was a really, really big race weekend for us. So I am really happy.



> Best Sports CSR Initiative

- Gold** – MoneyGram Cricket Ke Badhsa (MoneyGram International / Radar World)
- Silver** – Active Life by Daman (Daman National Health Insurance Company)
- Bronze** – ADIB Future Champions League (ADIB / IMG)

Youssef Tarek – Marketing Manager, MoneyGram.
It's an absolute pleasure. We worked really hard. It's a unique property which brings entertainment to a deprived class of people in Saudi Arabia – South Asians who work in construction camps, they have really busy schedules and are very short on entertainment. MoneyGram helps them exercise one of their greatest hobbies which is cricket. People from India, Pakistan, Bangladesh, Sri Lanka and Nepal have great interest in it. And MoneyGram, being a sponsor of the ICC, helps them participate in a professional grassroots tournament which goes across the whole country.
So nine cities across Saudi participated in this tournament and almost 5,000 players took part, none of who are professional players. This is the largest grassroots event in Saudi Arabia from a sporting angle and it's also the largest cricket event in the Middle East.



> Best Sponsorship of a Sport or Sports Event

- Gold** – The 7s World Series & Emirates Airline Dubai Rugby Sevens (HSBC / Fast Track)
- Silver** – DP World Tour Championship (Emirates Airline)
- Bronze** – FIFA World Cup (Coca-Cola / Fast Track)

Ben Sadek – Account Director, Fast Track.
We've worked with HSBC for a long time and we look after all of their rugby sponsorships globally. The 7s World Series is their flagship event and the Dubai Rugby Sevens is such a massive event in this market.
We're really proud to win this award. Working with HSBC is all about results, it's all about the impact the sponsorship has on their customers, on their potential customers and this year our results were stronger than ever before. Every year we see an increase. We keep raising the bar higher, it's more challenging every year, but it's a great event and it grows each year. It's nice to be up for a couple of awards, this is what it's all about.
This makes all the hard work worthwhile when you can come and celebrate the evening with your client.



Pioneers who never stopped pursuing excellence

> Outdoor Sport & Recreation Facility of the Year

- Gold** – Dubai Creek Golf & Yacht Club
- Silver** – Wadi Adventure
- Bronze** – Emirates Golf Club
- Bronze** – Zayed Sports City

Chris May – CEO, Dubai Creek Golf & Yacht Club. We're delighted. The team put in a great deal of effort all throughout the year. We've got a great team of colleagues at the club and this award is taken on their behalf for all their hard work.

This past year we developed a service culture programme at both of our clubs, Dubai Creek and Emirates Golf Club. We feel it's very important to look after our members and guests, and I think that service culture programme is probably the most important thing we've implemented in the last 25 years. Looking after our people is the most important thing.

When the SPIA first started, I thought it was a great concept. It's fantastic to see it grow year on year. To be a part of this endeavour is really special. I think it's become one of the fixtures in Dubai's sporting calendar and I hope it continues for many years to come.



> Best Sports Retail Experience

- Gold** – Adventure HQ
- Silver** – Adidas Retail Outlets & Franchise Stores
- Silver** – Nike Women (Sun & Sand Sports)

Sam Whittam – CEO and Founder, Adventure HQ. It's the third year in a row that we've won the best sport retail outlet. We're very proud of what we've done, we love what we do, and it's a great honour to win this award again. We care about our customers, we care about our people – inside and outside the business – and we're trying to be a part of a culture and a lifestyle shift rather than just sell product and I think that's what sets us apart.

We've been open since 2012 and I'd like to think we've had a positive influence in bringing about that shift in people's lifestyles. But globally, outdoor activities are becoming a lot more prevalent. For us, it was a combination of right time, right place, right concept... we truly believe that you get out what you put in. We practice what we preach and we live it.



> Best use of PR in Sport

- Gold** – Winner Stays DXB (Sun & Sand Sports)
- Silver** – Abu Dhabi HSBC Golf Championship (Four Communications / IMG)
- Bronze** – Abu Dhabi International Triathlon (Abu Dhabi Tourism & Culture Authority / Fast Track)

Roy Nasrallah – Head of Marketing, Middle East, Nike. It's always great to win. We're so excited. Winner Stays was a great experience for us, especially in a football World Cup year. Last year, we decided to 'activate' the city.

We went to the neighbourhoods in Al Ain, Abu Dhabi, Sharjah, and Dubai, we connected with our consumer. We reached the best athletes and we ultimately gathered the best eight teams under Burj Khalifa and it was a night to remember. We built a stadium and it was an amazing experience for everyone.

The region is witnessing a new fitness culture and Nike is in the heart of it. We continue to power this movement through our products and innovations.

> Indoor Sport & Recreation Facility of the Year

- Gold** – Bounce
- Silver** – Adventure HQ
- Bronze** – Zayed Sports City

Ross Milton – Managing Director, Bounce. Awesome, ecstatic, wonderful achievement. We wanted to take the country by storm and create a great atmosphere for kids, teenagers, young adults, to just have a great time, to be able to express themselves to do something different.

It's well exceeded our expectations. We love just getting out there, showing people a good time and seeing a smile on people's faces. The SPIAs concept is very energising to start with. It's such a great group of people, it's what we're all about – sports, community... it's a great thing to be a part of.



> Youth Development Project of the Year

- Gold** – Spanish Soccer Schools (Dubai Sports City)
- Silver** – ADIB Future Champions League (ADIB / IMG)
- Bronze** – Emirates American Football League (EAFL Events)

Inaki Beni – Football Academy Manager, Dubai Sports City. I think we have to really congratulate the entire team, especially Michel Salgado who couldn't make it tonight. This is for him, because of the way he believed in the project, as well as Khalid Al Zarooni (DSC president), who believed in it as well and started it. We're really a development project, that's what we're trying to do. I think we can make a real change in football here.



> New Sporting Product of the Year

- Gold** – TIMA Sports Apparel (TIMA Love Life)
- Silver** – Nike Magista (Sun & Sands Sports)
- Bronze** – The Watt Bike (800 Sport by Raymond)

Fatima Batook – Owner, TIMA. We didn't expect it at all. After hearing bronze and silver we were like 'let's go home' and then they said 'gold TIMA' and I'm like 'What?'. It was really surprising. Last year we were nominated alongside big brands like Nike, Adidas and Giant and we didn't win. It's really overwhelmingly and amazing. First of all I think it's all about passion and love. We have Rasha as the brand manager and Jennifer and Eva as our two brand ambassadors and they are amazing. We just share the love of empowering women and it being the first-ever Arab brand for sport apparel that understands the women here in this region, with their bodies, their needs and their aspirations – this is what we stand for.



> Best Sport Event (Amateur)

- Gold** – The Color Run (IMG Middle East)
- Silver** – We RUN DXB (Sun & Sand Sports)
- Bronze** – Tri Yas (Abu Dhabi Motorsports Management)

Greg Sproule – Managing Director, IMG Middle East. The line saying 'The Happiest 5k on the planet' is really true. Even from an organisational point of view, it's so much fun to put on an event like this. It's about getting of the sofa, getting some exercise with family and friends. It's not a timed event, it's just about having a great time. It's about getting that selfie, having some fun and celebrating your 5k at the end.

The ActiveLife guys and our friends at Daman are phenomenal and for Daman to bring on Dame Kelly Holmes and Omar Nour – who is such a champion of fitness in the community – is superb. One of the things that makes it so interesting from our point of view is the power of social media. We've got a great following on social media, Instagram, Facebook in particular. So much of our marketing is through Facebook. It's amazing to see social media help a sports event like that.



All the glitz

SPIA goes from strength to strength with awards



Onwards and upwards: Bounce Sports Club.



Gridiron gang: The EAFL team.



Snappy dressers: 7Emirates Run.



Emirates' Boutros Boutros and his wife with Ingie and Patrick Chalhoub.



In top shape: Talisse Fitness.



Making the trip: Challenge Bahrain.



Staying healthy:
Representatives
from Daman.

and glamour

night attended by the UAE sports industry's finest



The Monster Energy drink team.



H&K's Ross Macdonald and Becki.



Casual class: The Lacoste team.



Dina Fouad of Fast Track and friend.



From the Garden City: Al Ain Club Investment Company.



Ballroom blitz: This year's event was attended by 520 guests.



A GOOD GAME PLAN IS ALWAYS REWARDED!




SPANISH SOCCER SCHOOLS WINS SPIA GOLD AWARD FOR YOUTH DEVELOPMENT

Spanish Soccer Schools is proud to have won gold at the SPIA, a prestigious recognition conferred on organizations that make valuable contributions in the arena of sports. While we are immensely honoured to be chosen for this top award, we rededicate ourselves to create more soccer stars through intensive training and innovative coaching concepts.

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