



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

AGENCY OF THE YEAR

This award recognises an agency that has demonstrated exceptional contributions to the sports industry through innovation, impact, and excellence. Agencies will be evaluated on their ability to represent athletes, brands, or organisations with integrity, professionalism, and outstanding results.

Judges will consider the agency's achievements over the past year, including successful campaigns, partnerships, or sponsorships that have elevated their clients' profiles and positively influenced the sports landscape.

Key considerations include the agency's ability to adapt to industry challenges, foster long-term client success, and drive meaningful engagement with fans and stakeholders. Judges will also look for evidence of creativity, collaboration, and a commitment to ethical practices.

Submissions should highlight measurable outcomes, such as increased visibility, revenue generation, or enhanced reputations for their clients, alongside testimonials or case studies demonstrating the agency's role in achieving these outcomes. Applicants must have operated in one or more Middle Eastern countries between January 1, 2025 and December 31, 2025.

JUDGING CRITERIA
Judges will assess the successful delivery of campaigns, partnerships, and sponsorships that elevate client profiles and positively influence the sports landscape. Evaluation will focus on contributions to long-term client success and sustainable growth, as well as the effectiveness of engagement with fans, stakeholders, and the wider sports community. Submissions should demonstrate creativity and collaboration, supported by ethical and responsible business practices. Clear evidence of measurable outcomes is required, including increased visibility and brand awareness, revenue generation, and reputation enhancement.

ENTRY DETAILS
Organisation Name (Max 8 words 40 characters)
Entered By (Name) (Max 8 words 40 characters)
Entry Title (Max 8 words 40 characters)
Email Address (Max 40 characters)
Website UPLOAD URL
Name visible on screen for shortlisting This will appear on screen and on the winners trophy (Max 8 words 40 characters)

ENTRY FORM

1. Agency Overview (150 words)

a- What do you do? Provide an overview of your agency, why you exist and a summary of the services you offer in the sports industry.
b- Why should you win this award?

2. Achievements in 2025

What were your agency's most significant achievements in the Middle East sports industry during the eligibility period? Highlight campaigns, partnerships, sponsorships, or other initiatives that showcase your impact.

3. Innovation and Creativity (150 words)

Describe how your agency demonstrated innovation and creativity in your work. Provide examples of unique approaches, tools, or ideas that set your agency apart.

4. Collaboration and Partnerships (150 words)

Highlight any significant collaborations or partnerships your agency was involved in during 2024. How did these relationships contribute to your success and impact on the sport industry?

5. Adaptability to Industry Challenges (150 words)

How has your agency adapted to challenges in the industry (e.g., evolving expectations, technological advancements)? Provide examples of how you turned these challenges into opportunities.

6. Ethical Practices and Professionalism (150 words)

How does your agency ensure integrity, professionalism, and ethical practices in representing athletes, brands, or organisations? Include examples of how these values are embedded in your operations.

7. Measurable Outcomes (150 words)

Share data and metrics from your 2024 activities that demonstrate your agency's success. Examples might include increased visibility, revenue growth, enhanced reputations, or social impact.

8. Vision for the Future (150 words)

What is your vision for your agency's future in the Middle East sports industry? How do you plan to continue innovating and delivering exceptional results for your clients and help to shape sport?

SUPPORTING DOCUMENTS REQUIREMENTS

1. Client Success Stories

Share at least two examples of client success stories from the past year.
Include specific details of campaigns/projects including objectives, strategies employed, challenges overcome, and measurable outcomes achieved for your clients.
UPLOAD PDF
UPLOAD image x 2 and video x 1

2. Results-Based Evidence

Metrics, dashboards, reports, performance data - Before/after comparisons preferred

3. Logos

1x EPS or AI vector logo
1x hi-res JPEG/PNG (300dpi)
UPLOAD OPTION

4. Main Video for Shortlisting

1x Video hi-res max 60 sec/100 MB Rights-cleared for publication
UPLOAD OPTION

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