



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

## BEST ADVISORY SERVICE

This award recognises applicants who have delivered outstanding sports advisory or consultancy services during the 2025 eligibility period. Entries will be evaluated on the quality, impact, and professionalism of services provided to sports organisations, clubs, federations, leagues, brands, rights holders, or governing bodies, and the applicant’s ability to drive strategic value, informed decision-making, and sustainable growth across the sports ecosystem.

Entries should cover areas such as strategy, governance, commercial development, performance, operations, infrastructure, technology or policy, and present an evidence-based advisory framework outlining objectives, methodology and scope of work. Submissions must provide proven outcomes like organisational growth, improved performance, revenue generation, efficiency gains or strategic transformation, demonstrate industry expertise and professionalism and include client or partner testimonials validating effectiveness and impact.

Applicants must have operated in a Middle Eastern country between January 1, 2025 and December 31, 2025.

| JUDGING CRITERIA  |
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| Judges will assess the quality of advice and execution, focusing on the effectiveness of recommendations, the level of implementation support provided, and the ability to deliver against client objectives.   |
| Evaluation will also consider the measurable impact and results achieved, including organisational, commercial, or performance outcomes for clients. Innovation and thought leadership will be assessed through the use of original thinking, advanced frameworks, tools, or technology that contribute to the evolution of sports advisory practice. |
| Judges will consider the long-term value created for clients, including sustainability of outcomes, scalability of solutions, and the broader contribution to the development and advancement of the sports industry.   |

| ENTRY DETAILS  |
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| <b>Organisation Name</b><br>(Max 8 words   40 characters)  |
| <b>Submitted By (Full Name)</b><br>(Max 8 words   40 characters)   |
| <b>Submitted by (Title)</b><br>(Max 8 words   40 characters)   |
| <b>Email Address</b><br>(Max 40 characters)  |
| <b>Website</b><br>UPLOAD URL   |
| <b>Name visible on screen for shortlisting</b><br>This will appear on screen and on the winners trophy (Max 8 words   40 characters) |

| ENTRY FORM  |
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| <b>1. Overview (150 words)</b><br>a. What do you do? Provide an overview of your firm or professional practice, including your areas of expertise (e.g. legal, financial, governance, strategic planning, or regulatory support.) core values, and your specific focus within the sports industry.<br>b. Why should you win this award? |
| <b>2. Significant Achievements in 2025 (200 words)</b><br>What were your most significant achievements during the eligibility period (1st January 2025 – 31st December 2025)?<br>Include examples of impactful projects or outcomes delivered for clients   |
| <b>3. Complex Challenges Addressed ( 150 words)</b><br>Describe a specific instance where your advisory services helped a client overcome a complex challenge.<br>Detail the approach, solution, and measurable results.  |
| <b>4. Innovation and Expertise (150 words)</b><br>How did your firm demonstrate innovation or unique expertise in delivering advisory services? Provide examples of creative or forward-thinking strategies employed.   |
| <b>5. Professionalism and Ethical Practices (150 words)</b><br>How does your firm ensure professionalism, integrity, and ethical practices in all advisory engagements?<br>Include examples of policies or actions that reinforce these principles.   |
| <b>6. Impact on the Sports Sector (150 words)</b><br>Industry in the Middle East. Provide specific evidence or metrics to support your claims.  |
| <b>7. Vision for the future (150 words)</b><br>What is your vision for the future of your advisory services within the sports industry?<br>Describe your plans to continue innovating and providing value to your clients.  |

| SUPPORTING DOCUMENTS REQUIREMENTS  |
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| <b>1. Client Success Stories</b><br>Maximum 2 – Can be written quotes or video testimonials<br>UPLOAD OPTION               |
| <b>2. Case Study (1 page)</b><br>Must include objectives, strategy, methodology, execution, innovation and results.        |
| <b>3. Logos</b><br>1x EPS or AI vector logo<br>1x hi-res JPEG/PNG (300dpi)<br>UPLOAD OPTION                                |
| <b>4. Main Video for Shortlisting</b><br>1x Video hi-res max 60 sec/100 MB Rights-cleared for publication<br>UPLOAD OPTION |