



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

BEST FAN ENGAGEMENT

This category celebrates organisations, teams, or events in the Middle East that have excelled in connecting with fans and delivering exceptional engagement experiences. Judges will assess initiatives that demonstrate innovative approaches to building meaningful relationships with fans, whether through digital platforms, in-person experiences, campaigns, or community outreach programmes.

Submissions should highlight the creativity, reach, and impact of fan engagement efforts, showcasing measurable results such as increased fan interaction, loyalty, or satisfaction. Key considerations include the use of technology, inclusivity, and the ability to create memorable, immersive experiences that resonate with diverse audiences. Entrants are encouraged to provide testimonials, data, or case studies that demonstrate how their initiatives have elevated fan involvement and enhanced the overall sports experience.

Applicants must operate within the Middle East sports ecosystem during 2025 and deliver fan-facing initiatives during the eligibility period.

JUDGING CRITERIA
<p>This category will be judged on the clarity and relevance of the fan engagement strategy, supported by strong audience insights and cultural understanding aligned with the organisation, team, or event identity.</p> <p>Assessment will focus on creativity and originality in engagement concepts and experiences, and how effectively they build emotional or community resonance across digital, live, and in-person touchpoints.</p> <p>Judges will evaluate execution quality, multi-channel integration, consistency of delivery, and effective use of technology. Impact will be measured through clear, data-backed results such as increased fan interaction, loyalty, audience growth, and positive sentiment.</p> <p>Consideration will also be given to legacy and long-term value, including sustainability, scalability, and lasting impact on fans and the wider Middle East sports ecosystem during the 2025 eligibility period.</p>

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

ENTRY FORM
1. Overview (150 words) a. Provide an overview of your fan engagement initiative. Include its objectives, target audience, and the specific challenges it aimed to address. (150 words) b. Why should you win this award?
2. Key Engagement Strategies (200 words) What strategies did you use to connect with fans? Highlight the tools, platforms, or methods employed, such as digital campaigns, in-person experiences, or community outreach programmes.
3. Innovation and Creativity (150 words) How did your initiative demonstrate innovation and creativity? Provide examples of unique or groundbreaking approaches to engaging fans.
4. Use of Technology (150 words) Describe how technology was utilized in your fan engagement efforts. How did it enhance the experience or expand your reach?
5. Inclusivity and Accessibility (150 words) How did your initiative ensure inclusivity and accessibility for diverse fan groups?
6. Memorable Experiences (150 words) Share examples of how your initiative created memorable and immersive experiences that resonated with fans. What made these experiences stand out?
7. Measurable Outcomes (150 words) Provide data or metrics that illustrate the success of your fan engagement initiative. Examples might include increased interaction rates, fan loyalty, attendance figures, or social media engagement.
8. Fan Feedback and Testimonials (150 words) What feedback or testimonials have you received from fans about the initiative? Share examples that highlight its impact and success.
9. Future Vision and Innovation What is your vision for future fan engagement efforts? Describe how you plan to continue innovating and enhancing the fan experience.

SUPPORTING DOCUMENTS REQUIREMENTS
1. Fan Engagement Case Study (1 page) Must include objectives, strategy, execution, innovation and results. UPLOAD OPTION
2. Performance Evidence Social media metrics, fan surveys, digital analytics, attendance figures, revenue impact. UPLOAD PDF
2. Testimonials Maximum 2 – Can be written quotes or video testimonials. UPLOAD OPTION
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