



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

BEST PR/COMMUNICATION SPORTS STRATEGY

This category recognises an organisation, team, event, or agency that has executed the most effective and creative Public Relations and Communications strategy in the Middle East sports industry during the eligibility period (1st January 2025 – 31st December 2025).

Evaluation focuses on the strategy's clarity of objectives, the originality of the creative concept, the effectiveness of message delivery across all channels (e.g., traditional media, digital, social), and the ability to proactively and reactively manage the public narrative.

Key considerations include the campaign's success in driving measurable shifts in brand perception, achieving target media coverage, managing a crisis, or supporting key commercial and engagement goals. Submissions must provide clear evidence of campaign reach, sentiment analysis, and the ultimate business or strategic impact.

JUDGING CRITERIA
<p>This category will be judged on the clarity and relevance of the communication strategy and objectives, as well as the quality of insights informing the approach, including audience understanding, market context, and brand positioning.</p> <p>Judges will assess creativity and originality in messaging and storytelling, evaluating how effectively narratives are developed to create emotional or cultural resonance with target audiences. Evaluation will focus on execution quality and multi-channel integration, including professionalism across PR, digital, social, and media channels, consistency of messaging, and alignment with the brand or event identity.</p> <p>Impact and effectiveness will be measured through proven, data-backed results such as media coverage, engagement levels, audience growth, sentiment improvement, reputation enhancement, and the strength of stakeholder communication and influence on public perception.</p> <p>Judges will consider legacy and long-term value, including the contribution to brand reputation or communication standards, sustainability and continuity of the strategy, its potential for replication or scale, and evidence of lasting impact on stakeholders, fans, or the wider sports community.</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 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. Strategy Overview and Objectives (150 words) a. What was the core PR/Comms challenge or opportunity, and what were the three main strategic objectives of the campaign? b. Why should you win this award?
2. Creativity and Message Development (200 words) Describe the creative concept or unique hook of the strategy. Explain the key messages developed and how they were tailored to resonate with different target audiences.
3. Execution and Channel Integration (150 words) Detail the execution of the strategy, highlighting how various communication channels (media relations, social media, digital content, etc.) were integrated to maximize reach and impact.
4. Crisis or Narrative Management (if applicable/OPTIONAL) (150 words) If the campaign involved managing a crisis or significantly shifting a public narrative, detail the steps taken and the successful outcome.
5. Beyond traditional media metrics (150 words) How did your campaign directly contribute to the commercial growth, new revenue streams, or long-term brand equity of the sport, team, or athlete?
6. Measurable Outcomes and Impact (150 words) Provide quantifiable data that demonstrates the success of the strategy against its initial objectives. Examples might include: media value, sentiment shift percentage, increase in reach/engagement, or clear links to commercial results (e.g., ticket sales, sponsorship value).

SUPPORTING DOCUMENTS REQUIREMENTS
1. Client Success Stories Maximum 2 – Can be written quotes or video testimonials UPLOAD OPTION
2. PR/Communications Case Study (1 page) Objectives, strategy, execution, innovation and results. UPLOAD PDF
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