



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

BEST USE OF DATA AND ANALYTICS

The Award recognises an organisation that has implemented a sophisticated, data-driven project, system, or solution during the eligibility period (1st January 2025 – 31st December 2025) that has demonstrably generated a strategic competitive advantage or significantly improved key business drivers within the Middle East sports industry.

The initiative must have resulted in quantifiable gains in one or more areas: athlete performance, fan engagement, operational efficiency, commercial strategy, or executive decision-making.

Entries must outline a comprehensive and clear methodology, detailing the specific data sources leveraged, the volume of data handled, and the analytical tools used (including advanced techniques like machine learning, AI, or predictive modelling). Crucially, submissions must provide robust, measurable evidence of impact and performance, citing specific KPIs and return on investment (ROI).

JUDGING CRITERIA
Judges will assess the clarity and effectiveness of data-driven solutions addressing a specific sporting or commercial challenge. Evaluation will focus on the quality of the strategy, methodology, and insights, including innovative use of technologies such as AI, machine learning, or tracking systems.
Submissions must demonstrate measurable impact on athlete performance, fan engagement, operational efficiency, or commercial outcomes, supported by KPIs, ROI metrics, and case studies, while showing responsible data governance, ethical practices, and potential for long-term scalability.

ENTRY DETAILS
Organisation Name (Max 8 words 40 characters)
Submitted By (Full Name) (Max 8 words 40 characters)
Submitted by (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. Overview (150 words) a. What is the data-driven project, system, or solution being submitted? Provide an overview of the initiative and its primary objective (e.g., to improve athlete performance, fan engagement, commercial strategy, etc.). b. Why should you win this award
2. Methodology and Technology(150 words) Describe the clear methodology used for this project, including the data sources leveraged and the analytical tools applied. Detail the technical aspects of the solution, including the data volume processed and the specific advanced technologies applied, such as AI or predictive analytics, if relevant
3. Team Expertise and Data Governance (150 words) Outline the expertise of the teams involved in the project's development and implementation. Describe the documentation and practices you have in place to confirm responsible and accurate data handling and governance.
4. Actionable Insights and Impact (150 words) Explain how the data-driven insights led to actionable changes or strategic decisions within your organisation.
5. Measurable Outcomes (150 words) Provide clear, measurable evidence of the impact and performance of the solution.
6. Quantify the improvement in the targeted area (150 words) (e.g., athlete performance gains, revenue increase, fan engagement rates, or operational efficiency).

SUPPORTING DOCUMENTS REQUIREMENTS
1. Client Success Stories Maximum 2 – Can be written quotes or video testimonials UPLOAD OPTION
2. Data & Analytics Case Study (1 page) Must include objectives, data sources, methodology, execution, innovation and results.
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