



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

## BEST USE OF TECHNOLOGY

This category celebrates outstanding examples of how technology has been leveraged to transform the sports landscape in the Middle East. Open to organisations, events, or initiatives that have utilised cutting-edge tools, platforms, or solutions to enhance performance, engagement or operational efficiency, this award honors those at the forefront of digital innovation in sport.

They should demonstrate the effective application of technology within sport, including but not limited to: apps, websites, hardware, wearables, data and analytics tools, fan engagement platforms or gaming solutions.

Entries must include clear, measurable evidence of success, highlighting impact, performance outcomes and results achieved during the eligibility period. Applicants must have implemented and used technology in one or more of the listed Middle Eastern countries between January 1, 2025 and December 31 2025.

### JUDGING CRITERIA

Judges will assess the innovation and creativity demonstrated in the application of technology, focusing on solutions that deliver measurable impact across athlete performance, operational effectiveness, and fan engagement.

Submissions must be supported by clear, data-driven metrics and evidence of scalability, adaptability, and long-term value within the sports ecosystem.

### 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. Describe your initiative/use of technology in sport, including its objectives, the challenges it aimed to address, and the specific tools or platforms utilized.  
b. Why should you win this award?

### 2. Innovation and Creativity (150 words)

How did your initiative demonstrate innovation and creativity in its use of technology?  
Highlight unique or groundbreaking approaches that set your solution apart.

### 3. Target audience and Stakeholders ( 150 words)

Who were the primary stakeholders or target audience for the technology initiative?

### 4. Challenges and Solutions (150 words)

What challenges did you encounter during the implementation of this technology, and how were they addressed?

### 5. Scalability and Long-term Benefits (150 words)

Explain how the technology delivered long-term value, including:

- Competitive advantage or business transformation
- Industry best practices or benchmarks set
- Long-term scalability or replication potential
- And how does it continue to create value or have the potential to be expanded for broader use?

### 6. Fan Engagement and Experience(150 words)

How did your initiative enhance fan engagement or experience?  
(e.g. showcasing tech for meaningful or immersive interactions).

### 7. Vision for the future (150 words)

What is your vision for the future of this technology or its application in the sports industry?

### 8. Impact on Athletic Performance or Operations (150 words)

Explain how the technology improved athletic performance, team management, or operational efficiency.  
Provide data or case studies to support your claims in the supporting documents section.

## SUPPORTING DOCUMENTS REQUIREMENTS

### 1. Client Success Stories

Maximum 2 – Can be written quotes or video testimonials  
UPLOAD OPTION

### 2. Case Study (1 page)

Must include 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