



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

COMMUNITY SPORTS INITIATIVE OF THE YEAR

This award celebrates the very best of community sports and their ability to unite and uplift communities across the Middle East. This category recognises initiatives that have successfully used sport to foster participation, build connections, and improve community well-being.

Judges will evaluate events, campaigns, or programmes that have made a measurable difference by bringing people together and creating a positive and lasting impact. Key considerations include the initiative’s inclusivity, creativity, and alignment with the unique needs of the community it serves.

Submissions should demonstrate tangible outcomes, such as increased engagement, enhanced social cohesion, or improvements in physical and mental well-being. Entrants are encouraged to provide compelling evidence, including testimonials, success stories, or data that highlight how their initiative has transformed lives and strengthened communities through the power of sport.

Applicants must have operated in one or more Middle Eastern countries between January 1, 2025 and December 31, 2025, using sport to promote community participation, social connection and well-being

JUDGING CRITERIA
Judges will assess how effectively the initiative delivers positive, measurable, and lasting community impact through sport. Evaluation will consider the relevance of the initiative to genuine community needs, the inclusivity and accessibility of its design, and its ability to engage diverse participants.
Submissions should demonstrate clear evidence of increased participation in physical activity, strengthened social cohesion, and improvements in physical and mental well-being. Judges will also consider the creativity of the approach and how sport was used as a meaningful tool for community development. Strong submissions will be supported by clear metrics, measurable outcomes, and indicators of sustainable, long-term impact, demonstrating real and meaningful transformation within the community.

ENTRY DETAILS
Organization 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 of the initiative (150 words)

a- What is your community sports initiative?
Include its objectives, target audience, and the specific community needs it addresses. (150 words)

b- Why should you win this award?

2. Key Achievements in 2025 (200 words)

What were the initiative’s most significant achievements during the year of 2025.
Highlight notable milestones or impactful moments.

3. Community Engagement, Social Cohesion and Connections (150 words)

a- How did your initiative engage with the local community? Share examples of outreach efforts, partnerships, or events that successfully brought people together.

b- How did your initiative strengthen social connections or enhance a sense of belonging within the community? Share examples of relationships or networks built through the initiative.

4. Leadership and collaboration (150 words)

Describe how your initiative ensured inclusivity and accessibility for all members of the community, including underrepresented or marginalized groups

5. Physical and Mental Well-being (150 words)

How did your initiative contribute to improving the physical and mental well-being of participants?
Provide examples of activities or outcomes that demonstrate these benefits.

6. Creativity and Innovation (150 words)

What innovative or creative approaches did your initiative use to foster participation and engagement? Highlight any unique strategies, tools, or methods employed.

7. Community & Industry Impact (150 words)

Explain the long-term value created, including stronger community ties, sustainable participation pathways, talent development and contribution to grassroots or national sports development.

SUPPORTING DOCUMENTS REQUIREMENTS

1. Community initiative Case Study (1 page)

Achievements, strategy, execution, innovation and results.

UPLOAD OPTION

2. Performance evidence

Participation data, impact metrics, attendance records, surveys or assessments.

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

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