



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

CORPORATE SOCIAL RESPONSIBILITY (CSR)

The Award recognises an organisation, which may be a sports entity, a brand, or a formal partnership between the two, that has demonstrated exceptional and strategic commitment to social, economic, and environmental well-being through a corporate social responsibility initiative within the Middle East sports industry.

The submittors must highlight the depth, impact, and long-term sustainability of the CSR programme, focusing on authentic integration with the applicant's core mission and the effective use of sport as a vehicle for positive change.

Key considerations include the originality of the initiative, the level of employee and stakeholder engagement, and clear, measurable outcomes that demonstrate a positive effect on the community. Submissions must detail how the initiative used the unique power of sport to address critical social or environmental issues and provide quantifiable evidence of the impact achieved during the eligibility period (1st January 2025 – 31st December 2025).

JUDGING CRITERIA

Judges will assess the organisation's strategic commitment to corporate social responsibility within the Middle East sports industry, evaluating how effectively the initiative delivers social, economic, and environmental impact through the power of sport. Assessment will focus on the depth of the programme, its authenticity and alignment with the organisation's core mission, and the extent to which CSR is embedded into overall business strategy.

Judges will consider the originality of the initiative, the level of employee and stakeholder engagement, and the effectiveness of sport as a platform for driving positive change.

Strong submissions will be supported by clear, measurable, and quantifiable outcomes, demonstrating tangible community or environmental impact and evidence of long-term sustainability achieved during the eligibility period (1 January 2025 – 31 December 2025).

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 Corporate Social Responsibility (CSR) initiative? Provide an overview of the programme, including its objectives, target beneficiaries, and the specific social or environmental challenge it addresses through sport. (150 words)

b. Why should you win this award?

2. Programme Integration and Authenticity (200 words)

Describe how the CSR initiative is integrated into your core corporate values and business operations. How does it reflect an authentic, long-term commitment rather than a short-term campaign?

3. Community and Stakeholder Engagement (150 words)

Detail the engagement strategies used to involve employees, partners, and the local community in the initiative. How did this engagement enhance the programme's reach and success?

4. Impact on Social or Environmental Issues (150 words)

Explain the specific positive impact the initiative has had on its target community or the environment. Provide examples of how sport was used as a catalyst for this change.

5. Measurable Outcomes and Legacy (200 words)

Provide data and metrics that quantify the programme's success. Examples might include volunteer hours, funds raised, number of participants, or measurable environmental benefits. Describe the initiative's long-term legacy.

SUPPORTING DOCUMENTS REQUIREMENTS

1. CSR Case Study / Impact Report Profile (1 page)

Achievements, strategy, execution, innovation and results.
UPLOAD OPTION

2. Performance evidence

Participation rates, health or wellbeing metrics, employee feedback or productivity impact.
UPLOAD OPTION

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