



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

# CORPORATE WELLNESS PROGRAMME OF THE YEAR

This category recognises organisations that have successfully leveraged sports or physical activity to enhance employee well-being, foster team spirit, and create a healthier corporate culture in the Middle East. Submitters will show improvements in mental and physical health, employee engagement, and overall job satisfaction through sports-based activities.

This could be through specific sports tournaments, sponsored gym memberships, incentivised fitness challenges, education campaigns, or holistic wellbeing activities.

Entrants are encouraged to provide data on participation rates, feedback, and tangible outcomes, e.g. reduced absenteeism, improved morale, or higher productivity.

The ability to show how sports-related wellness programmes align with broader corporate goals and deliver long-term benefits for both employees and the organisation will be a significant factor in this category.

Entries should provide supporting data on participation rates and the initiative’s impact on employee productivity or morale. Applicants must be present and operating in one or more of the listed Middle Eastern countries between January 1, 2025 and December 31, 2025.

JUDGING CRITERIA
<p>This category celebrates initiatives that deliver positive and lasting community impact through sport, including increased engagement in physical activity, strengthened social cohesion, and improvements in physical and mental well-being. It recognizes inclusive and accessible approaches that are creatively designed to align with genuine community needs.</p> <p>Submissions must demonstrate clear, measurable outcomes and evidence of meaningful transformation achieved through the power of sport.</p>

ENTRY DETAILS
<p><b>Organization Name</b> (Max 8 words   40 characters)</p>
<p><b>Submitted By (full name)</b> (Max 8 words   40 characters)</p>
<p><b>Submitted By (title)</b> (Max 8 words   40 characters)</p>
<p><b>Email Address</b> (Max 40 characters)</p>
<p><b>Website</b> UPLOAD URL</p>
<p><b>Name visible on screen for shortlisting</b> This will appear on screen and on the winners trophy (Max 8 words   40 characters)</p>

ENTRY FORM
<b>1. Overview (150 words)</b> a. What is your corporate wellness initiative? Include its goals, the sports or physical activities involved, and the specific challenges it aimed to address within your organisation. b. Why should you win this award?
<b>2. Key Components of the programmes (200 words)</b> Describe the main components of your initiative. Examples could include sports tournaments, fitness challenges, gym memberships, or educational campaigns
<b>3. Innovation and Creativity (150 words)</b> How did your initiative demonstrate innovation or creativity in promoting employee well-being through sports? Highlight unique or engaging aspects of the programmes.
<b>4. Participation and Engagement (150 words)</b> What were the participation rates for your wellness initiative? How did you encourage employees to engage and sustain their involvement?
<b>5. Measurable Outcomes (150 words)</b> Provide data or metrics that illustrate the success of your programmes. Examples might include reduced absenteeism, improved productivity, or enhanced employee morale.
<b>6. Impact on Employee Well-being (150 words)</b> How did the initiative improve the physical and mental health of employees? Share specific examples or feedback from participants that demonstrate its impact.
<b>7. Alignment with Corporate Goals (150 words)</b> How does the wellness initiative align with your broader corporate objectives? Describe how it contributes to long-term benefits for both employees and the organisation.
<b>8. Challenges and Solutions (150 words)</b> What challenges did you encounter during the development or implementation of the initiative, and how were they addressed?
<b>9. Vision for the Future</b> What is your vision for the future of corporate wellness within your organisation? (150 words) Describe any plans to expand or enhance your sports-related initiatives to further benefit employees

SUPPORTING DOCUMENTS REQUIREMENTS
<b>1. Programme case study (1 page)</b> Achievements, strategy, execution, innovation and results. UPLOAD OPTION
<b>2. Performance evidence</b> Participation rates, health or wellbeing metrics, employee feedback or productivity impact. UPLOAD OPTION
<b>2. Testimonials</b> Maximum 2 - Can be written quotes or video testimonials UPLOAD OPTION
<b>3. Logos</b> 1x EPS or AI vector logo 1x hi-res JPEG/PNG (300dpi) UPLOAD OPTION
<b>4. Main Video for Shortlisting</b> 1x Video hi-res max 60 sec/100 MB Rights-cleared for publication UPLOAD OPTION