



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

## INCLUSION INITIATIVE OF THE YEAR

This category recognises organisations in the Middle East sports industry that have demonstrated a commitment to championing inclusion and accessibility. Open to events, competitions, campaigns, or day-to-day activities, this award celebrates initiatives that have successfully fostered a culture of inclusivity, ensuring opportunities for participation and engagement are accessible to all, regardless of gender, ethnicity, or physical or mental ability.

Judges will evaluate the initiative's impact, innovation, and ability to break down barriers within the sports industry. Submissions should highlight measurable outcomes, such as increased participation from underrepresented groups, meaningful policy changes, or awareness raised through campaigns.

Applicants must demonstrate an initiative delivered in one or more Middle Eastern countries between January 1, 2025 and December 31, 2025.

Entries should provide evidence of measurable participation outcomes, supported by stakeholder feedback such as testimonials, as well as data or case studies that demonstrate the initiative's effectiveness and impact.

### JUDGING CRITERIA

Submissions should reflect efforts to drive awareness and cultural change through campaigns that increase visibility, acceptance, or positive behavioural shifts, supported by partnerships that expand reach and influence. Eligible entries must provide clear evidence of meaningful and measurable outcomes, including strong participant experience, tangible community impact, and a demonstrable contribution to a more inclusive and welcoming sports environment.

### ENTRY DETAILS

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

## ENTRY FORM

### 1. Overview (150 words)

a- What is your initiative?

Provide a detailed overview of your inclusion initiative, including its goals, target audience, and the specific challenges it aims to address within the sports industry. (200 words)

b- Why should you win this award?

### 2. Key Achievements in 2025 (200 words)

What were the most significant accomplishments of your initiative during the year of 2025? Highlight milestones, events, or campaigns that contributed to its success.

### 3. Target Groups and Impact (400 words)

a- Which underrepresented group did your initiative focus on? Describe the specific impact your initiative has had on your audience in terms of participation, access, or engagement in sports. (150 words)

b- Describe the barriers – social, cultural, physical, or systemic – that your initiative sought to address. How did it successfully break down these barriers?

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

How did your initiative utilise innovative or creative approaches to foster inclusion and accessibility? Provide examples of unique strategies, tools, or methods employed.

### 5. Community and Stakeholder Involvement (150 words)

How did your initiative engage with the community, stakeholders, or partners to enhance its effectiveness? Share examples of collaborations or partnerships that contributed to the initiative's success.

### 6. Sustainability and Legacy (150 words)

What long-term impact has your initiative achieved or aimed to achieve?

Include details on how the initiative ensures its sustainability or drives systemic change within the sports industry.

### 7. Measurable Outcomes (150 words)

Provide data or metrics that demonstrate the success of your initiative.

Examples might include increased participation rates, expanded opportunities, policy changes, or heightened awareness among stakeholders.

## SUPPORTING DOCUMENTS REQUIREMENTS

### 1. Initiative case study (1 page)

Achievements, strategy, execution, innovation and results.

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### 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

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