



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

## MAJOR SPORT EVENT OF THE YEAR

This category celebrates world-class sporting events hosted in the Middle East between January 1, 2025, and December 31, 2025, that have significantly elevated the region's standing on the global stage.

Open to events featuring diverse international delegations, elite athletes, and global media interest, this award recognises excellence in the seamless execution of large-scale operations and high-pressure logistical delivery.

Entries must provide a comprehensive overview of success, utilising data-driven evidence including high profile media coverage, attendance figures, and digital engagement metrics, while also highlighting the event's impact on the local economy and the quality of the fan and stakeholder experience. Successful submissions will demonstrate how the event leveraged innovative promotional strategies to achieve international prominence and leave a lasting sporting legacy in the Middle East.

### JUDGING CRITERIA

This category celebrates excellence in overall event planning and delivery, recognizing outstanding organization, logistics, and innovative approaches to operations and fan experience, alongside professionalism and stakeholder satisfaction. It highlights competitive and entertainment quality that sets the event apart, as well as positive outcomes such as record-breaking attendance or viewership, strong audience and community engagement, and enhanced visibility for the sport and its athletes.

Submissions should demonstrate contributions to the promotion and growth of sport in the Middle East, as well as long-term impact and legacy, including strengthening the region's position as a global sporting hub and delivering economic, cultural, or social benefits to the host community through sustainable and inclusive initiatives. Clear, measurable results, testimonials, or case studies showcasing success are essential.

### 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/Platform**

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. Event Overview (150 words)

a- What is the event? Provide an overview of the event, including its purpose, scale, and significance within the Middle East and global sports context. Include key details about the location, dates, and participating delegations (200 words)  
b- Why should you win this award?

### 2. Key achievements (200 words)

What were the most significant achievements of the event? Highlight record-breaking moments, milestones, or unique successes.

### 3. Athlete and Stakeholder Experience (150 words)

How did the event ensure an exceptional experience for athletes, stakeholders, and officials?  
Include examples of services, facilities, or initiatives that contributed to their satisfaction.

### 4. Fan Engagement (150 words)

What strategies were used to engage fans before, during, and after the event? Provide examples of campaigns, activations, or initiatives that enhanced fan experience and participation.

### 5. Operational Excellence (150 words)

Describe the planning and operational execution of the event. Highlight how the event achieved excellence in logistics, security, scheduling, or other operational aspects.

### 6. Innovation (150 words)

How did these innovations enhance the event's execution or audience experience? Highlight any innovative practices or technologies implemented during the event.

### 7. Community Involvement (150 words)

What role did the event play in engaging and benefiting the local community? Include examples of outreach programmes, volunteer involvement, or community-focused initiatives.

### 8. Economic and Cultural Impact (150 words)

How did the event contribute to the host country or region's economy and cultural development? Share data or examples of economic benefits, tourism growth, or cultural exchanges fostered by the event.

### 9. Legacy and Long-term Impact (150 words)

Describe the event's lasting impact on the region. How did it enhance the Middle East's reputation as a global sporting hub or contribute to the promotion of sport in the region?

## SUPPORTING DOCUMENTS REQUIREMENTS

### 1. Event Case Study (1 page)

Must include objectives, strategy, execution, innovation and results.  
UPLOAD OPTION

### 2. Performance Evidence

Attendance figures, engagement metrics, revenue/sponsorship data, media coverage.  
UPLOAD PDF

### 2. Testimonials

Maximum 2 - Can be written quotes or video testimonials.  
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### 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