MASS PARTICIPATION

This category recognises organisations, teams, or events that have delivered well-planned sports initiatives creating engaging participant experiences and positive community impact. Judges will assess the quality of organisation, execution, inclusivity, and reach, particularly among underrepresented groups.

Submissions should demonstrate clear, measurable outcomes such as improved wellbeing, social cohesion, or positive social change, supported by data, case studies, or testimonials.

Evaluation will also consider creativity in programme design, accessibility for diverse audiences, and evidence of lasting impact on participants and communities within the Middle East during the eligibility period of the year 2025.

JUDGING CRITERIA

This category will be judged on the strength of planning and programme design, including the clarity of objectives and how effectively the initiative responds to participant needs and community priorities. Judges will assess the quality of the participant experience, with particular focus on inclusivity, accessibility, and engagement of diverse and underrepresented groups.

Evaluation will consider the effectiveness of execution and delivery, including organisational excellence, smooth implementation, and creativity in programme design. Impact will be measured through clear, data-backed outcomes such as participation levels, improved wellbeing, strengthened social cohesion, or other positive community benefits, supported by metrics, case studies, or testimonials.

Judges will also consider legacy and long-term value, including sustainability, scalability, and evidence of lasting contribution to stronger, more connected communities within the Middle East during the eligibility period.

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? Include its objectives, the date(s), target audience, Government support, and the activities or experiences offered to participants.(150 words)
b. Why should you win this award?

2. Key Success Metrics (200 words)
What measurable success indicators were achieved during the event? Examples might include attendance numbers, participant satisfaction scores, or community impact metrics.

3. Inclusivity and Diversity (150 words)
How did the event ensure inclusivity and reach diverse participant groups? Describe specific efforts to engage underrepresented communities or make the event accessible to all.

4. Planning and Logistics (150 words)
Describe the planning and logistical efforts that contributed to the event's success. How were challenges such as safety, crowd management, or scheduling addressed?

5. Engagement and Experience (150 words)
How did the event foster participant engagement and create a memorable experience? Share examples of activities, programmes, or unique elements that resonated with attendees.

6. Community Impact (150 words)
What impact did the event have on the local or regional community? Highlight any societal benefits, such as promoting physical activity, building social connections, or supporting charitable causes.

7. Safety Measures and Participant Welfare (150 words)
What measures were implemented to ensure participant safety and welfare during the event? Share examples of protocols, guidelines, or initiatives that enhanced the participant experience.

8. Challenges and Solutions (150 words)
What challenges were faced during the organisation or execution of the event, and how were they overcome? Describe lessons learned or innovative solutions employed.

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.
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