



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

# PROFESSIONAL SPORTS TEAM/CLUB OF THE YEAR

This award recognises a professional sports team or club that has achieved excellence both on and off the field of play within the Middle East. Eligible entities will be evaluated on their competitive success, professional standards, and their ability to elevate the profile of their sport through outstanding results and organisational integrity. Judges will consider the team’s achievements over the past year, including trophy wins, league performance, and the successful management of professional athletes and staff. Key considerations include the team’s commercial growth, fan engagement strategies, and their ability to adapt to the evolving demands of the professional sports landscape. Judges will also look for evidence of high-performance culture, strategic partnerships, and a commitment to professional ethics and sportsmanship. Submissions should highlight measurable outcomes, such as performance data, broadcast visibility, and revenue generation, alongside testimonials that demonstrate the team’s status as a leading professional entity in the region.

The organisation/club must have operated in one or more of the following Middle Eastern countries: UAE, Bahrain, Kuwait, Oman, Saudi Arabia, Qatar, Jordan, Lebanon, Iraq, Iran and/or Syria between 1st January 2025 – 31st December 2025.

JUDGING CRITERIA
<p>Judges will assess teams based on competitive excellence and resilience, including performance, trophy wins, league improvements, and consistency throughout the eligibility period. Organisational integrity and professionalism will be considered, including ethical management of athletes and staff and high standards of sportsmanship.</p> <p>Evaluation will include evidence of a high-performance culture, showing strategic alignment between coaching, medical, and technical staff, as well as commercial growth and partnerships, including revenue, sponsorships, and broadcast visibility.</p> <p>Fan engagement, community impact, and social value will be assessed through audience growth, digital interaction, outreach programmes, and inclusivity initiatives. Role modelling, leadership, adaptability, and operational excellence will also be considered, reflecting the team’s influence, professionalism, and ability to maintain world-class standards.</p>

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
<b>1. Team Overview (150 words)</b> a. What do you do? (max 100 words) Provide an overview of your professional team or club, including the league(s) in which you compete and your core organizational mission. b. Why should you win this award?
<b>2. Achievements in 2025 (200 words)</b> What were the team’s most significant professional achievements during the eligibility period? Highlight competitive titles, major match victories, or significant improvements in league standings that showcase your elite performance.
<b>3. Innovation and Creativity ( 150 words)</b> Describe how the team demonstrated innovation and creativity in its operations, training, or brand building. Provide examples of sports science integration, creative fan experiences, or unique digital content strategies that set the club apart
<b>4. Collaboration and Partnerships (150 words)</b> Highlight any significant commercial collaborations or strategic partnerships involved in during 2025 (e.g., with sponsors, government bodies, or international clubs). How did these contribute to the team's professional growth and impact?
<b>5. Adaptability to Grassroots Challenges (150 words)</b> How has the team adapted to challenges in the professional sports industry (e.g., talent acquisition, fixture congestion, or changing broadcast requirements)? Provide examples of how you turned these challenges into professional advantages.
<b>6. Ethical Practices and Safeguarding (150 words)</b> How does the team ensure integrity, athlete welfare, and professionalism in its daily operations? Include examples of how your organizational values and codes of conduct are implemented across the squad and coaching staff.
<b>7. Measurable Outcomes (150 words)</b> Share data and metrics from your 2025 activities that demonstrate professional success.
<b>8. Vision for the Future (150 words)</b> What is your vision for the team’s future in the Middle East? How do you plan to continue setting the standard for professional sports and contributing to the region's global sporting reputation?

SUPPORTING DOCUMENTS REQUIREMENTS
<b>1. Case study (1 page)</b> Must include objectives, 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