



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

SPORTS PHOTOGRAPH OF THE YEAR

This award recognizes the power of a single image to capture the essence, intensity, and emotion of sport within the Middle East. Eligible entries must feature a photograph taken during the 2025 eligibility period and used as a key element of a sports marketing campaign.

Submissions should be entered under the name of the agency responsible for the campaign, while full credit for the photograph goes to the individual photographer, whose name must be clearly indicated. Judges will evaluate entries based on technical excellence, composition, originality, and the ability to tell a compelling story that resonates with the target audience.

Key considerations include the image's visual impact, creative merit, and strategic significance in elevating the campaign or brand it supports. Judges will also assess how effectively the image was integrated into the broader campaign and its role in driving audience engagement.

JUDGING CRITERIA

Judges will evaluate entries based on the ability of a single image to capture the essence, intensity, and emotion of sport within the Middle East. Assessment will focus on:

- Visual Impact & Technical Quality: Technical excellence including clarity, composition, focus and sharpness, exposure and lighting, and color balance or tonal range.
- Narrative & Significance: The image's ability to tell a compelling story, convey the passion of sport, and demonstrate strategic relevance within a broader campaign.
- Innovation & Originality: Creativity in capturing the sporting moment, showcasing unique perspectives, and standing out within the commercial and sporting context.

Submissions should be entered under the agency name, with full credit given to the individual photographer. Judges will also consider how effectively the image contributed to audience engagement and campaign success.

ENTRY DETAILS

Organisation Name

(Max 8 words | 40 characters)

Submitted By (Photographer's 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. Concept and Purpose (150 words)

a. What was the inspiration or objective behind capturing this photograph, and what key moment or story were you aiming to communicate?
b. Why should this photograph win the award? Explain its impact, originality, or significance within the campaign or sporting context

2. Creativity and Storytelling (200 words)

Describe the creative approach or unique perspective used in capturing the image. How does the photograph convey emotion, intensity, or the essence of the sporting moment?

3. Execution and Technical Excellence (150 words)

Detail the technical aspects of the image, including composition, focus, lighting, exposure, color balance, and any innovative techniques used. Explain how these elements enhance the overall impact of the photograph.

4. Integration and Campaign Role (150 words)

Explain how the photograph was used within a wider campaign or marketing initiative. How did it contribute to audience engagement, brand elevation, or storytelling across multiple platforms?

5. Strategic or Commercial Impact (150 words)

Beyond visual appeal, how did the photograph support commercial or strategic objectives, such as increasing fan engagement, boosting ticket sales, or enhancing sponsorship value?

6. Measurable Outcomes and Reception (150 words)

Provide evidence of the image's impact, such as social media engagement, media coverage, audience reach, or any measurable contribution to the campaign's success.

7. Ethics, Safety & Responsible Management (150 words)

Describe how the photograph ensured:

- Ethical representation of subjects
- Respect for athletes, officials and event regulations
- Compliance with publication and copyright standards
- Transparent and responsible storytelling

SUPPORTING DOCUMENTS REQUIREMENTS

1. Photograph description

(100 words)

2. Photograph to be judged

High-resolution photograph (rights-cleared)

UPLOAD PHOTO

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