



SAMPLE FORM, NOT FOR OFFLINE COMPLETION

## YOUTH EVENT OF THE YEAR

The Award recognises a successful high-impact youth sports event in the Middle East. Applicants must demonstrate a youth-focused sports event delivered during the 2025 eligibility period, designed to engage, inspire, and support the development of young participants through sport, education, or physical activity. Entries should clearly define the event's objectives, target audiences, activities, and delivery format, while providing evidence of safe, inclusive, and age-appropriate programming.

Submissions must highlight innovation, quality of experience, and operational excellence, as well as collaboration with schools, federations, clubs, parents, coaches, or community organizations. Judges will also consider measurable outcomes, such as participant growth, skill development, or positive feedback, supported by testimonials from participants, parents, educators, partners, or stakeholders validating the event's impact and long-term legacy.

### JUDGING CRITERIA

This category will be judged on the venue's operational strategy, including its ability to host diverse events while maintaining high standards of infrastructure, safety, and sustainability. Judges will assess innovation in management, quality of the fan and visitor experience—including accessibility, technology, and engagement—and commercial performance such as occupancy rates and non-event revenue.

Submissions should demonstrate the venue's contribution to the local sports ecosystem, community engagement, and vision for future development, supported by metrics, case studies, or testimonials reflecting excellence during the 2025 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? Provide an overview of the youth event, its core purpose, the age groups it serves, and a summary of the activities or sporting disciplines it encompasses.  
b. Why should you win this award?

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

What were the event's most significant achievements in the Middle East youth sports sector during the eligibility period? Highlight specific milestones, record-breaking participation figures, or unique successes that showcase your impact.

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

Describe how the event demonstrated innovation and creativity in engaging a younger demographic. Provide examples of unique delivery formats, gamification, or digital tools used to enhance the youth experience.

### 4. Collaboration and Partnerships (150 words)

Highlight any significant collaborations with schools, grassroots clubs, federations, or parents. How did these partnerships contribute to the event's success and its ability to reach and inspire your target audience?

### 5. Adaptability and Inclusion (150 words)

How has the event adapted to the specific needs of youth (e.g., varying ability levels, safeguarding requirements, or shifting trends)? Provide examples of how you ensured an inclusive and accessible environment for all participants.

### 6. Ethical Standards and Personal Development (150 words)

How does the event promote integrity, sportsmanship, and personal development? Include examples of how life skills, education, or character-building were integrated into the sporting activity.

### 7. Measurable Outcomes (150 words)

Share data and metrics from your 2025 activities that demonstrate success. Examples might include participation growth, retention rates, school engagement levels, or physical literacy improvements.

### 8. Vision for the Future (150 words)

What is your vision for the future of this event in the Middle East? How do you plan to continue growing your impact and inspiring the next generation of talent in the region?

## SUPPORTING DOCUMENTS REQUIREMENTS

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

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

### 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