



2024 Irish Sport Industry Awards

Guidelines, Award Categories and Judging Criteria

The **Irish Sport Industry Awards** are uniquely positioned to tell a story about the sports industry in Ireland as whole. The awards recognise recent achievements across the sector and shine a light on those embracing the future of sport and innovation. So, make sure you get your entry in to be part of that story. Through the shortlisting process we showcase all that is good and happening in the industry with a wider lens before the overall winner is revealed on the night. We want to celebrate the positive work that your organisation is doing in sport to paint a broader picture of the sporting industry landscape. Therefore, help us help you by submitting your entry to the awards!

| Categories for 2024 Awards – Public Entry |
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| 1. Best Sports Sponsorship |
| 2. Best Use of Communications platforms in Sport |
| 3. Best Initiative to Promote Women in Sport & Physical Activity |
| 4. Best Initiative to Promote Inclusivity in Sport & Physical Activity |
| 5. Governing Body of the Year |
| 6. Local Sports Partnership of the Year |
| 7. Best New Business of the Year |
| 8. Best Existing Business of the Year |
| 9. KPMG Women in Business in Sport |

The entry is everything.

The judges can only make their decision based on what you supplied them – you can't win if you don't get the point across in the entry.

Less is more

The word limit is there as the judges are likely to have a lot of applications to read. Try and tell the story in clear and simple English – You want the judges get to the heart of your story quickly. The executive summary is a useful guide for the judges to aid their deliberation.

Back up your story



Winning awards tend to have a mix of quantitative and qualitative results (sourced), backed up with one or two really compelling observations – try to attribute all claims made. Such results or statistics are helpful to demonstrate the impact of an initiative or campaign.

Cover all bases

Make sure you address each of the criteria relevant to the award you are applying for and make sure, where necessary, you supply evidence to support any facts claimed. You can be creative with your submission, and you can include video links to relevant campaigns.

Care with categories

Make sure you enter the right category. Address each of the criteria listed for the category applied for. Applications for more than 1 award are welcomed – just be sure to customise the application for the award you applied for.

01. Best Sports Sponsorship - 2024

DESCRIPTION

To be entered by an organisation which has sport at the heart of its content, and which utilizes commercial partnerships and activations, where relevant to drive forward the reach and achieve business objectives.

JUDGING CRITERIA

- Evidence that it has created and maximised engagement with its own audience.
- Differentiation from their competitors.
- Demonstrate measurable impact for the organisation, partners, and its consumers.

2. Best use of Communications Platform in Sport - 2024

DESCRIPTION

To be entered by an organisation which has sport at the heart of its digital content. This award is to recognise innovative and clever use of communications platforms to stand out from the digital crowd.

JUDGING CRITERIA

- Evidence that it has created its own audience, forming a digital community of sport fans in the process
- Differentiation from their competitors, delivery of a standout campaign.
- Demonstrate measurable impact for the organisation, partners, and its consumers.
- Digital community is present/managed in Ireland or was created in Ireland. However, information submitted does not necessarily have to relate to work undertaken within Ireland.

3. Best Initiative to Promote Women in Sport & Physical Activity - 2024



DESCRIPTION

This category is to recognise those who champion Irish females in sport at any level. This award is for an individual or a group who have demonstrated continued commitment to growing women's participation and made an impact either locally or nationally.

JUDGING CRITERIA

- Evidence of commitment to growing female participation in their chosen sport or physical activity.
 - Evidence of sustainable growth in female participation within the club/team.
 - Demonstrate long term vision with regard to increasing female participation in any form – umpire, referee, coach, athlete, participant.
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4. Best Initiative to Promote Inclusivity in Sport & Physical Activity - 2024

DESCRIPTION

Open to any organisation either within the sport industry, or is using sport as a vehicle, which promotes the diversity and inclusion agenda to improve business performance and/or increased engagement and participation. This award can be entered by agencies, brands, broadcasters, events, governing bodies, local sports partnership leagues, rights holders, teams, venues and more, for internal or external-facing work.

JUDGING CRITERIA

Prioritise diversity and inclusion through their own programmes or as part of external projects.

- Understanding that new ideas, creativity, innovation and success come by including different perspectives and experiences.
 - Demonstrate how diversity and inclusion has played a key role in a number of ways such as, but not limited to, events, governance or campaigns.
 - Delivery of content that targets and engages with the designated target audience. - Impact on the organisation's workforce, impact on the organisation's consumers and/or the sport it serves, or sport as a whole via campaign/movement-led work
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5. Local Sports Partnership of the Year - 2024

DESCRIPTION

This award shall recognise the Local Sports Partnership which has shown the most initiative in promoting sport and physical activity and/or community engagement.

JUDGING CRITERIA

- Evidence that the initiative addressed a need, solved a problem and/or seized an opportunity.
- Evidence of an effective communication strategy around the initiative.
- Overall impact the initiative had/will have on the community.
- Effective use and adherence to budget.



6. National Governing Body of the Year - 2024

DESCRIPTION

This award shall recognise the National Governing Body that has demonstrated a commitment to increasing participation in sport and promoting physical activity and shown commitment to creating the right governance culture.

JUDGING CRITERIA

- Evidence of progress on the sporting front.
 - Evidence of carrying out successful campaigns.
 - Evidence of good governance.
 - Evidence of contributing to the promotion of sport as a whole and its benefits in Ireland.
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7. Best New Sports Business of the year

DESCRIPTION

This award shall recognise potential and sustained excellence by a new sport business on the island of Ireland that has delivered innovation, growth and leadership in the industry by creating a product or service which is truly original, pushing boundaries and addressing a gap in the market.

JUDGING CRITERIA

- Evidence of commitment to innovation and continuous investment and expansion that has delivered growth in revenue, operating income, employment and/or overall performance.
 - Demonstrate engagement with and impact on the sport sector.
 - Overall performance and development of the business over a short period of time or less than three years.
 - Demonstrate long-term vision with regard to sustainable business growth and job creation
 - However, information submitted does not necessarily have to relate to work undertaken within Ireland.
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8. Best Sports Business of the year

DESCRIPTION



This award shall recognise sustained excellence by an established sport business on the island of Ireland that has delivered innovation, growth and leadership in the industry by creating a product or service which is truly original, pushing boundaries and addressing a gap in the market.

JUDGING CRITERIA

- Evidence of commitment to innovation and continuous investment and expansion that has delivered growth in revenue, operating income, employment and/or overall performance.
- Demonstrate engagement with and impact on the sport sector.
- Overall performance and development of the business over a short period of time.
- Trading **more than 3 years**.
- Demonstrate long-term vision with regard to sustainable business growth and job creation
- However, information submitted does not necessarily have to relate to work undertaken within Ireland.

9. Women in Business in Sport Award in partnership with KPMG

About this category

The Women in Business in Sport category is to reward/recognise sustained excellence by a female professional working in business related to sport on the island of Ireland that has delivered innovation, growth, leadership or standout services in the industry.

Judging criteria

Entries should demonstrate how the nominee has, as a standout performer shown significant achievement in the advancement and/or promotion of Sport, be it through creation of or implementation of a new innovation, use of technology, campaign conceptualisation/execution resulting in a step change in sport.

The format of this entry will be a written submission of 500 words max as to why this candidate should be recognised for their role in the promotion and/or advancement of sport.

Closed Categories (not for public nomination)

10. Jimmy Magee Award for Sports Coverage of the Year presented by the Association of Sports Journalists of Ireland

11. Outstanding Contribution/Achievement Award by an individual to Irish Sport
