

Irish Sport Industry Awards 2018
In Association with JLT Ireland
Information and Guidelines

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@SportAwardsIRE

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Introduction

The sport industry in Ireland supports 40,000 jobs, stimulates €1.9 billion in household spending and generates €1 billion in tourism receipts each year. The Irish Sport Industry Awards are intended to recognise and reward excellence in the sporting industry, while simultaneously highlighting the contribution of Sport to Ireland.

The Federation of Irish Sport organises and hosts the awards on an annual basis. The Federation is the representative body for 102 sporting organisations, and works on behalf of its members to create a greater awareness of the importance of Sport across a wide number of areas including business, tourism, health, community, diversity and the economy. The Federation recognises that sport has to be managed, delivered and financed and these Awards showcase those contributions and allow us to say “Thank You” to all those who are involved. An experienced and knowledgeable judging panel, drawn from both the sport and business communities, will determine the winners of the third annual Irish Sport Industry Awards 2018.



Award Categories

All awards will be judged on performance between January 2017 to January 2018

1. Digital Engagement Community of the Year

ABOUT THIS CATEGORY

To be entered by a Consumer facing 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 its own audience, forming a digital community of sport fans in the process
- Differentiation from their competitors
- 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.

2. Diversity and Inclusion Award

ABOUT THIS CATEGORY

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. This award can be entered by agencies, brands, broadcasters, events, governing bodies, 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
- Evidence of improved business performance and positive effect on diversity/ inclusion

- 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

3. Campaign or Program of the Year

ABOUT THIS CATEGORY

This is a category that can be entered by a governing body, rights holder, LSP or brand that has worked towards promoting sport within society and has achieved their objectives. Campaign of the Year will be judged on performance throughout the year.

JUDGING CRITERIA

- A major campaign that excels in creativity, execution, strategy and timing
- A campaign that connects with the consumer over a targeted period of time
- Evidence of integration across multiple marketing disciplines where appropriate
- Delivery of content that targets and engages with the designated target audience
- Implementation of an integrated measurement and evaluation system
- Evidence of return on investment/objectives and effective use of budget

4. Governing Body of the Year

ABOUT THIS CATEGORY

This award shall recognise the national governing body – be it small, medium or large – for an outstanding performance over the course of the last 12 months, be it from the good governance perspective or promotion of the sport and its benefits.

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

5. Local Sports Partnership of the Year

ABOUT THIS CATEGORY

This award shall reward the best initiative that promotes physical activity and/or community engagement carried out by a Local Sports Partnership in Ireland.

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. Sports Event of the Year

ABOUT THIS CATEGORY

In this category we are looking for the best sports event held on the island of Ireland. This event will have impacted the Irish Economy, and ultimately has created brand awareness and value for the sport itself.

JUDGING CRITERIA

- The impact of the event on the local/national economy
- Media opportunities generated for Ireland internationally
- Creation of brand awareness of the sport in Ireland
- Community/local initiatives delivered as a direct result of the holding of the event in Ireland
- Generated a return on investment/objectives for partner organisations

7. Best commercial partnership

ABOUT THIS CATEGORY

This category is to reward a successful and sustained sponsorship or commercial partnership of a sporting event, competition, federation, team or individual. In this category we are

looking for evidence that the objectives set out were delivered, specifically in terms of participation/attendance numbers. Brand awareness or sport promotion.

JUDGING CRITERIA

- Evidence of a track record of supporting the team, federation or individual in question
- Evidence of a well-executed campaign that boosted the sporting event, federation or competition's profile
- Evidence of delivery on commercial objectives behind the sponsorship
- Positive return on investment/objectives

8. The Jimmy Magee Award for Sports Journalist of the Year

ABOUT THIS CATEGORY

This category rewards exceptional journalism, column in whatever form, that provides a generally unseen insight or perspective on a sports-related subject but not a sports event itself.

JUDGING CRITERIA

- Demonstrates exceptional understanding of the subject matter
- Ability to educate and engage target audience
- Level and strength of audience reaction
- Impact of the piece

9. Sports Business of the Year

ABOUT THIS CATEGORY

To reward 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 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 12 months
- Demonstrate long-term vision with regard to sustainable business growth and job creation

10. Sports Media Outlet of the Year

ABOUT THIS CATEGORY

This category is open for entry to print, digital, broadcast, streaming or other media that has brought sport and sporting insight to the public this year.

JUDGING CRITERIA

- Demonstrate excellence in the presentation of sport or sporting insight.
- If applicable, show the use of a range of media platforms to drive public engagement.
- Show evidence of unique or different angles to tell the story of sporting individuals or teams, and their endeavors to succeed.
- Show evidence of efforts to promote a greater understanding or interest in sport.
- Demonstrate a commitment to minority sports, women's sport, and youth categories.
- Demonstrate an ability to deliver insight, promote debate, and act as an influence for positive change in sport and society.

11. Sporting Innovation of the Year

ABOUT THIS CATEGORY

This award shall recognise the biggest innovation in Irish sport. This could be a product, service, new use of technology or even a rule change. This innovation has proven to be beneficial, and had positive impact to the sport.

JUDGING CRITERIA

- Evidence that the innovation addresses a need, solves a problem and seizes an opportunity to create a new market or industry
- Evidence of an effective communication strategy around the innovation
- The immediate and likely longer-term impact the innovation has on sport and/or society as a whole

12. Outstanding Achievement / Contribution by an Individual to Irish Sport

ABOUT THIS CATEGORY

This award will recognise an individual for their outstanding contribution to Irish sport over the course of their lives. Suggestions/nominations for this award are open to the general public and are welcome. The winner of this category will be picked by the Irish Sport Industry Awards Judges.

Entry Guidelines

All entries will be assessed on the basis of work carried out from January 2017 to January 2018

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.

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.

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.

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.

Biggest is not always best

Awards are often seen as favouring the biggest. We are looking for best as opposed to big – applications from big, therefore for us to judge all applications equally the word count to enter any of our categories is 750 words.

Let us know

Follow us on Twitter @SportAwardsIRE and let us know you have entered.

We want these Awards to tell a story about the sports industry in Ireland as whole. Therefore, whether you win or not, you are contributing to the advancement of the sector simply by entering – be it by encouraging best practice or by showcasing innovation and creativity. This in turn shines a positive spotlight on the sector as a whole and highlights opportunities for the very best talent. We are therefore very grateful to you for entering. Thank you!



How to Enter

The deadline for the entries is **February 12th** . Entries must be submitted online on the Irish Sport Industry Awards website, by going to the **CATEGORIES** page and scrolling down to the category that you wish to enter. Here you will see an **'ENTER CATEGORY'** option below each category. Once clicked you will then be asked to complete a form including some general details. All applications should be accompanied by:

- The full name and title of the person that will accept the award on your organisation's behalf should you be successful.
- A written piece (750 words maximum) outlining how your application satisfies the criteria for the award. This text can be inserted into the online form or attached as a standalone word document by using the 'Attach files' option.
- Any supporting documentation necessary to establish evidence of meeting the criteria or to support application outline.
- Confirmation of how your organisation's name should be engraved on to the trophy should you be successful.
- **2 high-quality jpeg photographs which will represent your entry in the Awards' AV presentation.**
- **A high-quality jpeg version of your organisation's logo.**
- We would also ask that all applications make themselves familiar with the terms & conditions.

Should the External contracted third parties wish to joint submit, a second award may be ordered at an additional cost to be covered by them. Subject to availability. Application must be made in writing.

Judges and Awards Committee

The Judging Panel have been selected for their experience and knowledge of the business of sport. We are grateful to each of them for giving up their time and expertise.

Judges:

1. Cliona O’Leary, RTE Sport
2. Deirdre McDermott, OSK Auditors
3. Larry Fenelon, Lemans Solicitors
5. Rory Sheridan, Diageo
5. Rob Hartnett, Sports for Business
6. Mark Doyle, AIB
7. Liam Harbison, Sport Ireland Institute
8. Amanda Harton, JLT
9. Louise Galvin, Athlete
10. Cathal Dervan, ASJI
11. John Aherne, GolfGraffix

More to be confirmed

Awards Committee:

1. Roddy Guiney (Chairman, Federation of Irish Sport)
2. Maeve Buckley (Board Member, federation of Irish Sport)
3. Noel Mooney (Board Member, Federation of Irish Sport)
4. Emira O’Neill (Federation of Irish Sport)

Judging Process

- All submitted entries will be examined by the awards committee
- For categories 1-11 the Committee will shortlist the entries and a list will be published
- The Judges will be split into two groups
- The Judges will judge the entries independently
- The judges will send their scoring to the awards committee
- The awards committee will communicate to the judges the successful finalists
- If there is an equality of points in any category the judges will determine the winner following a meeting
- Nominations are welcome from the public for Category 12 Outstanding Achievement/Contribution. The Judges will select the worthy recipient of this award.

Irish Sport Industry Awards 2018

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Terms and Conditions

- The Irish Sport Industry Awards are organised by the Federation of Irish Sport (the “Federation”), Irish Sport HQ, National Sports Campus, Blanchardstown, Dublin 15.
- All entries for The Irish Sport Industry Awards must be completed and uploaded via the online entry system by close of business, **Monday, February 12th 2018**.
- Entry deadlines may be extended at the discretion of the Federation.
- All entries must be a truthful representation of the applicant’s involvement, with a proven record.
- Entries are encouraged either directly or from external contracted third parties acting for the applicant.
- All applicants agree to be bound by the decisions of the judges and accept no correspondence, telephone, email or communication of any kind will be entered into in relation to decisions reached.
- All material submitted in support of an entry is warranted by the applicant to be their property and is entered without any encumbrances by third parties.
- The applicant indemnifies, and agrees to keep indemnified, the organisers of the Irish Sports Industry Awards for any claims arising out of any material, statements or claims made as part of their entry.
- The applicant agrees that the organisers of the awards are entitled to judge their entry and select what they consider to be the winner in a given category without recourse to the applicants.
- The applicant agrees that should they be shortlisted for an Award they will provide a representative to attend the award ceremony to accept the trophy in the event they are successful.
- The organisers reserve the right, and the applicant agrees to same, that where the shortlisted applicant fails to send a representative to attend the event the organisers can withdraw the relevant shortlisted entry(s) from the competition without further recourse.
- In the circumstances that a shortlisted applicant fails to send a representative to the event but has been declared the winner, the organisers reserve the right, at their sole discretion, to

void the applicant's submission(s) and promote the next placed applicant present at the event to be declared the winner.

- In the event that a winning applicant does not send a representative to the event then, on submitting to the organisers an explanation as to their non-attendance, they may still, at the organisers sole discretion, be awarded their trophy which will be shipped to them upon receipt from the applicant by the organisers of a payment of €250.00 net of VAT.
- If the applicant wins an award it grants permission to the organisers to use any photographs, video, sound, written or other material as it sees fit and without restriction.
- Entries received without the prerequisite information will be deemed invalid and withdrawn from the Awards.
- The Irish Sport Industry Awards reserves the right to withdraw an entry from the judging process at any time if the entry is deemed inappropriate for any reason.
- The Irish Sport Industry Awards' decision is final.
- Organisers reserve the right not to award a category at its own discretion and without recourse to the applicants of said category.
- The Irish Sport Industry Awards reserve the right to nominate the applicant in additional categories that the organisers feel appropriate.
- The person named on the entry form will be the used as the point of contact by the Irish Sport Industry Awards.
- If the name of the nominated contact person changes, the Irish Sport Industry Awards must be contacted immediately.
- Shortlisted applicants may be required to provide additional information upon request from the Irish Sport Industry Awards.
- Entries will be judged by a panel of judges
- Organisations can enter as many categories as they like.
- Sponsors cannot enter the category they are sponsoring
- A second award can be ordered by the agency should they joint submit cost at their end.
- The winners of the awards may state in advertising, promotional material and on their stationery that they are a winner, but this must make it clear which category and the year in which they won.

- The Irish Sport Industry Awards and all its Intellectual Property remains the sole copyright the Federation and is a solely owned trading entity of Irish Sport Matters limited all rights reserved
- These rules and regulations will be subject to the laws of Republic of Ireland.
- If any dispute arises in connection with these Irish Sport Industry Awards the parties in dispute will attempt to settle it by recourse to the services of a mediator agreed between them or nominated for the purpose by Just Sport Ireland at the request of any of them. Any such request shall be deemed an invitation to the mediator so nominated to submit for the consideration of the parties in dispute a form of agreement to govern such mediation, within 10 days of his or her nomination. If a mediation agreement is signed within a further 14 days, the mediation will be conducted in accordance with that agreement. Until the expiry, of that 14 day period, no party may commence any arbitration proceedings in connection with the dispute in accordance with the JSI Arbitration Rules. Thereafter, the procedure provided for in this clause shall not restrict the ability of any party to commence arbitration proceedings, whether or not mediation is underway provided always that the arbitration shall take place in accordance with the JSI Arbitration Rules.