



Mumbrella
SPORTS
MARKETING
Awards

Headline Partner

Nine

CALL FOR AWARD ENTRIES 2023

Entries are now open for the Mumbrella Sports Marketing Awards 2023.

These awards recognise individuals and teams that deliver outstanding work and results on behalf of companies, organisations and products based around the sports industry.

This document contains all the information you need to enter. The judging period covers the 12 months to Friday, 9 June, 2023.

2023 AWARD CATEGORIES

- Sports Campaign of the Year
- PR Idea of the Year
- Sports Agency of the Year
- Best Use of Sponsorship in a Single Campaign
- Best On-ground Activation
- Best Team or Sport Sponsorship
- Best Membership Drive or Fan Engagement Campaign
- Best Owned or Social Media
- Best Cause-Related Sports Campaign
- Best Athlete Partnership



2023 AWARD CATEGORIES

Sports Campaign of the Year

This category seeks to recognise the best campaign on behalf of a brand, product, club, code, media or sporting event. Where appropriate, joint entries from more than one party are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off. Multiple entries based on separate campaigns are permitted.

Entries must include:

- A maximum of 10 single executions. For multimedia executions, please provide a link for viewing online
- An explanation of the brief and the solution
- The results
- Separately include a list of credits and main details of where and when the campaign ran

Word count: 1,000

Scoring

- The brief and thinking: 30%
- The work: 40%
- Evidence of outcome: 30%

PR Idea of the Year

This category seeks to recognise the best public relations idea on behalf of a sporting brand, athlete, product, media, club, code or sporting event.

It will reward a PR idea that promotes the brand or experience in a tangible, imaginative way, introduces a new product or service, or connects a new audience with an existing product or service. This category is open to in-house marketing and PR teams, as well as agencies.

Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off.

Entries must include an explanation of the brief and the solution, evidence of the execution and the results.

Word count: 1,000

Scoring

- The brief and thinking: 40%
- The work: 40%
- Evidence of outcome: 20%



2023 AWARD CATEGORIES

Sports Agency of the Year

This category is open to agencies which deliver services to clients based around sports marketing, including but not limited to creative, PR and media services, sponsorship, and fan engagement strategies.

To qualify for the category, an agency must demonstrate work for at least two sports-related clients (including brands) during the judging period.

Judges will be looking for evidence of impact on the market, innovative and brave work, commercial success and signs of momentum for the agency.

Entries should include two case studies of campaigns delivered (maximum 500 words each).

They should also include details of how the agency has grown/acquired clients this year, evidence of a strong team culture including innovation in recruitment and retention, and an explanation of how it has impacted the market (maximum 500 words).

Word count: 1,500

Scoring

- The work: 30%
- Commercial success: 20%
- Culture: 10%
- Industry impact: 10%
- Innovation: 10%
- Bravery: 10%
- Momentum: 10%

Best Use of Sponsorship in a Single Campaign

This category seeks to recognise the brands and their agencies which have excelled in leveraging a sponsorship with an athlete, club, code or sports event through a single campaign. Where appropriate, joint entries from more than one partner are welcome.

The jury does not wish to see more than one entry for the same campaign, so solo entries should ensure they have client sign-off. Entries will demonstrate how the execution leveraged the sponsorship (any sponsorship including but not limited to major sponsors, long-term partners, supporting partners or one off event sponsors) to create a single campaign that promoted both the brand and the sport. Please include details of the sponsorship itself and how the single campaign developed from it.

In no more than 500 words, set out the strategy and thinking that led to the sponsorship and then the campaign. In no more than 500 words, detail evidence of impact of the campaign for both the sponsor and sponsored party.

Word count: 1,000

Scoring

- The brief and thinking: 40%
- The work: 30%
- Evidence of outcome: 30%



2023 AWARD CATEGORIES

Best On-ground Activation

This category seeks to recognise the best live activations at a sporting venue by sponsors or advertisers.

Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off.

Entries will include evidence of the brief and strategy which led to the creative execution, as well as details of the execution itself (max 500 words).

They will also detail the outcomes associated with the activation, including how many people were engaged by it (max 500 words).

Word count: 1,000

Scoring

- Strategy and thinking: 35%
- Creative execution: 35%
- Outcome: 30%

Best Team or Sport Sponsorship

This category seeks to recognise the brands and their agencies which have excelled in creating and leveraging a sponsorship with a club, code or sports event. Where appropriate, joint entries from more than one partner are welcome.

Please note, athlete partnerships should be entered into the category 'Best Athlete Partnership'.

The jury does not wish to see more than one entry for the same sponsorship or partnership, so solo entries should ensure they have client sign-off.

Entries will demonstrate how the sponsorship or partnership genuinely pushed both the brand, club, code or sports further, and evidence of how it leveraged the assets of both brands across multiple channels to create awareness.

In no more than 500 words, set out the strategy and thinking that led to the sponsorship or partnership alignment. In no more than 500 words, detail evidence of impact of endorsement for both the sponsor and sponsored party.

Word count: 1,000

Scoring

- The brief and thinking: 40%
- The work: 30%
- Evidence of outcome: 30%



2023 AWARD CATEGORIES

Best Membership Drive or Fan Engagement Campaign

This category recognises the work of a sports team or association in specifically reaching out to fans to encourage involvement with the sport or team.

Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure they have client sign-off.

Entries should include evidence of the strategy involved, outcomes of the drive/campaign as well as details of the execution itself.

Where appropriate, please include statistics to indicate success.

Sports teams and associations themselves are particularly encouraged to enter.

Word count: 1,000

Scoring:

- Strategy and thinking: 35%
- Creative Execution: 35%
- Outcome: 30%

Best Owned or Social Media

This category is set up to recognise the increasing importance of owned media and social media for sports teams, associations, athletes or brands.

Judges are looking for owned and social media that provides a great experience for the fan. Owned media is designed and implemented well and carries content that engages fans while social media is used in a way that is appropriate to the social media platform and the fans it is trying to attract.

Entries should include evidence of a unified voice, a structure around the way owned media and social media are treated by the team or association, and a regularity of engagement that encourages conversation and use of a variety of channels.

Where appropriate, please include statistics to illustrate engagement and/or examples to illustrate content flow.

Word count: 1,000

Scoring:

- Website design and user experience: 10%
- Content strategy: 30%
- Content execution and creativity: 30%
- Regularity of content across channels: 20%
- Unified tone of voice: 10%



2023 AWARD CATEGORIES

Best Cause-Related Sports Campaign

This award aims to recognise an association, team, athlete or brand that has worked on a campaign for a cause. Specific sports-based causes such as foundations set up by athletes or teams, for example, are also eligible.

Entries should include evidence of a significant partnership that draws on the positive reputation of the association, team, athlete or brand to boost awareness of the cause through a variety of channels.

Please outline the aim of the cause, the reasons behind the specific sport, team, athlete or brand getting behind it, the details of the partnership including the executions involved and the results that followed.

The award looks to encourage participation in relevant causes so judges will be looking for evidence of significant involvement in a cause that was chosen very specifically above pure results.

Word count: 1,000

Scoring:

- Reasons for choosing the cause: 25%
- Evidence of a structure that allows prolonged collaboration: 25%
- Execution of campaigns for the cause: 25%
- Two short testimonials from organisers of the cause or people affected by the cause specifically relating to the involvement of the entrant to this award: 15%
- Results: 10%

Best Athlete Partnership

This category seeks to recognise the brands and their agencies which have excelled in creating and leveraging a partnership with a specific athlete. Where appropriate, joint entries from more than one partner are welcome. The jury does not wish to see more than one entry for the same partnership, so solo entries should ensure they have client sign-off.

Entries will demonstrate how the partnership genuinely pushed both the brand and athlete further, and provide evidence of how it leveraged the assets of both brand and athlete across multiple channels to create awareness.

In no more than 500 words, set out the strategy and thinking that led to the partnership. In no more than 500 words, detail the evidence of impact of endorsement for both the sponsor and athlete.

Word count: 1,000

Scoring:

- The brief and thinking: 20%
- The alignment: 20%
- The work: 30%
- Evidence of outcome: 30%



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The period being judged is the 12 months up until the 9 June, 2023. Jurors will be drawn predominantly from the ranks of marketers. Jurors will not vote on entries in which they have a direct interest.

The entry website begins accepting entries on Thursday, April 13, 2023. The closing date is Friday, June 9, 2023. Late entries (with an additional fee) will be accepted until Friday, June 16, 2023.

The decision of the jury is final except where new information comes to light after judging, in which case a ruling may be made by Mumbrella. The jurors reserve the right to re-allocate an entry into a different category if they feel it is more appropriate to that category.

Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries.

The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand.

Information contained in the entry may be used at the awards presentation or elsewhere.

All finalists must have a representative available at the Sports Marketing Summit (where the awards will be presented), to collect the award should they be a lucky winner. The Mumbrella Sports Marketing Summit will be held at the Royal Randwick (Australian Turf Club) on Thursday, August 24, 2023 and the awards will be presented at a time during the day to be confirmed.

Cost of entry: \$290 + GST per entry.

An additional late-entry fee of \$150 + GST per entry is chargeable from June 10 to June 16, 2023.

All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to shortlist.

Questions:
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Entry is electronically, via the awards entry website.

Video - featuring the work only - should be via YouTube or Vimeo link. Video should be of the work in question only. Supporting material may also be uploaded although this may not be viewed at the shortlist stage.

Entries reasonably believed by the jury or Mumbrella to be scam - work created only to win awards - will be disqualified.