

Best Event Sponsorship 2018

This award celebrates excellence in event sponsorships that further the aims of all partners by executing an integrated and cohesive strategy. This category applies to all levels of event sponsorship. Sponsorship budget/event size is irrelevant.

Who should enter?

Organisations investing in or initiating event-related initiatives, or organisations who receive sponsorship investment to deliver such initiatives. You may be an event sponsor or manager, event owner, trust or charity.

Eligibility:

Entries must be related to a sponsorship of an event that was delivered in New Zealand. The sponsorship activations must have either started or concluded between **1 April 2017 and 31 July 2018 inclusive**, even if the event the entry relates to occurred outside of this period.

Judging Criteria:

Each entry must begin with a standardised overview of the sponsorship so judges can understand why the sponsorship was initiated, who the sponsorship partners were, what sponsorship properties were involved, and who were the audience and stakeholders (maximum 500 word count).

Entries (maximum 1,500 word count) will be assessed based on answers to the following questions:

1. **Strategy and Objectives** (10%)
 - What overarching sponsorship strategy objectives, short and long term, were used? What did each partner set out to achieve?
 - How did the procurement of rights relate to these objectives?
2. **Execution** (25%)
 - Who was your target audience and how did you engage with them successfully? i.e. what activations were delivered?
3. **Engagement and Collaboration** (20%)
 - How did the sponsorship demonstrate collaboration with other partners and stakeholders?
4. **Sponsorship Effectiveness** (25%)
 - How did the sponsorship deliver on the objectives of each partner and enhance the sponsorship property/ies?
 - What measurable benefits did each partner gain from the relationship? Please provide evidence where possible of return on investment.
5. **Excellence** (20%)
 - Why should this sponsorship win over and above other sponsorships?