

Best Event Sponsorship Professional 2018



Who should enter?

Entries are by nomination only. This award recognises a leading Event Sponsorship Professional who has had a significant career to date, with the sixteen months of the qualifying period in particular demonstrating excellence and outstanding performance. It is likely the candidate has ten years or more experience in sponsorship.

Candidates may be those who manage event sponsorship investment or procure event sponsorship on behalf of an organisation. The sponsorship may be cash investment, media sponsorship or value in kind.

Eligibility:

Entries into the Sponsorship Professional of the Year award must meet the following eligibility criteria:

- While entries are by nomination, the entries may be completed by the candidate themselves provided one of the references in the feedback section is from the person making the nomination.
- Candidates must be a New Zealand based Event Sponsorship Professional.
- Candidates may be requested to provide evidence to prove criteria

Judging Criteria:

Each entry must begin with a brief CV (no maximum word count) so judges can receive an overview of the candidate's work experiences, training or education, and job specifications. Please also list event sponsorships involved in to ensure at least 50% have been undertaken in NZ with overseas work demonstrating a transfer of learning to a New Zealand context.

Entries (maximum 1,500 word count) will be assessed against the following criteria:

1. **Management (20%)**
 - Over the sixteen months of the qualifying period, what were the candidate's responsibilities and management competencies and what were their outstanding achievements?
2. **Leadership (20%)**
 - Over the sixteen months of the qualifying period, how did the candidate demonstrate excellence in leadership in a range of sponsorship contexts, including living organisational values, mentoring of staff, and participation in professional development?
3. **Stakeholders (20%)**
 - In the sixteen months of the qualifying period, how did the candidate work with and deliver superior results to stakeholders in the event sponsorship sector?
4. **Innovation (20%)**
 - Over the sixteen months of the qualifying period, how did the candidate illustrate a commitment to innovation to constantly improve and develop their sponsorship strategy and/or campaign delivery
5. **Contribution (20%)**
 - What is the candidate's contribution to the industry beyond the parameters of their core work?