

# Event Sponsorship Professional of the Year



## ***Who should enter?***

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:

- Entries may be submitted by a candidate themselves or a candidate may be nominated by another party.
- Entrants must be a New Zealand based Sponsorship Professional.
- Entrants may be requested to provide evidence to prove criteria.

This award recognises a leading Sponsorship Professional who has had a significant career to date, with the thirteen months of the qualifying period in particular demonstrating excellence and outstanding performance. It is likely the candidate has ten years plus experience in sponsorship.

## ***Judging Criteria:***

Each entry must begin with a brief CV (no maximum word count) so judges can receive an overview of your work experiences, training or education, 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 thirteen months of the qualifying period, what were your responsibilities and management competencies and what were your outstanding achievements?
2. **Leadership (20%)**
  - Over the thirteen months of the qualifying period, how did you 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 thirteen months of the qualifying period, how did you work with and deliver superior results to stakeholders in the event sponsorship sector?
4. **Innovation (20%)**
  - Over the thirteen months of the qualifying period, how did you illustrate a commitment to innovation to constantly improve and develop your sponsorship strategy and/or campaign delivery
5. **Contribution (20%)**
  - What is your contribution to the industry beyond the parameters of your core work?