

# Best Event Sponsorship Professional 2019

## *Who should enter?*

This award recognises a leading Event 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 six years or more experience in sponsorship or the events sector.

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:*

Nominees for the Event Sponsorship Professional of the Year award must meet the following eligibility criteria:

- While entries by nomination are encouraged, an individual can nominate themselves.
- The **candidate does not need to be a member** of the New Zealand Events Association Candidates must be a New Zealand based event professional.
- Candidates may be requested to provide evidence to prove criteria.

## *Judging Criteria:*

Each entry must begin with a brief CV (two page limit) so judges can receive an overview of the candidate's work experiences, training or education, and job specifications. Please also list events the candidate is 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.

Each entry must provide two references or testimonials (with contact details of the named persons).

Entries (maximum 1,500 words excluding references) will be assessed against the following criteria:

1. **Management** (15%)
  - Over the thirteen months of the qualifying period, what were the candidate's responsibilities and management competencies and what were their outstanding achievements?
2. **Leadership** (15%)
  - Over the thirteen 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** (15%)
  - In the thirteen months of the qualifying period, how did the candidate work with and deliver superior results to stakeholders in the event sponsorship sector?
4. **Innovation** (15%)
  - Over the thirteen 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** (15%)
  - What is the candidate's contribution to the industry beyond the parameters of their core work?
6. **Commitment to sustainability** (15%)
  - What is the candidate's commitment to sustainability (economic, environmental and social)?
7. **Judges' discretion** (10%)