

Best Event Marketing 2021



The Award: This award celebrates excellence in event marketing (including sponsorships) that further the aims of all partners by executing an integrated and cohesive strategy. This category applies to all levels of event sponsorship and marketing. Budget and event size is irrelevant.

Who should enter? Organisations that own, deliver or manage event marketing or sponsorship, event sponsors, or those receiving sponsorship for an event. You may be an event sponsor or manager, event owner, trust, charity or marketing business.

Eligibility: Entries must be related to an event sponsorship or marketing of an event. The activation of the marketing or sponsorship activity must be delivered in New Zealand and owned by a New Zealand resident business. Entries must relate to events that occurred within the qualifying period (the event either started or concluded between **2 September 2019 to 5 April 2021 inclusive**).

Judging Criteria:

Each entry must begin with a brief overview of the event so judges can understand the scope of the marketing or sponsorship, why it was initiated, who was involved, when it first began, the scale of the event supported, content, audience and participants (maximum 500 word count).

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

1. **Strategy and Objectives (15%)**
 - a. What did success look like when you started planning the event marketing or sponsorship? This may include desired outcomes for audience/sponsor/volunteer engagement and satisfaction, awareness raising, media/profile, and/or profit, driving domestic visitation/contribution to regional GDP, for example.
 - b. What was your strategy to achieve these outcomes?
2. **Engagement (15%)**
 - a. Who are the various stakeholders (this may include other sponsors, spectators, suppliers, media, participants for example) and how were they engaged?
3. **Execution (15%)**
 - a. How does the marketing or sponsorship of this event demonstrate best practice across the planning and execution of your event sponsorship? This may include elements such as budgeting, marketing, responding to the COVID environment, health and safety, for example.
4. **Effectiveness (15%)**
 - a. What were the key measures set for each of the items that you outlined in number 1 above and did the event marketing or sponsorship deliver these? In other words, did you achieve what you set out to do? Provide evidence of your measurable outcomes where possible.
5. **Excellence (15%)**
 - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic/community/environmental impact, awareness raising, infrastructure, regional identity/pride outcomes) contribute to the event's marketing or sponsorship success?
 - b. Why should this event marketing or sponsorship win over and above other event marketing or sponsorships?
6. **Commitment to sustainability (15%)**
 - a. What is your commitment to sustainability (environmental, economic and social/governance)? Note that your response should include environmental sustainability (e.g. mitigation strategies to limit the negative impact on the environment/reduce the impact on climate change), economic sustainability (e.g. financial stability, managing resources, etc. to ensure long-term viability), and social sustainability (e.g. governance, stakeholder relationships, social legacy outcomes, etc).
 - b. How did your creative concept demonstrate this?
7. **Judge's discretion (10%)**