

Best Event Sponsorship Professional 2021

Who should enter? This award recognises a leading Event Sponsorship Professional who has had a significant career to date, with the nineteen 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 and may be requested to provide evidence to prove criteria:

- Entries may be by nomination, or 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.

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%)

- a. Over the nineteen months of the qualifying period, what were the candidate's responsibilities and management competencies and what were their outstanding achievements? E.g. negotiation/activation/execution of sponsorship, commercial viability/financial sustainability and long-term business goals/stability), support/management of staff, etc.

2. Leadership (15%)

- a. Over the nineteen months of the qualifying period, how did the candidate demonstrate excellence in leadership in a range of sponsorship contexts? E.g. resilience, adaptiveness, responding to the COVID environment, living organisational values, mentorship of staff, and participation in professional development.

3. Stakeholders (15%)

- a. In the nineteen months of the qualifying period, how did the candidate work with and deliver superior results to stakeholders in the event sponsorship sector? E.g. the satisfaction of attendees, sponsors/event owners, perhaps via regional/national/international profile, impact/media coverage, etc.

4. Innovation (15%)

- a. Over the nineteen 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? E.g. audience engagement, virtual/digital platforms, growth, business/marketing plan, driving domestic visitation, etc.

5. Contribution (15%)

- a. What is the candidate's contribution to the industry beyond the parameters of their core work? E.g. capability building, mentoring, governance roles, volunteer work, etc.

6. Commitment to sustainability (15%)

- a. What is your event's commitment to sustainability? 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 you demonstrate this?

7. Judges' discretion (10%)