

# Best Event Sponsorship 2019

## ***The Award:***

This award celebrates excellence in event sponsorships that further the aims of all partners by executing an integrated and cohesive strategy. This category applies to all levels of event sponsorship. Sponsorship budget/event size is irrelevant.

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

Organisations investing in or initiating event-related initiatives, or organisations who receive sponsorship investment to deliver such initiatives. You may be an event sponsor or manager, event owner, trust or charity.

## ***Eligibility:***

Entries must be related to an event sponsorship. The activation of the sponsorship and the leverage activity associated must be delivered in New Zealand and owned by a New Zealand resident business (or New Zealand based and operated subsidiary of an internationally-headquartered business). Entries must relate to events that occurred within the qualifying period (the event either started or concluded between **1 August 2018 and 1 September 2019 inclusive**).

## ***Judging Criteria:***

Each entry must begin with a brief overview of the event so judges can understand why the sponsorship 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 sponsorship? This may include desired outcomes for audience, awareness raising, media, or profit, 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 this event sponsorship demonstrate best practice across the planning and execution of your event sponsorship? This may include elements such as budgeting, marketing or 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 sponsorship deliver these? In other words, did you achieve what you set out to do? Provide evidence where possible.
5. **Excellence** (15%)
  - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic, community, environmental, awareness raising and infrastructure outcomes) contribute to the event sponsorship's success?
  - b. Why should this event sponsorship win over and above other event sponsorships?
6. **Commitment to sustainability** (15%)
  - a. What is your event sponsorship's commitment to sustainability?
  - b. How did you demonstrate this?
7. **Judges discretion** (10%)