



SPORT INDUSTRY  
AWARDS 2025

# MEET THE CATEGORIES

LONDON



GUEST  
ENTRANCE

SPORT INDUSTRY AWARDS  
FEVO



VIP  
ENTRANCE

## CHANGES TO THE AWARDS THIS YEAR

### - **MAIN CATEGORIES**

- New awards and name changes/mergers

### - **PRE-AWARDS**

- Introductory / small scale categories at a lower price point

### - **ENTRY FORM**

- Minor changes to phrasing of questions
- Some of the order of fields have changed

### - **SUSTAINABILITY MEASURES**

- Are now a mandatory part of the entry process

### - **PAID EXTENSIONS**

- Reluctantly introduced for 2025

### - **MEMBERSHIP**

- SIG Membership entitles your org to one free Award entry, plus a ticket

### **Advisory Team of the Year**

This award is open to any advisory team – such as law firms, insurance providers, architects and consultants – that has delivered exceptional work for organisations within the sport industry.

### **Agency of the Year**

This award is open to any agency with a significant focus and body of work in sport that has displayed consistent excellence across multiple clients.

### **Specialist Agency of the Year**

This award is open to any specialist agency, or a division within a multi-service agency, with a significant focus and body of work in sport that has displayed consistent excellence within a specific field.

### **Best on Social**

This award is open to any organisation that has delivered exceptional work on any or multiple social media platforms over a significant period of time.

### **Campaign of the Year**

This award is open to any organisation that has delivered a standout campaign connected to sport, demonstrating creativity & originality across multiple marketing platforms, reverberating throughout the industry & beyond.

### **Environmental Sustainability Award**

This award is open to any organisation with a programme or campaign focused on driving sustainable practices to deliver environmental benefits through sport.

## **Event of the Year**

This award is open to any standalone live sports event – either in person, virtual or hybrid – that features elite athletes.

## **Fan Engagement Award**

This award is open to any organisation that can demonstrate how it has successfully engaged with a fanbase to improve their user experience on an ongoing basis.

## **Hospitality & Experience Award**

This award is open to any organisation that has delivered a hospitality programme attached to a sporting competition or created an experience to create a closer bond with a target audience.

## **Long-form & Short-form Content Award in association with Shutterstock**

This award is open to all sports-related content that is over/under three minutes in length.

## **Media & Broadcast Award**

This award is open to any organisation that creates and distributes content relating to professional sport across an owned platform.

## **Partnership Award in association with Evolution London**

This award celebrates partnerships between two organisations that deliver high-impact, multi-layered results.

### **Purpose Driven Sponsorship Award**

This award is open to any sponsorship of an organisation by a brand, designed to drive social or environmental impact through sport.

### **Sport Team of the Year in association with FEVO**

This award is open to any professional sports team or club that competes in a professional league, tournament or competition – that has excelled on and/or off the field.

### **Sport Organisation of the Year in association with RPC**

This award is open to any sport organisation that oversees a sport or sports property - likely a rights holder or member organisation – that is proud of a successful year.

### **Talent Campaign of the Year**

This award is open to any organisation that has delivered a standout campaign connected to sport that centres around the use of high-profile talent.

### **Tech In Sport Award in association with Sportradar**

This award is open to any organisation that is breaking barriers through progressive thought, invention, innovation or new technologies in their area of the sports industry.

### **Tessa Jowell Social Impact Award in association with Wasserman**

This award is open to any organisation either within the sport industry, or using sport as a vehicle to drive community change/development, diversity and inclusion or broader social impact through sport.



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# PRE-AWARDS

### **Best Newcomer Award**

This award is open to any organisation working within sport that is a newcomer to the industry.

### **Consultant of the Year**

This award is open to any individual consultant that has delivered exceptional work for organisations within the sport industry.

### **Educational Institute of the Year**

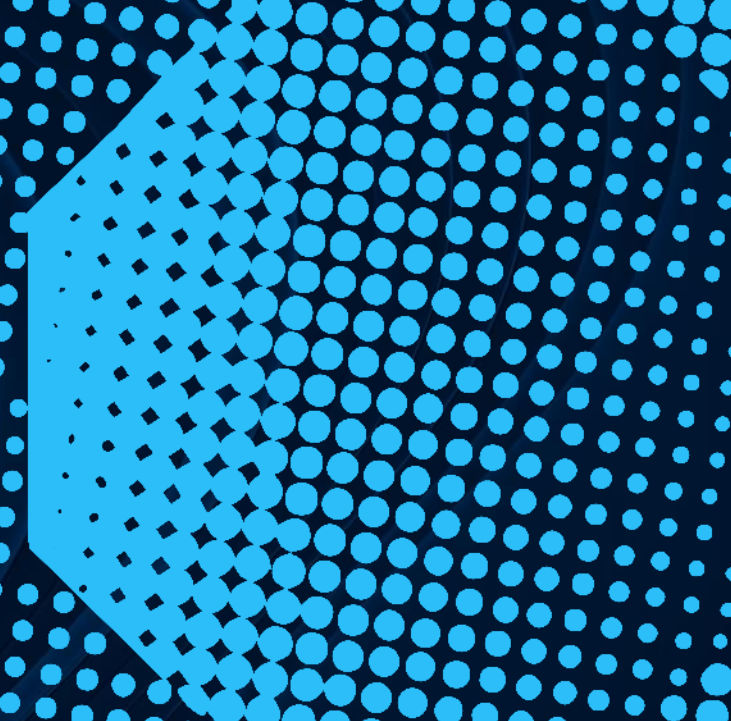
This award is open to any organisation that uses sport to improve the wellness of its staff, clients or the communities they serve.

### **Wellness at Work Award**

This award is open to any organisation that uses sport to improve the wellness of its staff, clients or the communities they serve.

### **Sports Podcast Award**

The overall winner of the annual Sports Podcast Awards will be awarded at the FEVO Sport Industry Pre-Awards.



# ENTRY FORM BEST PRACTICES

## - **PUBLIC-FACING CONTENT**

- Title, entered by, exec summary, image and logo

## - **OVERVIEW**

- Not the same as Executive Summary.
- Assume judges have no previous knowledge so context is key

## - **OBJECTIVES**

- Must be measurable

## - **RESULTS**

- Make sure they correspond with your objectives

## - **BUSINESS IMPACT**

- Focus on impact relative to objectives and budget

## - **FINANCIAL INFO**

- All information is confidential so please provide as much as possible

## **GENERAL TIPS**

- Less can be more
- Write in plain English
- Be smart with your supporting evidence
- Don't put all your eggs in one basket

## SAMPLE JUDGES FROM 2024 PANEL



Martin Anayi, URC



James Murray, Chelsea



Hala Ousta, FIFA



Will Brass, Premier League



Paul Barber OBE, Brighton



Isabelle Stewart, F1



Viveen Taylor, Sport England



Sarah Pearce, Unilever



Fiona Morgan, SailGP



Paul Goodmaker, BP

## KEY TIMINGS

### **SPORT INDUSTRY SOCIALS 3 - FUTURE OF SPORTS TECH**

- Wednesday 23<sup>rd</sup> October

### **SPORT INDUSTRY DINING - FEATURING HELEN GLOVER & TOM DEAN**

- Thursday 14<sup>th</sup> November

### **SPORT INDUSTRY NEXTGEN - APPLICATIONS CLOSE**

- Thursday 21<sup>st</sup> November

### **ENTRIES CLOSE**

- Thursday 5<sup>th</sup> December
- Friday 3<sup>rd</sup> January
- Friday 10<sup>th</sup> January

### **SHORTLIST ANNOUNCEMENT**

- End of February

### **AGENCY OF THE YEAR VISITS / PRESENTATIONS**

- Early/Mid March

### **FEVO SPORT INDUSTRY AWARDS**

- Thursday 15<sup>th</sup> May



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**THANK YOU**