



# HASHTAG SPORTS AWARDS

## SAMPLE ENTRY FORM

## ENTRY TEMPLATE

Entry Deadline: March 4, 2024

Price Increases: November 18, January 5, and February 1

Eligible Live/Campaign Dates: January 1 - February 18, 2024

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Engagement is more than a buzzword—it's a critical challenge in business. The Engagement Academy of Sports Entertainment is proud to recognize excellence in effective fan and consumer engagement and establish the benchmark for sports entertainment and experiences.

The Hashtag Sports Awards are peer-based awards judged by the Engagement Academy. Associate Members of the Academy independently evaluate entries submitted during the Call for Entries, rating each one based on its respective judging criteria. Every entry is reviewed by multiple Associate Academy Members. The top entries are then included on category-specific shortlists and further evaluated by Executive Members.

When preparing your entry, please keep in mind that engagement is not defined as only likes and retweets on social media. The determining criteria for measuring engagement takes into account the creativity with which your objective was approached from the outset and the measurable business outcomes that were delivered as a result.

The information outlined on this form must be entered online via the [Entry Portal](#) to be considered. To be eligible, work entered into the 6th Hashtag Sports Awards must have been live between January 1, 2023 - February 18, 2024. For a complete list of [rules and eligibility](#), please visit the awards website.

Below is the information that is required for entries in all categories. Individual categories will require additional materials.

**\*This entry template is for drafting purposes only.**



## Entry

### Parent Category

- Brands & Partnerships
- Campaigns & Marketing
- Content
- Design & Creative
- Fan Experience
- Impact
- Podcast
- Social Media
- Special Achievement (Individual)
- Special Achievement (Team)
- Video

### Entry Title

How your entry will appear in our gallery.

## Work

All questions must be answered unless marked optional. If you are an agency, service provider, or technology provider, please specify in the "Entrant Name" box below whether it is your company or your client that should be recognized on materials and the physical award (if selected as a winner or finalist). If both, please list in preferred order and separate company names with an ampersand.

### Type of Organization You Represent

- Agency (Provider, Vendor, Consultant)\*
- Brand (Sponsor, Advertiser)
- Production (Company, Studio, House)
- Property (Team, League, Organization)
- Media (Network, Platform, Publisher)

### Client Name\*

If you are submitting on behalf of a client.

### Entrant Company Name

Please enter the company that should be recognized for the work. If shortlisted, this is what will appear publicly.

### Organizations Involved

Please list all of the organizations that worked on creating the work. Credits for individuals will be added later in the entry process.

\*Additional specific questions and information will be requested based on individual categories



## Written Criteria

*The written criteria is what the Academy will refer to during the judging process so please be as detailed as possible. Entries are judged on Creativity & Innovation (30%), Results & Effectiveness (30%), and Engagement (40%). If you are submitting on behalf of a client, please keep in mind when mentioning your company or any contributing companies that judging is intended to be anonymous.*

### Objective

*What unique objective or goals led to the creation of this work? (200 words max)*

### Strategy & Execution

*How was the entry designed and implemented with the modern sports fan in mind? (200 words max)*

### Results

*How did this work achieve effective engagement and what measurable outcomes were delivered? (200 words max)*

### How does this represent “Excellence in Engagement”?

*What new benchmark(s) in fan engagement does this set? How will this work inspire and move the industry forward? (200 words max)*

### Confidential Information for Judges (OPTIONAL)

*Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show. (150 words max)*

## Media

### Entrant Company Logo

*Please upload a vector (.ai/.eps) logo to represent the entrant company. To upload an SVG, please compress and create a ZIP file.*

### Entry URL

*If presented online, please provide URL starting with http:// or https:// accessible without a login or password thru July 31, 2024*

### Image Upload

*This will be displayed in our gallery to represent your submission (minimum 2400 x 1200 pixels).*

### Video

*If necessary, you can directly upload a video or provide a link to a downloadable video.*



## Credits

The Engagement Academy requires the celebration and recognition of all talent involved in the production of the entry—not just executives. Please submit the names of **all individuals** who contributed to the work in the order you would like the credits to appear. This information will be visible in our public gallery if your entry is a finalist. Organizations who do not submit individual contributors will be penalized per the official rules—a minimum of two contributor credits is required. There will be a **\$350 USD fee** for edits to the credits on the website after judging has been completed. Please ensure accuracy.

### First Name

*\*This field is required*

### Last Name

*\*This field is required*

### Job Title

*\*This field is required*

### Organization

*\*This field is required*

### LinkedIn

*\*This field is required. If no LinkedIn account, please use personal, portfolio, or company website.*

### Website

*This field is optional*

### Email

*This field is optional*

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## Questions?

If you have any questions about the entry process, please email [lindsey@hashtagsports.com](mailto:lindsey@hashtagsports.com)