



2020 PRESTIGE AWARDS NOMINATIONS GUIDELINES:

- ✓ Award nominations are for events that must have occurred during the 2019 calendar year unless otherwise specified.
- ✓ Any previous recipient of a PRESTIGE Award from the year prior will not be eligible for nomination in the current year for a PRESTIGE Award in the same category.
- ✓ Self-nominations are permitted and encouraged.
- ✓ Nominations must be submitted online. Deadline to submit your nomination is 8:00 PM EST on December 2, 2019.
- ✓ Point form is permitted and encouraged.
- ✓ Please note, once you have submitted the nomination form, you will not be able to make any changes or edits to your submission.
- ✓ The CSTA reserves the right to transfer nominations into the appropriate category should it be deemed ineligible for the category submitted.
- ✓ If you have any questions about the awards nominations process or need assistance with submitting your nomination, please email Jennifer Pulsifer at jpulsifer@canadiansporttourism.com on or before November 25, 2019.

CSTA INTERNATIONAL SPORT EVENT OF THE YEAR AWARD GROUP A: EVENT BUDGET GREATER THAN \$2 MILLION

Presented by: CBC Sports



CBCSPORTS

The CSTA International Sport Event of the Year Award presented by CBC Sports recognizes the overall success of an outstanding international sport event held in Canada in 2019. The Events Rights Holder **must be an International governing body/entity** and a Canadian community/NSO bid against other International communities/NSOs and/or was awarded the right to host the event in Canada. The event's international broadcasting/streaming reach will be a significant part of the evaluation criteria.

Below is a list outlining the information you will need in order to complete the nomination form online. Please ensure you have ALL of the required information BEFORE you begin to complete the nomination form. If you submit an incomplete form, you will not be able to go back and add or change any of the information on the online form. To assist in your preparation – the point totals used in the adjudication have been indicated in the relevant sections.

NOMINEE INFORMATION INCLUDES:

- EVENT NAME, DATES & LOCATION (CITY & PROV.)
- NAME OF KEY CONTACT & TITLE
- ORGANIZATION RESPONSIBLE FOR DELIVERING EVENT
- ORGANIZATION CONTACT DETAILS (PHONE, EMAIL, TWITTER HANDLE)
- EVENTS RIGHTS HOLDER (INTERNATIONAL ORGANIZATION THAT AWARDS EVENT TO BID CITY)
- EVENTS RIGHTS HOLDER CONTACT DETAILS (PHONE, EMAIL, TWITTER HANDLE)

LOCAL MEDIA INFORMATION INCLUDES:

- NAME

- MEDIA OUTLET
- CONTACT DETAILS (PHONE, EMAIL, TWITTER HANDLE)

QUESTIONS:

- Describe why this event was significant. Include details regarding execution success, challenges that were overcome, impact on sport development, financial goals, hosting professionalism, and media coverage and international broadcasting/streaming impact.
[MAX 350 words]
(25/100 points)
- Describe how this event contributed to the development of sport tourism in the host community (e.g. economic impact, hosting expertise, inclusion, infrastructure enhancement/development, partnership development,
[MAX 350 words]
(25/100 points)
- Describe how this event affected local community spirit. Describe the approach to volunteer recruitment, retention, training, motivation & recognition.
[MAX 250 words]
(20/100 points)
- Describe how this event directly contributed to a long-lasting social impact, legacy or environmental stewardship. Please provide examples.
Note: the answer to this question will be used to determine events that qualify as finalists and recipients for the CSTA Sport Event Legacy of the Year Award.
[MAX 250 words]
(10/100 points)
- Please describe how the event positively affected the local sport community and the ways in which the event impacted the lives of others.
[MAX 200 words]
(10/100 points)
- Describe a “WOW” factor that set this event apart from other international events hosted in Canada in 2019.
[MAX 150 words]
(5/100 points)

EVENT COMPONENT DATA INCLUDES:

- NAME & POPULATION OF HOST COMMUNITY
- # OF PARTICIPANTS (INCLUDING ATHLETES, COACHES, OFFICIALS)
- # OF SPECTATORS
- # OF VOLUNTEERS
- # OF VOLUNTEER HOURS
- OVERALL BUDGET
- COUNTRIES THAT PARTICIPATED
- ECONOMIC IMPACT
 - using steam^{2.0} /steam pro^{2.0}
 - GDP – local/provincial
 - GDP – national

(5/100 points)

Nomination forms for all categories can be found on CSTA's website:

<https://canadiansporttourism.com/news/2020-nominations.html>

