



## 2020 PRESTIGE AWARDS NOMINATIONS GUIDELINES:

- ✓ Award nominations are for events/activities 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.
- ✓ 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](mailto:jpulsifer@canadiansporttourism.com) on or before November 25, 2019.

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## CSTA SPORT EVENT SPONSORSHIP INITIATIVE OF THE YEAR AWARD



*Presented by: Adup Display*

The CSTA Sport Event Sponsorship Initiative of the Year Award presented by Adup Display recognizes the best use of a partnership between a company, organization, agency or individual that contributed to the overall success of a national or international sport event held in Canada in 2019.

***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.)
- FULL CORPORATE NAME OF NOMINATED SPONSOR
- NAME & TITLE OF LEAD PERSON RESPONSIBLE FOR SPONSORSHIP
- ORGANIZATION CONTACT DETAILS (PHONE, EMAIL, TWITTER HANDLE)

### LOCAL MEDIA INFORMATION INCLUDES:

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

## QUESTIONS:

- Describe how the sponsorship initiative contributed positively to the overall impact of the event in areas such as athlete/delegate/participant participation, tourism, volunteer capacity, inclusion, economic impact and/or environmental sustainability. Discuss how the sponsor's involvement impacted execution success, challenges to overcome, impact on sport development, budget, hosting professionalism, sustainability measures and/or media coverage.  
[MAX 350 words]  
(25/100 points)
- Describe the partnership initiative and what channels were leveraged (B2B, B2C, experiential, digital, traditional media, PR etc). Discuss this strategy.  
[MAX 350 words]  
(25/100 points)
- Describe the objectives of the partnership and the initiative for both the sponsor and the event and how these specific objectives were met? Why was this partnership relevant? How was it measured?  
[MAX 300 words]  
(20/100 points)
- Describe how the event positively affected the local sport community and impacted the lives of others. Discuss how the sponsor contributed to this success.  
[MAX 200 words]  
(20/100 points)

## EVENT COMPONENT DATA INCLUDES:

- NAME & POPULATION OF HOST COMMUNITY
- # OF PARTICIPANTS (INCLUDING ATHLETES, COACHES, OFFICIALS)
- # OF COUNTRIES COMPETING (IF APPLICABLE)
- % OF INTERNATIONAL PARTICIPANTS (IF APPLICABLE)
- # OF SPECTATORS
- # OF VOLUNTEERS
- # OF VOLUNTEER HOURS
- # OF VOLUNTEERS EMPLOYED BY THE SPONSOR
- # OF VOLUNTEER HOURS DONATED BY EMPLOYEES OF SPONSOR
- OVERALL BUDGET
- ECONOMIC IMPACT
  - using steam<sup>2.0</sup>/steam pro<sup>2.0</sup>
  - GDP – local/provincial
  - GDP – national

(10/100 points)

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

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