



2023 PRESTIGE AWARDS NOMINATIONS GUIDELINES:

- ✓ Award nominations are for the 2020 - 2022 calendar years.
 - ✓ Self-nominations are permitted and encouraged.
 - ✓ Nominations must be submitted online. Deadline to submit your nomination is March 31, 2023.
 - ✓ 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 Scott Pritchard at pritchard@sporttourismcanada.com before March 24, 2023.
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STC INTERNATIONAL SPORT EVENT OF THE YEAR AWARD

GROUP A: EVENT BUDGET GREATER THAN \$2 MILLION

The STC Sport Tourism Canada Sport Event of the Year Award recognizes the overall success of an outstanding international sport event held in Canada between 2020-2022. 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.

IMPORTANT - Below is a list outlining the information you will need to complete the nomination form online. Please ensure you have **ALL** 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

- Event Title (English & French if applicable)
- Event Dates
- Event Location (City & Province/Territory)
- Name of Key Contact & Title
- Organization responsible for delivering the event.
- Key communications contact

- Contact Information (Email & Phone)
- Social Media Profiles (Twitter and LinkedIn)
- Event Hashtag (if applicable)
- Events Rights Holder (The name of the international organization that awards the event to a bid city)
- Event Rights Holder Email & Phone
- Events Rights Holder Twitter Handle and LinkedIn Profile

NOMINATOR INFORMATION

- Nominator Name and Title
- Nominator Organization
- Contact details (Phone and email)
- Social Media Profiles (Twitter and LinkedIn)

LOCAL MEDIA INFORMATION INCLUDES:

For up to three (3) media outlets

- Name
- Media Outlet
- Contact Details (Phone, Email, Twitter Handle)

STC PRESTIGE AWARDS LUNCHEON

If selected as a finalist, will the nominee be able to attend the PRESTIGE Awards to be held on Friday, June 9, 2023, in Richmond, BC in conjunction with Sports Events Congress 2023?

ESSAY 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 affected local community spirit. Describe the approach to volunteer recruitment, retention, training, motivation & recognition. (MAX 250 words - 25/100 points)
- Describe how this event directly contributed to a long-lasting social impact, legacy, or environmental stewardship. Please provide examples. (MAX 250 words - 10/100 points)
- 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 - 20/100 points)
- Describe a “WOW” factor that set this event apart from other international events hosted in Canada from 2020-2022. (MAX 300 words – 10/100 points)

Please provide date for the following event components (10/100 points)

- Name & population of the 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

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

<https://sporttourismcanada.com/>

