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## STC SPORT EVENT SPONSORSHIP INITIATIVE OF THE YEAR AWARD

The STC Sport Event Sponsorship Initiative of the Year Award 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 2023.

**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 as there is no option to save the form and return to it later. 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 Name (English & French if applicable)
- Please provide a short description of your event (Not More Than 2 Sentences)
- Event Dates
- Event Location (City & Province/Territory)
- Full Corporate Name of Nominated Sponsor
- Name & Title of Lead Person Responsible for Sponsorship
- Key communications contact
- Contact Information (Email & Phone)
- Social Media Profiles (X and LinkedIn)
- Event Hashtag (if applicable)
- Please upload an image of the event
- Please provide a URL link to a 15-20 second video

### NOMINATOR INFORMATION

- Nominator Name and Title
- Nominator Organization
- Contact details (Phone and email)
- Social Media Profiles (X 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, March 15, 2024, in Winnipeg, MB in conjunction with Sports Events Congress 2024?

#### ESSAY 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)

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

- Name & population of the host community
- # of participants (including athletes, coaches, officials)
- # of competing countries (if applicable)
- # of international participants (if applicable)
- # of spectators
- # of volunteers
- # of volunteer hours
- Overall budget
- Countries/Provinces/Territories that participated
- Economic impact using steam<sup>2.0</sup> /steam pro<sup>2.0</sup>
- GDP – local/provincial
- GDP – national

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

<https://sporttourismcanada.com/>



Unleashing the power of events / Libérer la puissance des événements