

HASHTAG SPORTS AWARDS

ENTRY TEMPLATE

Entry Deadline: April 1, 2022

Price Increases: February 1 & March 22, 2022

Engagement is more than a buzzword—it's a critical challenge in business. Hashtag Sports is proud to benchmark effective engagement and define the value of fan & consumer connection for marketers across sports & entertainment.

When preparing your entry, please keep in mind that we are open to all forms of engagement (not just likes & retweets). 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 at hashtagsports.awardsplatform.com to be considered. To be eligible, work entered into The Hashtag Sports Awards must have been live between January 1, 2021 - March 1, 2022. For a complete list of rules and eligibility, please visit our 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.**

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SAMPLE ENTRY FORM

Basic

Entry Title

How your entry will appear in our gallery.

Type of Organization You Represent

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

Client Name*

If you are submitting on behalf of a client.

Work

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 this project or campaign. Credits for individuals will be added later in the entry process.

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 your work was presented online, please provide the URL. Your URL must be live until August 1, 2022, start with http:// or https:// and be accessible without a login or password.

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.

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SAMPLE ENTRY FORM

Written Criteria

The written criteria is what the Academy will refer to during the judging process so please be as detailed as possible. Entries will be 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 our 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)

Questions?

If you have any questions about the entry process, please email events@hashtagsports.com