

# MOST Awards in September, sponsor slots still open

The 8th annual MOST Award will be held on 13 September 2016 at the Wanderers Club in Illovo. Johannesburg.



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The overall goal of the MOST Awards is to inspire media owners and media agencies to improve the efficacy of their businesses through service performance. After seven years of collecting data, trends indicate the MOST Awards initiative has positively influenced the media sector.

The awards celebrate excellence in the media industry and encourage healthy competition, and as a result better performance. Competitiveness in the media industry has increased, but there is also better cooperation and communication between media owners and media agencies. Each year a series of focus groups to evaluate the survey ensures the robustness of the research.

There are a few key sponsorship opportunities remaining, which should be filled before the research goes live in May. SABC Commercial Enterprises has renewed the Silver Sponsorship (which includes Media Agency Africa Award). Ads24 has the Bronze Sponsorship and the following companies have renewed individual categories:

- Vizeum - Media Owner of the Year Award
- Initiative Media - Media Owner Lamb Award
- The Mediashop - Media Owner Legend Award
- Carat - Media Owner Rising Star Award
- DStv Media Sales - Media Agency Lamb Award
- The SpaceStation - Media Agency Rising Star Award
- Mediamark - Media Agency Legend Award

## The following opportunities are available for sponsorship:

- Gold Sponsorship (which includes Media Agency of the Year Award)
- Shepherd Award
- Full-Service Media Agency Award
- Specialist Media Agency Award

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For more, visit: <https://www.bizcommunity.com>