

## Discovery Sport Industry Awards 2016 open for entries

Now in its sixth year, The Discovery Sport Industry Awards 2016 have officially opened for entries; an annual opportunity for those in the South African sports market to be recognised for the most successful work produced over the last twelve months.



Entries to the Awards are open to all brands, governing bodies, agencies and rights holders across 13 categories and will recognise and reward the best the South African sport business has to offer across governance, marketing, PR, sponsorship, media, advertising and design.

The 2016 Awards line-up will include a new category 'Creative Activation of the Year', which will identify innovative campaigns that have pushed the boundaries with originality and imagination. Some of the existing categories have also been rejuvenated with 'Best Sponsorship of a Sport Team or Individual' and 'Best Sponsorship of a Sport Event or Competition' merging to become 'The Sponsorship of the Year Award.'

James Monteith, Managing Director of the Sport Industry Group in South Africa, said: "Throughout our discussions over the past few months more than a dozen suggestions for new categories were put forward but there were a few areas in particular that the industry kept coming back to.

"There is some fantastic experiential marketing being carried out across the country right now, and it was also felt that we should be recognising some of the best creative work out there as well. This may not be a fully-fledged campaign, but will have shown a unique synergy between the property and the brand, laying the foundations of a creative, long-term strategy, in a limited amount of time."

Entries will be vetted by the Awards Judging Panel, a group of experts from all areas of the sporting world boasting unparalleled experience.

Ensuring fairness and transparency throughout, Deloitte, the major international accounting and consulting firm, will be the Awards' Official Independent Adjudicator, overseeing the entirety of the judging process.

The deadline for submissions is Friday, 2 October 2015.

For more, go to [www.sportindustry.co.za](http://www.sportindustry.co.za)