Best Sponsorship Relationship
This award honours partnerships that delivered tangible benefits for both the sponsor and sponsored entity.

1 What was the sponsorship relationship brief/objective?
10 points ***100 word limit***

2 Who were the target stakeholders/publics to be reached and what did you need them to do?
10 points ***100 word limit***

3 Summarise the sponsorship strategy and leverage plan to deliver the objective.
20 points ***450 word limit***

4 What outputs were delivered?
For example, earned coverage, event attendance, engagement. This is both quantitative and qualitative measures of outputs.
20 points ***300 word limit***

5 What did the sponsorship change?
What was the impact (tangible outcomes) of the sponsorship? How did you measure and evaluate the sponsorship?
20 points weighted x 2 ***400 word limit***

6 What was unique/innovative about this sponsorship?
20 points ***150 word limit***