

## Entry Guidelines and Judgement Criteria

### Planning (25%)

Points are awarded for the planning and insight that goes into selecting a sponsorship or activation campaign.

Judges will expect to see a business challenge clearly explained and justification as to why this sponsorship or activation was the right solution.

Objectives need to be SMART (Specific, Measurable, Achievable, Relevant, Timely). They must relate to the business challenge.

### Budget (5%)

This information is confidential and will only be used for judging. If no information is given, no marks can be awarded.

Please give values in Euros.

This is not about the amount. It is to show that consideration has been given to the balance of sponsorship fee and the budget spent on the activation.

### Execution (30%)

This section is about the execution and activation of the sponsorship.

Judges will mark against how the activity or sponsorship was linked back to the associated brand i.e. was there a plan in place to drive this association? If not, why not.

A clear explanation of the activation, activity or sponsorship is required. Remember to link the activity back to the business challenge. Include information on your audience segmentation, too.

Describe how marketing communications (coordinated promotional messages delivered through one or more channels such as print, radio, television, direct mail, and personal selling) were used to maximise the impact of the sponsorship. Show how you used the most appropriate comms for the activity and to target the right customers.

### Evaluation (25%)

Evaluation does not mean “prove success”. Marks will be gained for an honest evaluation.

Supply the results delivered against the original objectives. Explain key successes and what could be improved.

Return on investment does not need to be a number or a ratio. Judges are looking for evidence that the cost and impact of the sponsorship has been balanced and considered against the original business challenge and needs.

Entries should ensure that they are reflective and offer consideration for the future. What lessons were learnt? What are the next stages in the campaign or activity?

**Category Suitability (5%)**

Suitability of the sponsorship or the associated activity to the category entered.

**Overall assessment (10%)**

10 points will be awarded for clarity of purpose, originality, innovation, benefit and outcome based on the judges' overall impression.

The word allowance must be followed. Marks will be deducted if too high.

Consideration will be taken into account because English is not the main language of any of the applicant.