



ENTRY FORM

CAMPAIGN SUMMARY

Maximum 100 words

- This is your elevator pitch to explain your submission to judges.

1. PLANNING (25 points)

- What is the business need this sponsorship is hoping to answer? **(5 points)**
- Why was this specific sponsorship/asset/activity selected? **(5 points)**
- What are the (SMART) objectives for the sponsorship/campaign? **(15 points)**

2. BUDGET (5 points)

(To be given in Euro. All information is confidential and will be used ONLY for judges. Failure to provide any information could affect judging. Please provide bands (eg 100,000-200,000) if specific budget information is confidential.)

- The value of sponsorship (in EUR)
- The budget for the activation of sponsorship (in EUR)

3. EXECUTION (30 points)

- How was the activation or sponsorship associated back to the brand? Or, if not required, why not? **(5 points)**
- What was the activation or campaign and how did it support the business need? **(15 points)**
- How did you use marketing communications (coordinated promotional messages delivered through one or more channels such as print, radio, television, direct mail, and personal selling) to reach your target audience? **(10 points)**

4. EVALUATION (25 points)

- Show results against the original objectives **(10 points)**
- Overall return on investment **(10 point)**
- Long term benefits and future planning **(5 points)**

5. CATEGORY SUITABILITY (5 points)

- Suitability of sponsorship/activity to the category entered. Maximum 100 words.

OVERALL ASSESMENT (10 points) *not for completion by applicants*

- Originality, innovation and benefit