



We hope you are well on your way to achieving greatness and are now preparing your submission.

Our judges carefully review every entry and adhere to a strict scoring and weighting system. Understanding how they evaluate your submissions is crucial for your success.

Below, you will find the allocations for the categories you are interested in.

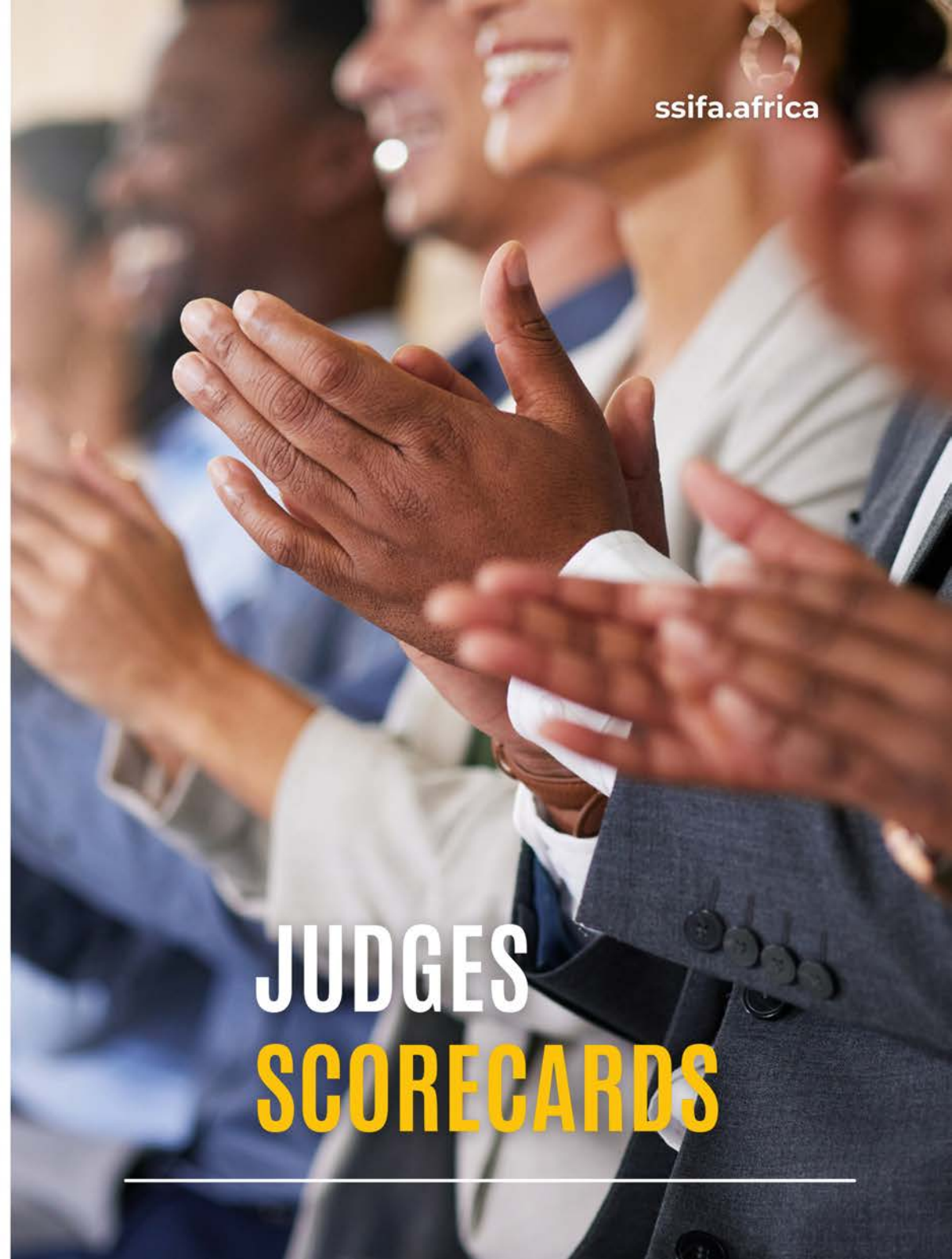
If you have any questions or need clarification on any details, please don't hesitate to reach out.

Best of Luck with Your Submission!

(1) The categories listed in this Judges' Scorecards are subject to change at the organiser's discretion.

(2) This document presents an abridged version of each category's criteria. Full criteria descriptions can be found within each category on

<https://ssifa.africa/category/awards-categories/>



JUDGES SCORECARDS

Judges Scorecards

Sponsorship Brand of the Year	Max Score
Organisation Background	5
Sponsorship(s) Description	5
Objectives	15
Execution	20
Innovation	15
Outcome & Results	25
Testimonials	15
TOTAL	100

Sponsorship Activation of the Year	Max Score
Organisation Background	5
Sponsorship(s) Description	15
Objectives	20
Execution	20
Outcome & Results	25
Testimonials	15
TOTAL	100

Best Media House in Sports Sponsorship Activation	Max Score
Organisation Background	10
Achievements & USPs	25
Sponsorship(s) Description	20
Outcome & Results	30
Testimonials	15
TOTAL	100

Judges Scorecards

Best use of Media Channels Award	Max Score
Organisation Background	5
Sponsorship(s) Description	15
Objectives	20
Execution	20
Outcome & Results	25
Feedback	15
TOTAL	100

Media Sponsorship of the Year	Max Score
Organisation Background	5
Sponsorship(s) Description	15
Objectives	20
Execution	20
Outcome & Results	25
Testimonials	15
TOTAL	100

Innovation in Sponsorship Award	Max Score
Rationale	10
Innovation Description	10
Idea Development	15
Wow Factor	25
Outcome & Results	25
Supporting Facts & Statements	15
TOTAL	100

Judges Scorecards

Best Environmental & Sustainability Sponsorship	Max Score
Organisation Background	5
Sponsorship(s) Description	10
Objectives	15
Execution	20
Innovation	15
Outcome & Results	20
Testimonials	15
TOTAL	100

Social Purpose Sports Sponsorship of the Year	Max Score
Organisation Background	5
Sponsorship(s) Description	10
Objectives	15
Execution	20
Innovation	15
Outcome & Results	20
Testimonials	15
TOTAL	100

Best use of Talent (Sports Team or Athlete)	Max Score
Organisation Background	5
Sponsorship(s) Description	10
Objectives	10
Execution	20
Innovation	20
Outcome & Results	25
Testimonials	10
TOTAL	100

Judges Scorecards

Grassroots Sports Sponsorship of the Year	Max Score
Organisation Background	5
Sponsorship(s) Description	10
Objectives	10
Execution	20
Innovation	20
Outcome & Results	25
Testimonials	10
TOTAL	100

Sports Property of the Year	Max Score
Organisation Background	5
Sponsorship(s) Description	10
Objectives	10
Execution	20
Innovation	20
Outcome & Results	25
Testimonials	10
TOTAL	100

Best use of Data & Measurement Award	Max Score
Organisation Background	5
Sponsorship(s) Description	15
Objectives	20
Execution	20
Outcome & Results	25
Facts & Statements	15
TOTAL	100

Judges Scorecards

Best use of Content Award	Max Score
Organisation Background	5
Sponsorship(s) Description	15
Objectives	20
Execution	20
Outcome & Results	25
Feedback	15
TOTAL	100

SPORTS
SPONSORSHIP
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FORUM &
AWARDS

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If you need any further assistance, please contact us using the details below.

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**JUDGES
SCORECARDS**