



BSA Awards 2019: Guidance for Entrants & FAQ's

Who Can Apply?

The entry can be completed by the sponsor, rights holder/ governing body or associated agency. However, the applicant must make all parties aware of the entry and all should agree that the entry is a true reflection of the sponsorship. Contact details for each party should be supplied. The parties should agree upon the correct title and reference for the sponsorship project.

All applicants must be based or have offices in Belgium, and all projects submitted must reflect principal activity in Belgium.

What Can I Win?

There will be 8 winners announced at the Awards from the nominated entries.

The jury is looking to award Gold, Silver and Bronze to the 3 best cases in two categories: Best Sponsorship GOLD, SILVER, BRONZE | Best Sponsorship Activation GOLD, SILVER, BRONZE.

Plus one Coup de Coeur du Jury.

The best case will be awarded by the "Best of Belgium". It will be chosen by the jury to represent Belgium in the European Sponsorship Association's Best of Europe award held in London every year and so far Belgium has won two bronze medals for cases from ABInBev and ING.

When Is The Deadline?

Entries close on January 31st 2019 after which the jury meets to spend a day making a shortlist of nominees. If the jury feels that more information would help them, they may contact some candidates with questions.

What Are The Other Key Dates?

February 18th

Announcement of nominees

28th March

SponsorLive: The European Sponsorship Association Summit and Belgian Sponsorship Awards



How Can I Apply?

Entries are made through the online entry system <http://www.sponsorshipforum.be/en/award-ceremony-entry-form-and-fee.html>

What Period Must My Entry Cover?

The major part of a sponsorship project entered must have taken place between 1st January 2018 and 31st December 2018.

How Are The Cases Judged?

Entries will be judged solely on the information given in the entry form, and permitted supporting material. Entries will be assessed against the following criteria, according to a clear, points-based system:

1. SPONSORSHIP PLANNING (25 %)

Rationale and objectives behind sponsorship.

- *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 was the right solution.*
- *Entrants should explain the specific objectives of the sponsorship. For example, increasing awareness, access to potential customers, reaching stakeholders, new product launch, staff engagement, media exposure, sales, orders from hospitality guests, increasing market share, engaging with customers, rewarding customer loyalty etc.*

2. SPONSORSHIP EXECUTION (50%)

Execution, activation and communications approach.

- *A clear explanation of the activation, activity or sponsorship is required and the judges are happy to look through any material supplied (videos, presentations, press clippings etc.)*
- *Describe how communications were used to target audiences and stakeholders, including digital and social media and to create excitement around the sponsorship.*
- *Show how the sponsorship added value to the brand through engaging customers and other stakeholders (e.g. staff, media, opinion formers, guests etc.) and creating a platform for them to feel associated with the brand and the sponsored activity.*
- *The judges will reward cases that show originality, innovation, and that bring benefit to the target audiences.*



3. SPONSORSHIP EVALUATION (20 %)

Results delivered against original objectives and return on investment.

- *Return on investment does not always need to be a number or a ratio. Judges are looking for evidence that the cost and impact of the sponsorship has been considered against the original business challenge and needs. The results can be both quantitative and qualitative.*
- *Entrants should supply and explain the results delivered and show the key successes against the original objectives.*

4. BUDGET (5 %)

- *This information is confidential and will only be used for judging*
- *Figures given on rights fee and activation budget will help the judges score the quality of the activation within the possibilities of the budget available. If specific budget information is confidential, please provide bands (e.g. less than €50.000, €100.000-200.000 etc). (Note - this information is for confidential use of the judges only. If no information is given at all, no marks can be given, but if an explanation of why not, or if some limited budget is shown, then some marks can be allocated)*

Can We Get Feedback On Our Entry If We Are Not Successful?

All non-nominated cases will be given short written feedback from the judges helping them to understand why they were not successful.

Who Can We Contact in Relation to our Entry?

All enquiries regarding the rules and procedure for entry should be directed by email William Fenton Golazo Consulting, william.fenton@golazo.com