

## Fan Engagement

This celebrates technology which enables better engagement between fans and sports entities of all types.

### Judges will review entries on the following criteria

- What is the market for this technology
- What need does the entry meet and how does it do so effectively
- To what degree is the technology unique and innovative or, where there is competing technology, how is the entry's technology superior (e.g. easier to use, more accessible, more rigorous etc.)
- Does the technology make sound commercial sense (e.g. how scalable is the tech, what is its potential for growth and to what degree can it disrupt the existing market etc.)
- Quantitative and qualitative data supporting the entry (e.g. stats and third-party endorsements)

<p><b>Entry Details</b>  <i>In the event of being shortlisted, the copy in this section will be used on the Awards' website so ensure no commercially sensitive information is featured. Please also ensure that the copy is of a standard suitable for publication. The organizers reserve the right to charge an editing fee of £100 if substantial correction and/or editing is required prior to publication.</i></p>
<p><b>Entry Name</b>  Please be aware that the wording you submit here will be used on the trophy, website, shortlist and winner announcements.  50 characters max</p>
<p><b>Organization submitting the Entry</b>  200 characters max</p>
<p><b>Entry Introduction</b>  Please explain your entry to people potentially unfamiliar with your technology, brand or work. Be clear and concise, avoid jargon and be aware that the information you share will be in the public domain.  1400 characters max</p>
<p><b>Entry Information</b></p>
<p><b>Entry Overview and Background</b>  Please supply an overview of your entry which advises the judges as to the nature of your business and the work/technology this entry covers.  2450 characters max</p>
<p><b>What product is being entered and what is it used for (e.g. it is a watch and it tracks fitness and mobility)</b>  525 characters max</p>
<p><b>In which sport(s) do you operate</b>  350 characters max</p>
<p><b>Case for Winning</b></p>
<p><b>Target Market or Audience</b>  700 characters max</p>
<p><b>How the entry meets the needs of its target market</b>  1050 characters max</p>
<p><b>What are the entry's unique selling points or assets, in what way is it new, unique or superior to its competition</b>  1400 characters max</p>
<p><b>What is the scalability and reach of the entry and what strategy was/will be adopted to realize this</b>  1400 characters max</p>
<p><b>Results and Support:</b>  All judges sign an NDA and declare all conflicts of interest. As such, all information shared is confidential. Please note that numbers/hard facts count for more than percentages or testimonials.  3500 characters max</p>
<p><b>Was the technology featured in this entry repurposed from technology which successfully served another industry sector; if so please provide more details</b>  1400 characters max</p>
<p>The STA Group is committed to sustainability in sport and is passionate about hearing of new ways this can be achieved. If there is a sustainable element to your work, please tick here and one of The Group's representatives will make contact to find out more.</p>

**Note: This form is only for information purposes and cannot be submitted as it is, all entries are to be submitted via the online portal, which contains an interactive form matching this one.**