



Event Partnership of the Year

Population: Under 500,000

Population: 500,000 and above

Nominations may come from a destination, a rights holder, a venue partner, an industry partner or any combination from above. This award will be given to a destination, rights holder, venue and/or industry partners whose collaborative partnership on a sports event was exemplary to the benefit of all organizations, or who worked in innovative ways on an event to the benefit of each organization. Applicants will be asked to demonstrate specific examples of how they worked together to produce a noteworthy event, how they communicated leading up to, during and after the event, and innovative factors that led to a true partnership.

Submission Guidelines

The Sports ETA Awards Committee invites you to submit nominations for the 2025 Sports ETA Member Awards on behalf of your organization.

Award recipients will be selected based on exemplary performance and merit. Winners will be announced at the *2025 Sports ETA Symposium* in Tulsa, OK. Nominations and all supplemental materials are due by Wednesday, March 19, 2025, at 11:59 P.M. ET.

If you have any questions about the nomination process or specific award categories, don't hesitate to get in touch with Sports ETA Member Services at info@SportsETA.org.

For your entry to be considered, please address each of the judging criteria and clearly label each section of your entry according to the judging criteria outlined below.

Judging will be based on the following:

- Section One: Please provide the event name, event location, event dates and the names of the organizations that partnered on the event. (10 pts)
- Section Two: Provide specific examples of how the partner organizations worked together to benefit both entities. (20 pts)
- Section Three: How did the partnership benefit the event and the host community itself? (20 pts)
- Section Four: How did the organizations communicate with each other leading up to, during and after the event? (20 pts)
- Section Five: How did participants in or attendees of the event benefit from the collaboration? (20 pts)
- Section Six: Describe how the partnership was innovative compared to other events. (10 pts)