



## Event or Program Impact of the Year

Population: Under 500,000

Population: 500,000 and above

The impact of an event can go beyond economic impact. While those factors are still important and will be considered in this award, the Event or Program Impact of the Year will go to a sports event or local initiative whose impact can be defined in other key measurable ways. Applicants for this award will demonstrate how their event had an impact in their communities or for their residents/participants beyond just the financials. Some examples of how those events or initiatives succeeded would be how they benefited underserved communities, events or initiatives that helped give residents outlets to improve their fitness in a measurable way, events or initiatives that were aimed at underserved communities, promoting adaptive sports and programs for disabled residents, events or initiatives dedicated to diversity, equity and inclusion, or events or initiatives that were dedicated to environmental sustainability.

## 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](mailto: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 or program name, location, and dates. (10 pts)

Section Two: Describe the event or program being nominated. (10 pts)

Section Three: What was the origin of the event or program, and how many people did it serve? (10 pts)

Section Four: Did the event or program have a positive economic impact on the community? If yes and it was measured, what was the estimated impact? (10 pts)

Section Five: In what areas besides financial impact did the event or program benefit the host community or participants? (30 pts)

Section Six: How did the event address any of the following areas? (Resident fitness or quality of life; services for disabled residents; underserved communities; socioeconomic inequality; diversity, equity and inclusion; environmental sustainability.) If those areas were not relevant, please explain in what additional areas the event or program benefited the community or participants. (30 pts)