



Sports Tourism Organization of the Year

Population: Under 500,000

Population: 500,000 and above

This will be awarded to the sports tourism organization that can demonstrate its superior performance over the past year. Factors to be considered will include the quality of sporting events supported by the organization based on community interest, size of events in relation to community size and the positive impact events on the community. Applicants will provide specific examples of how they supported those events (including volunteer recruitment, sponsorship referrals, marketing), how they were produced and staffed, and how their region benefited. Criteria will include evidence that the organization's activities benefited the community financially and otherwise.

Submission Guidelines

The Sports ETA Awards Committee invites you to submit nominations for the 2026 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 *2026 Sports ETA Symposium* in Las Vegas, NV. Nominations and all supplemental materials are due by Wednesday, March 03, 2026, 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: Written statement detailing the organization's mission, objectives and goals for the current year. Organization may submit annual business plan to meet this criteria. (10 pts)
- Section Two: Quality of the sporting events (must have occurred in 2025) supported by your organization in your community based on: community interest, size of events in relation to community size, and the positive impact the event had on the community. (35 pts)
- Section Three: Specific examples of how your organization supported efforts of sports events and how city/local community received benefit. (i.e. volunteer recruitment, sponsorship referrals, marketing, etc.) Describe how sports events were produced (i.e. local organizing committee, local club or league, etc.), and describe how the group was formed and staffed. (15 pts)
- Section Four: Evidence that your activities benefited community/city financially via economic impact/direct spending, hotel room nights generated or otherwise. (15 pts)
- Section Five: Included typed statements of support from community leaders, strategic partners and/or organizations affected by your activities. (15 pts)
- Section Six: Contributions to Sports ETA (i.e. board service, community participation, outreach, years of membership, etc.). (10 pts)