



Superior Service Award

This is an award for an industry partner individual or organization that has proven service to the sports events and tourism industry in a substantive way. Applicants must show how their work or efforts have provided a benefit to destinations, sports organizations and/or the industry as a whole through their products or their support of the industry. Factors that will be considered for this award include economic benefits to the industry and how the applicants worked in collaboration with other association membership categories.

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 your organization's mission, objectives and goals for the current year. Organization may submit annual business plan to meet this criteria. (10 pts)
- Section Two: Specific examples that show how you helped your organization achieve or exceed these goals. Examples of the impact that your organization's activities have had on the sports events and tourism industry (i.e. economic impact, hotel occupancy, growth in membership, etc.). (20 pts)
- Section Three: Describe how you made a positive impact during this calendar year (2025), either as part of your organization or individually. Nominees should exhibit exceptional qualities such as honesty, integrity, responsibility, compassion, and courage, and an exemplary commitment of time and energy serving others or towards the event(s). (20 pts)
- Section Four: Describe ways that you aided your organization to gain more exposure or engagement. Examples can include media or public relations, acquisition of new sponsors or financial partners, and gaining new partners. (20 pts)
- Section Five: Included typed statements of support from community leaders, strategic partners and/or organizations affected by your activities. Give examples on how the community was involved and/or show a rally of support or involvement. (15 pts)
- Section Six: Contributions to Sports ETA (i.e. board service, community participation, outreach, years of membership, etc.). (10 pts)