

## Sample form, not for offline completion.

Visit <https://womensfootballawards.awardsplatform.com> to enter.

# Grassroots Activation of the Year - Youth and Adults

This category is about identifying an activation at a grassroots club which has had a positive impact on everyone at the club, has helped raise investment, engaged with fans, encouraged more players to join and helped retain those that are currently with the club. Judges will be looking at how activation ties in with the club values and aims.

Entry name

Entering company name

The entrant company is the business/association/media outlet/football club that submits an entry. In the case of the entry being shortlisted this is the company being named on the shortlist. In the case of winning an award the entrant company is the named on the trophy.

Type of company

▼

Football Club

Sports Agency

Event Agency

Experiential Agency

Media Agency

Advertiser (Brand)

Media Owner

Consultancy

Broadcast Media

Print Media

...

What best describes the entering company's primary business

Football club name

What is the name of the football club the submission relates to

What age group

Adult

Youths

Is it an adult or youth grassroots club

Secondary contact details

Please use different contact details to those associated with your account

Client name

Who was the work produced for? What was the name of the client?

Objectives

250 words

What were the objectives of the activation/partnership/experience/content/social media, innovation, or the kit? What was it trying to achieve for the client, or the club?

Idea and Strategy

250 words

How, what and why was the strategy implemented to achieve the objectives? What the thinking behind the plan? For Kit Supplier, how was the kit launched?

Execution

250 words

How was the plan delivered? What were the touchpoints and why? What were the biggest challenges? How did it align with the objectives?

Results

250 words

What did the work achieve? What were the key results? Evidence of how the objectives were met. What impact did the work have? For Kit Supplier how was the kit received? what were the results? what did the players think?

**You have the opportunity to upload two pieces of supporting material to help illustrate the submission and support your entry.**

• This is optional.

**Material may be supplied as follows:**

1. Upload URL, JPEG, PNG, GIF, MOV,MP4 or PDF files. Maximum file size is 5MB per piece.
2. **A maximum of two pieces**of material can be uploaded with your entry.
3. Video attachments may be hosted on a video site such as YouTube or Vimeo.
4. Provide website URLs to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.

5. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

Description of attachment

35 characters

**Once you complete and submit your entry you will not be able to edit the submission.**

All completed entries registered on the awards submissions site when the site is closed on the final deadline will be judged. *Entries may be withdrawn after the final deadline, however, will not be eligible for a refund, if they are paid for entries.*

☐ Click to submit