

SPIAs shine a spotlight on sport

BEST INTEGRATED SPORTS MARKETING CAMPAIGN



GOLD – Adidas – First Never Follows (LightBlue)
SILVER – Shazam Me (Garage366)
BRONZE – Access to Play (Sun & Sand Sports)

BEST SPORT EVENT MARKETING CAMPAIGN



GOLD – du Football Champions (Inspiratus)
SILVER – Abu Dhabi HSBC Championship (Abu Dhabi Sports Council / IMG)
BRONZE – Million Dirham Putt (Emirates NBD / Wasserman)

BEST USE OF SOCIAL MEDIA IN SPORT



GOLD – TriYAS – Make yourself great again! (Abu Dhabi Motorsports Management / Starcom)
SILVER – beIN Sports EURO 2016 (OMD/beIN Sports)

BEST AMATEUR SPORT EVENT (UAE ONLY)



GOLD – FIGHTING FIT DUBAI, Powered by Under Armour 'FIGHT NIGHT' (Nomad Productions)
SILVER – Abu Dhabi Swimming Festival by Daman's ActiveLife (Professional Sports Group / Abu Dhabi Sports Council)
BRONZE – The Color Run presented by Daman's ActiveLife (IMG)

BEST AMATEUR SPORT EVENT (MENA ONLY)



GOLD – Dolphin Energy Doha Dash – Qatar (Professional Sports Group)
SILVER – Sportscode 5k Sundays – Lebanon (Sportscode)

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The Sports Industry Awards (SPIAs) continued to go from strength to strength as more than 550 guests attended the fifth edition at a glittering ceremony.

At the Fort Island in Madinat Jumeirah, the gala on Tuesday night, organised by Sport360°, saw the region's leaders, facilities and organisations recognised for their efforts to the development of sport over the last 12 months.

A total of 202 entries were registered across the 16 categories. Each submission went through a rigid and transparent judging process, overseen by a judging panel of 18 of the region's experts, and facilitated by Deloitte and Touche.

During his opening speech, Sport360° CEO, Steve McLaughlin, said: "The SPIAs was created by Sport360° with you in mind. The professionals who make sport exciting for the fans.

"Every year you are the ones who raise your game, who astound us with your passion, dedication and professionalism and with the ever-increasing quality of your applications.

"Most importantly, this event would not be possible without everyone here tonight, the contestants, the shortlisted finalists and the industry professionals."

Among the winners was Abu Dhabi Grand Prix, who won the Best Live Experience at a Professional Sports Event for the first time. Kahn Luthiger, public events and marketing manager at Yas Marina Circuit, was delighted to take home the prestigious award.

"The best part of this award is that it's voted by the public and it

It's a fantastic feeling and the whole team deserves the award
 – Petr Klimes, ADIB

is the biggest event Abu Dhabi has seen," he said.

"All we want to do is put the best possible experience and we continue to do that."

Among the big winners Adidas and Light Blue, who won both the Best Integrated Sports Marketing Campaign of the Year and Best Sports Brand, Retail or Product Activation of the Year for their First Never Follows campaign.

Sameena Ibrahim, newsrooms and PR manager of Adidas MENA, said: "It feels amazing and when it's an industry award, it's very satisfying to win. We never do campaigns to win awards. The reason we do it is for our consumers and fans and that's the reason why we come out with fantastic products."

ADIB Future Champions League, run by ADIB/IMG won the Best Sport CSR Initiative of the Year award.

Petr Klimes, head of global marketing at ADIB, said: "It's a fantastic feeling and the whole team deserves it."

"We are really happy that we can work with kids that could hopefully be future champions in football."

Other winners included Kickers, who claimed the Best Sport F&B Venue of the Year accolade, IMG (Best Sport Agency or Organisation of the Year) and Zayed Sport City (Best Sport & Recreation Facility of the Year).



Glittering prize: The gathered guests at the ceremony at Fort Island, Madinat Jumeirah.

Pictures: Chris Whitebook



Rewarding passion and dedication: Sport360° CEO Steve McLaughlin.



In safe hands: SPIA celebrated its fifth anniversary.



Gold, silver and bronze: The trophies on display.



Packing the stage: The winning teams with their awards.

BEST SPORT AGENCY OR ORGANIZATION



GOLD – IMG
SILVER – Intigral Sports

BEST EVENT SUPPLIER



GOLD – Eclipse
SILVER – Harlequin

BEST LIVE EXPERIENCE AT A PROFESSIONAL SPORTS EVENT



GOLD – Abu Dhabi Grand Prix
SILVER – Abu Dhabi HSBC Golf Championship
BRONZE – Dubai Duty Free Tennis Championship

BEST SPORT F&B VENUE



GOLD – Kickers Sports Bar
SILVER – Buffalo Wild Wings
BRONZE – Bidi Bondi

BEST YOUTH DEVELOPMENT PROJECT



GOLD – Eish Al Tahadi (Saudi Telecom Company/Intigral)
SILVER – Player Pathway Program (UAE Rugby Federation)
BRONZE – ADIB Future Champions League (ADIB/IMG)

BEST SPORT CSR INITIATIVE



GOLD – ADIB Future Champions League (ADIB/IMG)
SILVER – Boost (Turret ME)
BRONZE – MoneyGram Cricket Ke Badshah – Kingdom of Saudi Arabia (DPM Event Management / MoneyGram)
BRONZE – ActiveLife by Daman (Daman)

BEST SPORTS BRAND, RETAIL OR PRODUCT ACTIVATION



GOLD – First Never Follows – Retail Speed Tunnel (Adidas/LightBlue)
SILVER – Climachill – Not Made For Normal (Adidas/LightBlue)

BEST SPONSORSHIP OF A SPORT OR SPORTS EVENT



GOLD – Saudi Telecom Company for Sponsorship of Football Tunnel (Adidas/LightBlue)
SILVER – HSBC for HSBC Sevens Series
BRONZE – Fatima Bint Mubarak Academy for Fatima Bint Mubarak Ladies Open

BEST SPORT & RECREATION FACILITY



GOLD – Zayed Sports City
SILVER – Dubai Autodrome

BEST INDOOR SPORT & LEISURE OFFERING



GOLD – Bounce Abu Dhabi
SILVER – Adventure HQ, Adventure Zone in Yas Mall, Abu Dhabi

BEST SPORTS YOUTH ACADEMY OR ORGANIZATION



GOLD – East Sports Management
SILVER – RU Active Netball
BRONZE – Spanish Soccer Schools