



## **Best Club Marketing, Sponsorship or Engagement Campaign of the Season**

We are looking for entries that demonstrate innovative approaches and measurable outcomes to your campaign.

Please tell us how your campaign demonstrates clear, defined objectives and strategy and how you set about achieving those objectives. Please provide examples of creativity, design and innovation.

We are looking for entries to detail a clear account of the campaign's execution and implementation, as well as evidence that the campaign achieved its desired outcomes during the 2021/22 season.

Finally, please also provide a full evaluation of the campaign's results and success to include impact, reach and coverage. Please include the details of any player and fan engagement outcomes from the campaign too.