

STC SPORT EVENT PARTNERSHIP OF THE YEAR AWARD

The STC Sport Event Partnership of the Year recognizes a collaborative and innovative partnership between a destination, rights holder, venue and/or other industry or community partners to deliver an outstanding sport event held in Canada in 2025.

IMPORTANT - Below is a list outlining the information you will need to complete the nomination form online. Please ensure you have **ALL** the required information **BEFORE** you begin to complete the nomination form as there is no option to save the form and return to it later. If you submit an incomplete form, you will not be able to go back and add or change any of the information on the online form. To assist in your preparation, the point totals used in the adjudication have been indicated in the relevant sections.

NOMINEE AND EVENT INFORMATION

- Event Title (English & French if applicable)
- Please provide a short description of your event (not more than 2 sentences)
- Event Dates
- Event Location (City & Province/Territory)
- Nominee Key Contact Name(s) & Title(s)
- Nominee Key Contact Email(s) & Phone(s)
- Nominee Organization(s)
- Nominee Social Media Profiles (X and LinkedIn)
- Events Rights Holder (organization/company owning the rights to the event)
- Events Rights Holder Social Media Profiles (X and LinkedIn)
- # of participants (including athletes, coaches, officials)
- # of spectators
- # of volunteers
- # of volunteer hours
- Event budget
- Countries/Provinces/Territories that participated
- Event image
- Event video (optional for nominations, but a mandatory video of no more than 30 seconds will be required for all finalists)

NOMINATOR INFORMATION

- Nominator Name and Title
- Nominator Organization

- Nominator Email & Phone

STC PRESTIGE AWARDS

If selected as a finalist, will the nominee be able to attend the PRESTIGE Awards Gala in conjunction with Sports Events Congress?

- Yes
- No

ESSAY QUESTIONS (90/100 points):

- Describe the partnership initiative, including the objectives and organizations involved, why it was relevant, what made it unique and/or innovative and how partnership success was measured. (MAX 250 words - 30/100 points)
- Describe how this partnership positively contributed to the event in areas such as:
 - Execution success
 - Overcoming challenges
 - Hosting professionalism
 - Participant and/or visitor experience
 - Spectator attendance
 - Volunteerism and community spirit
 - Media coverage and/or national broadcasting/streaming impact
 - Tourism
 - Diversity, equity and inclusion
 - Financial results
 - Economic impact(MAX 350 words - 30/100 points)
- Describe how this event partnership contributed to a long-lasting social impact, sport legacy (e.g., local sport community development, sport facility infrastructure, etc.), and/or environmental stewardship. (MAX 250 words - 30/100 points)

ECONOMIC IMPACT QUESTIONS (10/100 points):

- Was an economic impact assessment completed for this event using STC's STEAM or STEAM Pro?
- Please provide the following economic impact data for this event:
 - Economic impact using STEAM or STEAM Pro
 - GDP – local/provincial using STEAM or STEAM Pro
 - GDP – national using STEAM or STEAM Pro
- Please describe how this partnership collaborated to maximize economic benefits for the event.

Nomination forms for all categories can be found on STC's website:

<https://sporttourismcanada.com/>



Unleashing the power of events / Libérer la puissance des événements