



SPORTO AWARD INTERNATIONAL 2013 RULES FOR ENTRY

1. The SPORTO International is the award in the sports business industry for successful marketing projects in the field of sport in the Adriatic region¹. All applicants for SPORTO International 2013 award must be based in Adriatic region and all projects submitted must reflect activity based within at least one of the markets.
2. The entry for SPORTO International 2013 can be completed for any sport marketing work, project or activities done between 15th of October 2012 to 30th of October 2013 and must include the combination of sports content (athlete, team, club, sport event, programme, organisation etc.) and communication with the target group.
3. The entry can be completed by the sponsor, rights holder or associated agency. The applicants must make all parties aware of the entry. Contact details for each party should be supplied. The parties should agree upon the correct title and reference for the entered project.
4. Judges for SPORTO international 2013 are Neil Morley (president), Toby Hester and Nikola Žinič.
5. Entries must be completed in English. Entries will be judged solely on the information given in the entry form, and permitted supporting material. Supporting material must include: concept and idea, objectives, target group, strategy, used tools and evaluation. Supporting material can be in two formats; either in max 2min video or max 15 slides of PowerPoint. No additional supporting material will be considered by the judges. The judges' decision will be final and no correspondence will be entered into.
6. Assessing the projects the Jury will take into account:
 - creativity and innovation of the project
 - the marketing success of the project
 - options for further development of the project
 - the whole impression (the value added, the complexity of the project)
7. All entry forms with all the supported materials must be submitted latest 30th October 2013 to: Društvo za marketing Slovenije (Slovenian Marketing Association), SPORTO International 2013, Dimičeva ulica 13, 1000 Ljubljana, Slovenia or by email to sporto@dmslo.si. Entries made by email or mail must include correctly filled in entry form.
8. The entry fee for each project entered for SPORTO International is 100 EUR + VAT. All applicants receive special discounted admission for the SPORTO Conference.
9. All the materials sent by the applicants become the property of the organiser (Slovenian Marketing Association & SPORTO Conference) and it is a condition of entry that photos of winning applicants' representatives may be used for press and publicity purposes in connection with the SPORTO International award and the SPORTO annual conference.

¹ Croatia, Serbia, Bosnia and Herzegovina, Montenegro and Macedonia.

10. The winning project of the SPORTO International 2013 award will be announced on the SPORTO Award ceremony that will take place at the end of the first SPORTO conference day, Thursday 21st November 2013 in the evening.
11. The winner receives the award in the shape of the SPORTO sculpture.
12. The organiser (Slovenian Marketing Association & SPORTO Conference) holds the right to cancel or postpone the SPORTO International award at any stage. In the event of such cancellation, entry fees received will be fully refunded. The organiser shall not be liable in respect of any additional costs or consequential losses incurred by applicants as the result of such a cancellation or postponement.

For more information about the SPORTO International award please write to: sporto@dmslo.si.