Superior Service Award - 2026 Submission

Organization Name:
Population Size:
Submitted By:
Contact Email:

Award Description

This is an award for an industry partner individual or organization that has proven service to the sports events and tourism industry in a substantive way. Applicants must show how their work or efforts have provided a benefit to destinations, sports organizations and/or the industry as a whole through their products or their support of the industry. Factors that will be considered for this award include economic benefits to the industry and how the applicants worked in collaboration with other association membership categories.

Instructions

To be considered, please **address all six judging criteria** in the corresponding sections below. Supporting images, documents, and/or links may be included within each section or at the end of the document. If materials are included at the end, reference them in the applicable section and clearly indicate which criteria they support.

To complete this template, make a copy in your Google Drive or download the file. When saving, please use the following naming convention:
OrganizationName_2026 Superior Service Award Submission

Submit completed entries using the Google Form link on the Member Awards webpage.

If you have any questions about the nomination process or specific award categories, please contact Sports ETA Member Services at info@SportsETA.org.

Judging Criteria

Criteria One: 10 points
Written statement detailing your organization's mission, objectives and goals for the current year. Organization may submit annual business plan to meet this criteria.

Criteria Two: 20 points
Specific examples that show how you helped your organization achieve or exceed these goals. Examples of the impact that your organization's activities have had on the sports events and tourism industry (i.e. economic impact, hotel occupancy, growth in membership, etc.).

Criteria Three: 20 points
Describe how you made a positive impact during this calendar year (2025), either as part of your organization or individually. Nominees should exhibit exceptional qualities such as honesty, integrity, responsibility, compassion, and courage, and an exemplary commitment of time and energy serving others or towards the event(s).

Criteria Four: 20 points
Describe ways that you aided your organization to gain more exposure or engagement. Examples can include media or public relations, acquisition of new sponsors or financial partners, and gaining new partners.

Criteria Five: 15 points
Included typed statements of support from community leaders, strategic partners and/or organizations affected by your activities. Give examples on how the community was involved and/or show a rally of support or involvement.

Criteria Six: 10 points
Contributions to Sports ETA (i.e. board service, community participation, outreach, years of membership, etc.).

Supporting Materials
If needed, use this space to include any additional documents, images, graphics, or links. Clearly label which criteria each material supports.