



## Categories 2025

### Grassroots

#### **Grassroots Club of the Year- Youth and Adults**

Here the judges will be looking for the UK's outstanding youth and adults grassroots club. They will be taking into consideration the following factors over the last 12 months:

- Impact within the local community
- Number of players retained and signed
- Number of new teams created
- Quality of coaching and development of the players at the club
- Level and success of pastoral care
- Parents endorsement

#### **Grassroots Coach of the Year - Youth and Adults**

The jury will be looking to award the coach who has made the most positive impact over the last 12 months. The judges will consider the following factors:

- Player testimonials/endorsements
- Coaching style with extra consideration given to those making an effort to be more inclusive
- Success of player improvement and development
- Success of their players on the pitch

#### **Grassroots Volunteer of the Year- Youth and Adults**

This category is looking to award the person who goes above and beyond to ensure the club they work for continues to succeed. This could be a manager of a youth team who has a brilliant relationship with their players, parents and spends lots of time trying to help and develop their players or the person who marks out the pitch and plants the corner flags every week. The judges will be looking to identify the volunteer who is having a significant impact on how the club runs, but is often unsung when it comes to praise, but is quietly respected throughout the club.

#### **Inspirational Changemaker of the Year - Youth and Adults**

Jurors are looking to celebrate the person who has implemented an innovative initiative that has changed the way the club attract players, coaches and encourages greater inclusivity. It is someone whose work can extend beyond the club they work for, but into the wider women's football sector. The judges will also be looking for the impact this changemaker has had over the last 12 months.



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### **Grassroots Activation of the Year - Youth and Adults**

This category is about identifying an activation at a grassroots club which has had a positive impact on everyone at the club, has helped raise investment, engaged with fans, encouraged more players to join and helped retain those that are currently with the club. Judges will be looking at how activation ties in with the club values and aims.

### **Off the pitch**

#### **Football Leader of the Year**

The category is open to anyone who actively manages staff within an off the pitch role whether that is finance, marketing, sales or HR. What have they achieved in the last 12 months, what marks them out as a leader, what differences have they made to their teams? What is their staff retention rate? What have they done to actively encourage more girls into the game also inclusivity?

#### **Sponsorship deal of the Year**

Judges will be looking for the sponsorship deal which aligns with the club's brands and values, while providing key investment into the club. Jurors will take into consideration the length of the deal and the impact it will have on the club during the period of sponsorship. They will also look at how hard it was to get the deal completed.

#### **Experiential Activation of the Year**

This category is open to all organisations who have created a successful experiential activation at a club during a match, or over a longer-term project. Jurors will be looking at how the activation engaged with fans, the key touchpoints it creates, how it drove greater amplification around the club and bigger crowds to interact with the club, and how the brand behind the activation drove an uplift in sales or brand awareness.

#### **Best Use of Innovation**

This category is looking to reward the most impactful innovation implemented within the game. This could be a new health initiative designed to help understand the women's body and how it operates at the optimum level during playing to time, or a piece of technology, clothing or other piece of equipment to help protect and improve the performance of the women's body. The jury will be looking for the impact the innovation has had already and its potential future influence on the game.



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### **Best Use of Social Media**

Here the jury are looking to identify the most impactful use of social media for a football club. The work will demonstrate how it used one of more social platforms to deliver results that could only be achieved by embracing the tools of this platform. Each submission will showcase how the use of social media increased followers for the club, amplified its messaging and drove greater engagement, and met the objectives.

### **Best Use of Content**

This category will reward the football club who has created the most effective content to promote and amplify a particular message. The content can be in any form and have been distributed on a variety of platforms. The judges will be looking at the impact of the narrative and how to deliver above and beyond its objectives.

### **Community Initiative of the Year**

This award will focus on the work a football club is doing with its local community and will include everything from how it made women's football more accessible and inclusive and the impact it has made on the lives of girls and women in the local community.

### **Best Fan Experience**

The jurors will be looking to identify innovative and engaging experiences for fans that have impressed club's supporter groups and made them feel closer to the players and the club. It could be regular pitch side entertainment before a game, or a food concession transforming hospitality at football. The judges will also be looking at how the fans rate the experience, what it means to them and what makes it so good.