

Entry Dates

Open for Entries:

Monday 27th January

Deadline:

Thursday 20th March

Judging

1-3 April

Award Ceremony:

23 April

Entry Fees

Grassroots categories fee: £0

Entry Guidelines

- To be eligible for the Grassroots categories the individual, club or activation being submitted should be related to the 2024-2025 season.
- Submissions can be entered in more than one category. It is advised to adjust your entry in accordance with each category synopsis.
- Ensure your submissions have been properly spell checked before being entered.

What Other Information Can I Find In This Pack?

- [Written entry template](#)
- [How to upload supporting images and in what format?](#)
- [Uploading videos – if shortlisted](#)
- [Payment Regulations & Guidelines](#)

This template is designed to ensure you have all the relevant information to prepare your entries.

You must register and create your submissions on the entry site:

<https://womensfootballawards.awardsplatform.com/>

Template Section A – Entry details

Entering company name

The entrant company is the business/association/football club that submits an entry. In the case of the entry being shortlisted this is the company being named on the shortlist. In the case of winning an award the entrant company is the named on the trophy.

Entering individual name

In the case of making the shortlist or winning an award the individual's name will be used in all marketing material and engraved on the trophy.

Type of company

What best describes the entering company's primary business? Sports agency, football club, brand, event agency, experiential agency, media agency, media owner, or consultancy.

Football Club Name

The name of the football club the submission relates to.

What age group

Is it an adult or youth grassroots club?

Secondary contact (email address)

Note: We will be contacting this person if we are unable to make contact with the person who originally submitted the entry

Client name

Who was the work produced for? What was the name of the client?

Template Section B – Submission Details

Please be aware of the word count.

The information submitted will remain confidential until the end of the first round of judging. Once the Shortlist is announced, C Squared Networks Ltd – the owner of Festival of Women's Football Awards reserves the right to reproduce submitted material and summaries of entries for the awards promotion and its other events and publications. If you require your entry to be kept confidential, please contact the team upon entering.

Objectives (max 250 words)

What were the objectives of the activation/partnership/experience, or innovation? What was it trying to achieve for the client, or the club?

Idea and Strategy (max 250 words)

How, what and why was the strategy implemented to achieve the objectives? What the thinking behind the plan?

Execution (max 250 words)

How was the plan delivered? What were the touchpoints and why? What were the biggest challenges? How did it align with the objectives?

Results (max 250 words)

What did the activation achieve? What were the key results? Evidence of how the objectives were met. What impact did the work have?

Template Section C - Uploading Your Supporting Images

Images

1. Supporting Images

You can upload two images of the campaign in action to support your entry.

- Image specifications: Upload JPEG, png or jpg files. The maximum file size is 10MB per image.
- The images may be of the person, club, activation, or the work.

2. Shortlist Image

If your entry makes the shortlist, we would like to display an image on the website.

- This should be a hero image of the campaign.
- The image needs to be 365 x 365 pixels.
- DO NOT upload a presentation image, or an image that includes multiple lines of text as we may need to crop the image.

