

## Entry Dates

### Open for Entries:

Monday 27<sup>th</sup> January

### Deadline:

Thursday 20<sup>th</sup> March

### Judging

1-3 April

### Award Ceremony:

23 April

## Entry Fee

Off the Pitch categories fee: £325

## Entry Guidelines

- To be eligible for the Off the Pitch categories the individual, club or activation being submitted should be related to the 2023-2024, or 2024-2025 seasons.
- 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.

### 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.

### 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/content/social media, 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/content/social media 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.

## Payment Process and Regulations.

### Entry Prices

Off the Pitch categories fee: £325

---

### Payments

Payment must be made in GBP and can be processed online by **credit card** (*Visa, Mastercard, JCB, Solo, Maestro and American Express*) **OR** via **invoice**.

Cheques are not accepted.

*You will automatically receive an invoice or payment confirmation email in your inbox.*

#### Please note:

- **Payment terms are 14 days from date of invoice** (unless special permission has been granted by the Festival of Women's Football Awards team).
- **Card payments will be taken at the point of entry submission and a merchant fee will be applied** to entries paid by Visa, MasterCard and American Express. These fees will be added to your total and outlined in the payment summary

#### If you wish to pay offline, please get in touch with the following details:

- **Reference number of each of your entries**  
(you may find this number next to each entry under the 'Current submissions' section)
- **Company name and address**
- **Finance contact (name and email address)**

Bank details will be found at the bottom of your invoice, once requested. Please note that bank charges may apply and should be covered by the entrants, when paying by bank transfer.

**All completed entries registered on the awards submissions site when the site is closed on the final deadline will be judged and must be paid for.** Entries may be withdrawn after the final deadline; however, they will not be eligible for a refund. Entries that have been completed will become liable to payment, even if deciding to withdraw from the festival.