

**FATIMA BINT MUBARAK  
WORLD SPORTS AWARDS**



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**ABU DHABI  
17 NOVEMBER 2020**

**AWARDS GUIDE**

## INTRODUCTION:

Under the patronage of H.H. Sheikha Fatima Bint Mubarak “Mother of the Nation” Chairwoman of the General Women’s Union, the Fatima Bint Mubarak World Sports Awards will be part of a week-long celebration of women in sports set to take place between 13-20 November in Abu Dhabi. Along with the Awards, the unique week will feature the 5th International Conference of Sports for Women (ICSW), community sports events, and a university engagement program.

**The Fatima Bint Mubarak World Sports Awards takes place every four years and draws leaders from across the sporting world to honor the stand-out performances and achievements of athletes, federations, governing bodies, media and others in the field of women’s sports from the past four year Olympic cycle.**

ICSW 2020 and the Fatima Bint Mubarak World Sports Awards will take place on 16-17 November 2020 at the iconic Emirates Palace in Abu Dhabi. The Awards ceremony will take place on the evening of 17 November.

Visit [www.WomenInSports.ae](http://www.WomenInSports.ae) for more information about the events of the week.

## SECTION 1: AWARDS

The Fatima Bint Mubarak World Sports Awards will not only champion superstars from around the world, but also celebrate athletes of all ages and backgrounds who have overcome adversity to achieve greatness in sport, as well as the individuals on and off the field, who are often the unsung heroes behind the iconic stories of remarkable achievement. The 2020 ceremony will feature 15 awards in three categories with a total prize money fund of AED 1.25 million.

### AWARDS CATEGORY 1: INDIVIDUAL ACHIEVEMENTS

**Category 1** awards recognize individuals, including athletes, coaches, mentors and industry leaders for their performances and achievements in the field of sports for women.

**There are eight awards in this category:**

- Award 1: Best Junior Athlete**
- Award 2: Best Arab Sportswoman**
- Award 3: Best Sportswoman**
- Award 4: Best Athlete of Determination**
- Award 5: Best Coach**
- Award 6: Best Sports Leader**
- Award 7: Best Media Contributor**
- Award 8: Best Team**

To apply for an award in this category, please refer to page 8 of this guide.

# AWARDS CRITERIA:

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<b>AWARD 1</b>	<b>Best Junior Athlete</b> <ul style="list-style-type: none"><li>• This award will recognise two winners</li><li>• This award is open to any sportswoman who has competed at a junior level and was between the ages of 12 and 18 at the time of achievement</li><li>• Has had an outstanding season of achievement in their respective field</li></ul> <b>Total award prize money: AED 100,000 (Two winners will receive AED 50,000 each)</b>
<b>AWARD 2</b>	<b>Best Arab Sportswoman</b> <ul style="list-style-type: none"><li>• Open to Arab female athletes in recognition of the most outstanding performances in professional sports</li></ul> <b>Total award prize money: AED 100,000</b>
<b>AWARD 3</b>	<b>Best Sportswoman</b> <ul style="list-style-type: none"><li>• Open to female athletes recognized for the most outstanding performances in professional sports</li></ul> <b>Total award prize money: AED 100,000</b>
<b>AWARD 4</b>	<b>Best Athlete of Determination</b> <ul style="list-style-type: none"><li>• This award will recognize two winners, one in the category of intellectual disability, one in the category of physical disability</li><li>• Should have achieved outstanding performances and results</li><li>• This award is open to both international and regional athletes in any age groups</li></ul> <b>Total award prize money: AED 100,000 (Two winners will receive AED 50,000 each)</b>
<b>AWARD 5</b>	<b>Best Coach</b> <ul style="list-style-type: none"><li>• This award is open to both male and female coaches coaching individual female athletes or teams</li><li>• Should be able to demonstrate a career of sustained achievements and accomplishments</li></ul> <b>Total award prize money: AED 100,000</b>
<b>AWARD 6</b>	<b>Best Sports Leader</b> <ul style="list-style-type: none"><li>• This award is open to female executives who occupy a senior leadership position in the sports industry</li><li>• Should demonstrate that they have played a leading role in the development of female sports in a federation, rights holder, corporation, foundation, governing body, or public or private sector organisation</li><li>• Should have contributed significantly towards success and promotion of women's sports in their field</li></ul> <b>Total award prize money: AED 100,000</b>
<b>AWARD 7</b>	<b>Best Media Contributor</b> <ul style="list-style-type: none"><li>• This award is to recognize female media contributors in the field of sports</li><li>• This award is open to journalists, bloggers, influencers and industry commentators who have been actively increasing awareness of matters relating to women in sports</li><li>• This will include driving media and social media campaigns that enable sports to become more available, accessible and equal for women</li></ul> <b>Total award prize money: AED 100,000</b>
<b>AWARD 8</b>	<b>Best Team</b> <ul style="list-style-type: none"><li>• This award will recognise the most outstanding performance in professional sports by a female sports team</li></ul> <b>Total award prize money: AED 100,000</b>

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## **AWARDS CATEGORY 2: FEDERATIONS AND OTHER ORGANIZATIONS**

**Category 2** awards recognize federations, rights holders and other organizations in the public and private sectors who have contributed to the success and development of female sports, and that have achieved outstanding results.

Regardless of budget, size of the project, or scale of available resource, entries will be judged objectively on their own merit, ensuring a level playing field for both large and small projects.

**There are five awards in this category:**

**Award 9: Excellence in the Media**

**Award 10: Best Youth Development Program**

**Award 11: Best Creative Sports Initiative**

**Award 12: Best Accomplishment in Sports Development Research**

**Award 13: Best Use of Technology and Innovation in Sports**

To apply for an award in this category, please refer to page 8 of this guide.

# AWARDS CRITERIA:

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## AWARD 9

### Excellence in the Media

- This award is to recognize federations, organizations, institutions and brand media contributors in the field of sports
- This submission is open to official media partners, federations and organizations who have raised the profile of women in sports through the media in their respective field
- Should be able to demonstrate significant media reach, engagement and social media impact

**Total award prize money: AED 90,000**

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## AWARD 10

### Best Youth Development Program

- This award is to recognize an organization that has been involved in running a dedicated sports program for females only
- Should recognize grassroots participation programs and/or development pathways from junior to professional levels
- Should create opportunities for girls and women to participate, learn and grow their talents and skills
- Should be led and executed by industry certified coaches
- Should be able to prove significant impact and demonstrate its success

**Total award prize money: AED 90,000**

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## AWARD 11

### Best Creative Sports Initiative

- Should recognize a specific marketing campaign or program that has been created and delivered by an organization and that has proven to have a positive impact on female participation in sports
- Should provide evidence of creativity by which we mean innovation - new and unique ways of thinking and impacting behaviour
- Should show proof of impact, reach, uniqueness, and success
- Should include initiatives that provide opportunities to maximize the potential of female athletes

**Total award prize money: AED 90,000**

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## AWARD 12

### Best Accomplishment in Sports Development Research

- Should recognize consumer or academic research efforts with a proven contribution towards female participation in sports
- Should show how the research has contributed to driving change for women in sports

**Total award prize money: AED 90,000**

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## AWARD 13

### Best use of Technology and Innovation in Sports

- Should recognize innovative or advanced technological systems and solutions that contribute to supporting women in sports

**Total award prize money: AED 90,000**

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## AWARDS CATEGORY 3: SPORTS PERSONALITY

**Category 3** awards are special recognition awards, awarded at the sole discretion of the esteemed panel of judges, and will recognize female athletes for their outstanding performances and contributions to the development of sport for women.

**There are two awards in this category:**

**Award 14: International Sports Personality**

**Award 15: Arab Sports Personality**

There is no entry for awards in Category 3.

## AWARDS CRITERIA:

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### **AWARD 14**

#### **International Sports Personality**

- An appreciation award for an international personality who made outstanding positive and effective contributions to the field of women in sports

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### **AWARD 15**

#### **Arab Sports Personality**

- An appreciation award for an Arab personality who made outstanding positive and effective contributions to the field of women in sports

## SECTION 2: APPLYING FOR AN AWARD

To apply for an award, there are 3 simple steps!

### STEP 1

**Make sure you meet the general entry requirements:**

- Applicants must meet the criteria of the award being entered
- Applicants must not have not violated the ethical standards and values of international sport, as recognized by the International Olympic Committee and other leading organizations
- Applicants must demonstrate top achievements, performances, impact and results
- Award submissions must relate to activities which took place between 1 October 2016 and 8 September 2020
- All entries must be submitted in English

### STEP 2



**Download and fill the entry form for the award you are applying for. Keep it short straight forward and as informative as possible.**

(Remember to save as a PDF document once you have completed your application)

### STEP 3

**Profile photo and supporting documents.**



**Profile photo:** A clear high resolution portrait of the nominee (or organization's logo where applicable). We might use it on our social media so make sure you are rocking a smile!



**Supporting documents:** Please prepare any supporting document you might need to include in your submission and save in a Zip file.

Supporting documents must be saved as a PDF and videos should not be longer than 3 minutes. In total – the size of the Zip folder should not exceed 150 MB.

## SECTION 3: THE JUDGING PROCESS AND KEY DATES

The Fatima bint Mubarak World Sports Awards nomination will run from 8 March 2020 until 8 September 2020.

**The judging process will take place over two main phases:**

### PHASE 1

Awards submissions will be reviewed and shortlisted by the awards committee. A maximum of five candidates per award will be shortlisted.

### PHASE 2

Shortlisted candidates will be reviewed and assessed by the esteemed panel of judges who will collectively vote for the awards winners.

Award winners will be announced on 17 November 2020 during the Awards Ceremony



## KEY DATES

**8 MARCH**  
2020

**ENTRIES**  
OPEN

**8 SEPTEMBER**  
2020

**DEADLINE**  
TO RECEIVE  
APPLICATIONS

**21 SEPTEMBER**  
2020

ANNOUNCING  
**SHORTLISTED**  
CANDIDATES

**17 NOVEMBER**  
2020

AWARD  
**CEREMONY**

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### THE JUDGES

The judges committee consists of key individuals from the world governing bodies, sports industry influencers and media personalities. Further information will be released in due course.

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## SECTION 4: SUPPORTING DOCUMENTS

Supporting documents are the spine of your application. Please make sure they are clear and in English.

Please feel free to share documents that clearly support your application.

Supporting documents must be saved as a PDF and videos should not be longer than 3 minutes. In total – the size of the Zip folder should not exceed 150 MB.

## **SECTION 5: ABOUT THE ORGANIZERS:**

### **ABOUT ABU DHABI SPORTS COUNCIL**

Abu Dhabi Sports Council (ADSC) was established in 2006 by His Highness Sheikh Mohamed Bin Zayed Al Nahyan, Abu Dhabi Crown Prince and Deputy Supreme Commander of the UAE Armed Forces. ADSC is aligned to the emirate's leadership vision to develop sport and youth activities. The Council promotes an effective, emirate-wide sports calendar that stimulates the desire to participate in quality sports among all Abu Dhabi residents and helps the talented and motivated reach their sporting potential.

The Council also hosts and supports the staging of international worldclass sporting events. These include: the annual Abu Dhabi HSBC Golf Championship; the Formula 1™ Etihad Airways Abu Dhabi Grand Prix; the ITU World Triathlon Series; both the Abu Dhabi and Gary Player Invitational; the Red Bull Air Race; the Mubadala World Tennis Championship; the 2017 and 2018 FIFA Club World Cups; the 2019 AFC Asian Cup UAE and the UCI WorldTour event, The UAE Tour.

ADSC believes that sporting events deliver a host of benefits for the emirate and its residents. These span improved health and wellness, the building of community spirit, the discovering of local talent and the delivery of international exposure of the emirate as a world-class sporting events hub.

[www.adsc.ae](http://www.adsc.ae)

### **ABOUT FATIMA BINT MUBARAK LADIES SPORTS ACADEMY (FBMA)**

FBMA is a not-for-profit Government entity of the Emirate of Abu Dhabi, the capital of the United Arab Emirates. Established in October 2010, the Academy is headed by its Chairwoman, H.H. Sheikha Fatima Bint Hazaa Bin Zayed Al Nahyan, and is dedicated to promoting and facilitating women's sports in the UAE. The FBMA strives to make sports an element of daily life for UAE national women of all age, background, and physical condition; to encourage Emirati women to adopt a healthy and active lifestyle, and to further instil the values of sport in the public consciousness of the UAE. The FBMA serves this significant mission by hosting a number of local, regional and international sports events; facilitating community activities; managing and developing local talent and through its education and research work.

[www.fbma.ae](http://www.fbma.ae)