Organised by the European Sponsorship Association (ESA)

Judging Process

At ESA, judging is one of our most prestigious accolades and is taken seriously by all those involved.

At the end of July, ESA sends out a Call for Judges, asking leaders and experts from all areas of our industry to apply to be a judge.

In September, ESA meets with the Awards Committee to discuss the applicants and choose the judges for the ESA Awards. Each judging group (usually 5 in total) consists of 6 or more judges from various parts of the industry and a Chair who is appointed to oversee the group on Judging Day, which may take place (virtually) in December.

The rigorous ESA Awards judging process is split into two key stages:

**Stage 1**

All entries submitted for the ESA Awards are reviewed by our judges.

Each category is assigned a panel of industry experts and ESA ensures there are no conflicts of interest between the judges and their assigned entries.

**Stage 2**

All entrants are invited to participate in a 10 minute long presentation to the judges via Zoom.

Every entry is reviewed and judged as explained on the entry form.

ESA collates the stage 1 and stage 2 scores, and the entry with the most points wins the category. If two or more entries tie for first place, the judges discuss the entries further and vote for the winner.

**ESA Sponsorship of the Year**

Winners of the main award categories are entered into our ESA Sponsorship of the Year award. Each judge is sent the winning video presentations in January and scores each category winner again. ESA collates these scores and the entry with the most points is the winner. Should two or more entries tie for first place, the judges discuss and decide the winner.
**ESA Best of Europe**

As one of the most prestigious awards to win, an independent panel of European experts judges the ESA Best of Europe campaigns, already crowned as winners in their own countries.

The judges score each entry and ESA collates the scores, with the top three entries winning Bronze (3rd place), Silver (2nd place) and Gold (1st place). In the event of any tied places, the judges discuss and decide the winners.

**2021 call for judges**

To apply to sit on our 2021 ESA Awards judging panel, please complete the online form that can be found at **2021 call for judges** in the Judges section of our website: https://sponsorship.org/awards/esa-awards-judges/

*The closing date for judging applications is Friday 28th August, 2020.*

--THANK YOU--