

**FATIMA BINT MUBARAK
WOMEN SPORTS AWARD**



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**ABU DHABI
17 SEPTEMBER 2022**

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 10-17 September, community sports events, and a university engagement program.

SECTION 1: AWARDS

The Fatima Bint Mubarak Women Sports Award will not only champion superstars from around the Arab Region, 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 **2022** ceremony will feature **10** awards in three categories with a total prize money fund of **AED 1.7** 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 six awards in this category:

Award 1: Best Arab Women Athlete

Award 2: Best Emirati Women Athlete

Award 3: Best Youth Athlete

Award 4: Best Paralympic Athlete

Award 5: Best Female / Male Coach

Award 6: Best Sports media

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

AWARDS CRITERIA:

AWARD 1 **Best Arab Women Athlete**

Open to Arab female athletes in recognition of the most outstanding performances in professional sports.

AWARD 2 **Best Emirati Women Athlete**

Open to Emirati female athletes recognized for the most outstanding performances in professional sports.

AWARD 3 **Best Youth Athlete**

1. This award will recognize one winner.
2. 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.
3. Has had an outstanding season of achievement in her respective field.

AWARD 4 **Best Paralympic Athlete**

1. This award will recognize one winner.
2. Should have achieved outstanding performances and results.
3. This award is open to both international and regional athletes in any age groups.

AWARD 5 **Best Female / Male Coach**

1. This award is open to both male and female coaches coaching individual female athletes or teams.
2. Should be able to demonstrate a career of sustained achievements and accomplishments.

AWARD 6 **Best Sports Media**

1. This award is to recognize female media contributors in the field of sports
2. This award is open to journalists, bloggers, influencers and industry commentators who have been actively increasing awareness of matters relating to women in sports
3. This will include driving media and social media campaigns that enable sports to become more

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 three awards in this category:

Award 7: Best Youth Development Program

Award 8: Best Team

Award 9: Best Sports Creative Initiative

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

AWARDS CRITERIA:

AWARD 7

Best Youth Development Program

1. This award is to recognize an organization that has been involved in running a dedicated sports program for females only.
 2. Should recognize grassroots participation programs and/or development pathways from junior to professional levels.
 3. Should create opportunities for girls and women to participate, learn and grow their talents and skills.
 4. Should be led and executed by industry certified coaches.
 5. Should be able to prove significant impact and demonstrate its success.
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AWARD 8

Best Team

This award will recognize the most outstanding performance in professional sports by a female sports team.

AWARD 9

Best Sports Creative Initiative

1. 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.
2. Should provide evidence of creativity by which we mean innovation - new and unique ways of thinking and impacting behavior.
3. Should show proof of impact, reach, uniqueness, and success.
4. Should include initiatives that provide opportunities to maximize the potential of female athletes
5. Should recognize consumer or academic research efforts with a proven contribution towards female participation in sports.
6. Should show how the research has contributed to driving change for women insports
7. Should recognize innovative or advanced technological systems and solutions that contribute to supporting women in sports

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 one award in this category:

Award 10: Arab Sport Personality of the Year

There is no entry for awards in Category 3.

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 June 2021 and 1 July 2022
- All entries must be submitted in English or Arabic

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 Women Sports Awards nomination will run from 7 July 2022 until 8 August 2022.

The judging will take place over three phases:

PHASE 1

Review and audit by the Award Committee on all applications to confirm that all terms and conditions of the Award are met

PHASE 2

Review of applications by the award committee and selection of a maximum of five nominees for the award

PHASE 3

Review the list of candidates and vote collectively to select winners
Award winners will be announced on 17 September 2022 during the Awards Ceremony

KEY DATES

7 JULY
2022

ENTRIES
OPEN

8 AUGUST
2022

DEADLINE
TO RECEIVE
APPLICATIONS

9 SEPTEMBER
2022

ANNOUNCING
SHORTLISTED
CANDIDATES

17 SEPTEMBER
2022

AWARD
CEREMONY

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.

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

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