

BEST INTEGRATED SPORTS MARKETING CAMPAIGN OF THE YEAR

#YallaRio	Panasonic
Access to Play	Sun & Sand Sports
Adidas (First Never Follows)	LightBlue
EURO 2016	Turkish Airlines
ICC World T20	OSN
Lebanon Through My Eyes	Sportscodes
Let's Move For a Better World	Technogym
Shazam Me	Garage366

BEST SPORT EVENT MARKETING CAMPAIGN OF THE YEAR

Abu Dhabi HSBC Championship	Abu Dhabi Sports Council / IMG
Abu Dhabi World Professional Jiu-Jitsu Championship	UAE Jiu Jitsu / Flash Entertainment
Al Ahli Saudi FC v Barcelona FC	Qatar Airways
du Football Champions	Inspiratus
ICC World T20	OSN
Million Dirham Putt	Emirates NBD / Wasserman
Mubadala World Tennis Championship	IMG / Flash Entertainment
Ooredoo Marathon 2016	Ooredoo

BEST USE OF SOCIAL MEDIA IN SPORT OF THE YEAR

#AbuDhabiGP	Abu Dhabi Motorsports Management / Starcom
Abu Dhabi HSBC Golf Championship	IMG / Abu Dhabi Sports Council
beIN SPORTS EURO 2016	OMD / beIN SPORTS
Find Your Focus – adidas ZNE hoodie	Adidas / Hill+Knowlton Strategies
Modell's Back to School Campaign	Modells / 1000heads
Supporting My Journey	Mundipharma Middle East
The Color Run	IMG
TriYAS - Make yourself great again!	Abu Dhabi Motorsports Management / Starcom

BEST AMATEUR SPORT EVENT OF THE YEAR (UAE ONLY)

Abu Dhabi Inter University Sports League	New York University / AD Inter-University Sports League
Abu Dhabi Swimming Festival by Daman's ActiveLife	Professional Sports Group / Abu Dhabi Sports Council
ADCB Zayed Sports City Pink 5&10K Run by Daman's Activelife	Zayed Sports City
Dubai Muscle Show	HGB Events
Conquer the Game	Sun & Sand Sports
FIGHTING FIT DUBAI, Powered by Under Armour 'FIGHT NIGHT'	Nomad Productions
Sharjah Ladies Run – Neon Night Run	Sharjah Ladies Club
The Color Run presented by Daman's ActiveLife	IMG
Travelwings Mirchi Premier League	United Pro Sports
World Rafting Championship	Wadi Adventure

BEST AMATEUR SPORT EVENT OF THE YEAR (MENA ONLY)

BLOM Bank Beirut Marathon - 7KM Fun Run (Lebanon)	Beirut Marathon Association
Boost Bahrain Open Water Series (Bahrain)	Boost Bahrain
Ebril Marathon (Iraq)	Ebril Running Club
The Color Run presented by Sahtak Awalan: Your Health First (Qatar)	IMG
I Run Iran Marathon (Iran)	Iran Silk Road
Dolphin Energy Doha Dash (Qatar)	Professional Sports Group
Sportscodes 5k Sundays (Lebanon)	Sportscodes
Sahl Hasheesh Triathlon 2016 (Egypt)	The TriFactory

BEST YOUTH DEVELOPMENT PROJECT OF THE YEAR

ADIB Future Champions League	ADIB / IMG
Daman Future Champions Programme	Daman
Daman Super 11s Program	Daman
Dubai Golf Junior Development Programme	Dubai Golf
duFC Football Champions	Inspiratus / du Telecom
Eish Al Tahadi	Saudi Telecom Company / Intigral
HSBC Future Falcons	Abu Dhabi Sports Council / IMG
Player Pathway Program	UAE Rugby Federation

BEST SPORT CSR INITIATIVE OF THE YEAR

#TeamAngelWolf	#TeamAngelWolf
ADIB Future Champions League	ADIB / IMG
Abu Dhabi Workforce Games 2016	Duplays / Abu Dhabi Sports Council
Active Life by Daman	Daman
Boost	Turret ME
Get Driver Fit by Daman's ActiveLife	Flash Entertainment
HSBC Youth Rugby Programme	CSM / HSBC
MoneyGram Cricket Ke Badshah – Kingdom of Saudi Arabia.	DPM Event Management / MoneyGram
Sportscodes Portals	Sportscodes
The First GCC Hiking Championship	Adventure HQ

SPORTS YOUTH ACADEMY OR ORGANIZATION OF THE YEAR

Capital City Swim Saudi Arabia
 Daman Future Champions Program
 East Sports Management
 G-Force Cricket Academy
 Maxtalent Global Sports
 RU Active Netball
 Spanish Soccer Schools
 ZSC Academy

BEST SPORTS BRAND, RETAIL OR PRODUCT ACTIVATION OF THE YEAR

#Alwaysinbeta	New Balance
Adidas	Hill+Knowlton Strategies / adidas
Climachill - Not Made For Normal	LightBlue / Adidas
Emirates NBD Manchester United Credit Card	Emirates NBD / FP7
First Never Follows - Retail Speed Tunnel	LightBlue / Adidas
Lorna Jane	Funky Fit Sports Wear
Modell's Air Miles Millionaire	Modell's
Samba Bank FCBarcelona Credit Card	Samba Bank

BEST SPONSORSHIP OF A SPORT OR SPORTS EVENT OF THE YEAR

Abu Dhabi Sports Council	Abu Dhabi Invitational
Daman	ComYas
Daman	The Color Run
Daman	The Electric Run Recharged
du Telecom	du - Football Champions
Fatima Bint Mubarak Academy	Fatima Bint Mubarak Ladies Open
HSBC	HSBC Sevens Series
Saudi Telecom Company	Saudi Telecom Company Sponsorship of Football
Sun & Sand Sports	SSS Fit Fest
Under Armour	Fighting Fit Dubai

BEST SPORT & RECREATION FACILITY OF THE YEAR

Advantage Sports UAE
 Adventure HQ, Adventure Zone in Yas Mall, Abu Dhabi
 Dubai Autodrome
 Dubai Creek Golf & Yacht Club
 Emirates Golf Club
 ICC Academy
 RCSI Bahrain
 Zayed Sports City

BEST INDOOR SPORT & LEISURE OFFERING OF THE YEAR

Adventure HQ, Adventure Zone in Yas Mall, Abu Dhabi
 Bounce Abu Dhabi
 Fit Lab at Emirates Golf Club
 Gravity Bahrain
 Lusail Sports Arena
 Prince Faisal Bin Fahd Olympic Complex
 Sky Trail Kuwait
 United Pro Sports

BEST SPORT AGENCY OR ORGANIZATION OF THE YEAR

Automobile & Touring Club of the UAE
 Emirates Cricket Board
 Garage366
 IMG
 Inspiratus
 Intigral Sports
 JK58
 Nielsen Sports & Entertainment

BEST LIVE EXPERIENCE AT A PROFESSIONAL SPORTS EVENT

Abu Dhabi Grand Prix
 Abu Dhabi HSBC Golf Championship
 Abu Dhabi Tour
 BLOM Bank Beirut Marathon
 The Hankook 24H Dubai
 Dubai Duty Free Tennis Championships
 Dubai World Cup
 Emirates Airline Dubai Rugby Sevens
 Pakistan Super League
 Qatar ExxonMobil Open

SPORT F&B VENUE OF THE YEAR

Barasti
 beIN Café
 Bidi Bondi
 Buffalo Wild Wings
 Coopers
 Irish Village
 Kickers Sports Bar
 Nezesaussi Manzil
 NRG Sports Cafe
 Yas Marina Circuit

EVENT SUPPLIER OF THE YEAR

Contempo Events Design LLC
 Eclipse
 Flow Air & Power Solutions
 Flowers by Contempo
 Harlequin
 Jump Events/ Real Events
 Red Events Production & Services
 Showforce Event Management Services