

# ISC INTERNATIONAL SPORTS AWARDS

The International Sports Convention are delighted to announce the successful companies, projects and individuals of the 2021 edition of the ISC International Sports Awards. The seven category winners, chosen for their **inspiration, innovative solutions** and **achievements** in the global sports industry.

## CATEGORIES - WINNERS

- Sports Tech Company of the year – **Hawk-Eye Innovations**
- Fan Engagement Award – **LaLiga**
- Innovation Award – **NBA – Basketball Africa League (BAL)**
- Professional Club Community Award – **Newcastle United Foundation**
- Best use of Social Media – **DP World Tour**
- Diversity and Inclusion Award – **Discovery**
- Individual Professional of the Year – Community Award - **Maria Andrejczyk**



### Sports Tech Company of the year – Hawk-Eye Innovations

Hawk-Eye Innovations is awarded the International Sports Award under the category “SportsTech Company Award” for the Innovative Response to COVID-19 helping sport return during the pandemic with technological judging systems and remote solutions, assisting player welfare thanks to the Head Injury Assessment (HIA), driving innovation with fan engagement of the WNBA Commissioner’s Cup with virtual recreations based on skeletal tracking data, and making sport fairer working alongside the England and Wales Cricket Board, to innovate the TV umpire. Hawk-Eye Innovations is a provider of

technology across the sports industry, used for a variety of applications, including officiating, broadcast enhancement, analysis and injury review.

### **Fan Engagement – LaLiga**

LaLiga is awarded the International Sports Award under the category “Fan Engagement Award” for the “LaLiga’s Drive-In Cinema” and engaging with fans in the Americas during the strict pandemic restrictions. Argentina, Ecuador, Colombia and Peru and USA fans were able to watch their club’s game without getting out of their own car. This activation was one of the most creative ways to bring the fan closer to football despite the difficulties of the Covid-19 environment and the distance from the stadium.

### **Innovation Award – NBA – Basketball Africa League (BAL)**

The Basketball Africa League (BAL) is awarded the International Sports Award under the category “Innovation Award” for using basketball as an economic growth engine across Africa and as a platform to improve the health and wellness of one of the world’s youngest populations. The inaugural season featured some of the most innovative solutions including developing comprehensive health and safety protocols for more than 700 leagues and team personnel from 50 countries. From March-June 2021, the BAL reached more than 170 million fans across BAL and NBA social media channels, with 33 million video views and 3.5 million engagements. The Basketball Africa League (BAL), a partnership between the NBA and FIBA, is a new professional league featuring 12 club teams from across Africa.

### **Professional Club Community Award – Newcastle United Foundation**

Newcastle United Foundation is awarded the International Sports Award under the category “Professional Club – Community Award” for using the Newcastle United crest and engaging, inspiring and motivating to create opportunities for young people to learn and reach their potential, address public health priorities (obesity, physical activity, and mental health), respond to community need with targeted programmes, and provide physical hubs where people can access a range of services. NUCASTLE will be a hub for the Foundation’s specialist youth provision, disability football, support outreach into schools, to meet the unmet demand for other activities in the city and create a catalyst for wider regeneration in a deprived neighbourhood with over 100,000 visitors attending the centre annually when doors open in March 2022.

### **Best use of Social Media – DP World Tour**

DP World Tour is awarded the International Sports Award under the category “Best Use of Social Media” for the partnership with Callaway to stage a Guinness World Record attempt in which the Golfer Marcus Armitage had to land a golf ball into a moving car at a distance of over 273 yards. The content transcended typical golf fans by taking a traditionally straitlaced sport and reimagining it in a fast-paced way. The film led to 39m views, 3.4m engagements and 56m impressions. In total, 2021 saw record engagement and growth figures for DP World Tour (formerly The European Tour) on social media.

## **2. INTERNATIONAL SPORTS AWARDS**

### **Diversity and Inclusion – Discovery**

Discovery is awarded the International Sports Award under the category “Diversity & Inclusion Award” for raising awareness for the IOC Refugee Olympic Team of the Tokyo 2020 Olympics, significantly elevating the profile of the team among audiences in Europe, filling the gap of a ‘home crowd’ of this specific group of athletes. The campaign put diversity and inclusion at the heart of the story through new perspectives on refugees’ stories and how the power of sport can be used to help rebuild their lives. The IOC Refugee Olympic Team Tokyo 2020/1 brought together 29 athletes from 11 countries around the world.

### **Individual Professional of the Year – Community Award - Maria Andrejczyk**

This award was given to Maria Andrejczyk for her inspiring gesture of selling the Tokyo 2021 Olympic Silver medal to fundraise the campaign that supported the heart surgery of the 12-month old Miłoszek Małysa. It was not only the financial support of such a gesture but also for driving media and public attention to this campaign by giving up such a unique lifetime sport achievement in helping the life of this little boy. Maria Andrejczyk is a polish track and field athlete who won the Silver Medal for the javelin throw event at the latest summer Olympic Games.

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*For more information regarding ISC London 2022 – The meeting place for the business of sport taking place March 23-24. Please contact: [london@internationalsportsconvention.com](mailto:london@internationalsportsconvention.com)*