

ANNEX 2

Judging Criteria of the Sport City Award

The judging criteria of the Sports City Award include “the level of support and commitment made by a municipality in terms of funding and resource, legislation and planning as well as marketing and promotion.”

About the International Sports Event Management (ISEM) Awards

The ISEM Awards are the only awards to recognise excellence in the global sports event management industry. The event sector is the life-blood of the business of sport and those who set the standard, innovate and excel, deserve to be recognised and rewarded at the industry’s flagship Awards, the International Sports Event Management Awards.

An ISEM Award brings with it the status of global recognition as a current market leader, placing the winning company or individual firmly in the international sports event industry through extensive media coverage and professional recognition from industry peers and colleagues.

For more details about the International Sports Event Management (ISEM) Awards, please go to <http://www.iirme.com/isem/home>.