

# Iconic Influencer Award Isle of Man

## Individual Excellence Award Iconic Sports Influencer

### OVERVIEW

The Iconic Sports Influencer award celebrates individuals who inspire and motivate audiences through their sports-related content. These influencers share insights, tips, and engaging narratives about sports, fitness, and athleticism. They bring value by promoting physical activity, sharing professional sports news, and encouraging healthy lifestyles. With a mix of expertise, passion, and storytelling, they foster a deeper appreciation for sports and its role in personal and societal well-being.

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### ELIGIBILITY

- **Sports-Related Content:** Regularly shares content focused on sports, fitness, or athletic achievements.
- **Professional Expertise:** Demonstrates a credible background, such as being a former athlete, coach..

### QUALITATIVE CRITERIA

1. **Passion for Sports:** Reflects genuine enthusiasm and dedication to the sports world.
2. **Inspiration:** Encourages audiences to stay active, set goals, and overcome challenges.
3. **Integrity:** Promotes fair play and ethical behavior in all sports-related content.
4. ..

### JUDGING CRITERIA

- **Sports Knowledge:** Demonstrates deep understanding and insights into sports, including tactics, techniques, or player analysis.
- **Engagement:** Encourages active participation, such as through sports discussions, polls, or challenges.
- **Content Creativity:** Uses innovative formats like behind-the-scenes stories, fitness tutorials, or live match analyses.
- **Audience Impact:** Motivates followers to adopt healthier lifestyles, take up sports, or pursue athletic goals.
- **Diversity of Sports:** Covers a wide range of sports disciplines to appeal to a broader audience.
- **Global Perspective:** Includes insights on international sporting events, trends, and athletes.
- **Storytelling:** Shares compelling narratives about sports journeys, ..

### METRICS

Metrics Criteria	Current Year	Previous Year
1. <b>Follower Base:</b> A significant audience on social media or blogs with measurable engagement.		
2. <b>Engagement Rates:</b> High likes, shares, and comments on posts..		



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