



AWARDS

DIGITAL ENGAGEMENT AWARD

This award recognises a sports department or institution who have been innovative in their use of digital channels to increase engagement with their audience. Big or small, the award will reflect a campaign, product or initiative which improves the Universities and Colleges Sport experience.

CRITERIA

Nominations must:

- Be from the period of 1 May 2025 to 30 April 2026.

CONSIDERATION WILL BE GIVEN TO THOSE WHO CAN:

- Level of engagement or growth achieved with the target audience (25%)
- Quality of the content or product (25%)
- The positive effects on student / higher education sport (50%)

PLEASE PROVIDE CLEAR EVIDENCE OF:

- Strategy and objectives
- Execution of the campaign
- Results and impact

QUESTIONS

Questions we will ask you in the nomination form (400 words max. per question):

- Please tell us about up to three key initiatives that you delivered digitally this year.
- What impact did they have on students and/or the wider community?

WHO CAN NOMINATE?

Institutions only, one per institution.



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Institution

**Name of person
submitting nomination**

Email contact

Name of nominee

(e.g. student, programme, team etc.)

- All awards nominations must be submitted to BUCS by email at awards@bucs.org.uk by 11:59pm on Tuesday 26 May using the PDF form on the Awards website.
- Institutions may submit **one additional piece of evidence to support their nomination**, this must be sent as attachment to the email with your nomination.
- Institutions can only make **one nomination per category**. *Should any institutions submit more than one nomination, only the first nomination received will be acknowledged.*
- All nominations must adhere to the word count specified in the criteria, anything exceeding the specified word count may not be taken into consideration.
- **Please note:** An institution cannot nominate the same project or programme two years in a row, if that project or programme won the award in the previous year (2025). However, the same institution may submit a nomination two years in a row, but it must be for a **different project or programme**.

Please attach the following to your email when submitting your nomination:

Two images or headshots to use for promotional material

One piece of supporting evidence to support your nomination (optional)

By submitting these images you are confirming that you have the consent for them to be used by BUCS.

Any personal data submitted to BUCS in the course of this selection process will be held securely and processed solely for the purposes of this process. BUCS will comply with data protection legislation at all times and in line with our Privacy Policy.



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Please tell us about up to three key initiatives that you delivered digitally this year.



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What impact did they have on students and/or the wider community?

Should your application be shortlisted, please provide us with maximum 60 word overview that we can include in our programme and on digital channels.