

2015 winners of Discovery Sport Industry Awards

The annual Discovery Sport Industry Awards, which reward the industry's best work in marketing, PR, sponsorship, talent management, advertising, community investment, social media and branding, have announced this year's winners.



Richard Dunn and Matthew Ellenbogen
from Playmakers

Winners

Playmakers Sponsorship once again took home the Agency of the Year Award, sponsored by Gallo Images, for the third time in a row. Matt Ellenbogen, Managing Director of Playmakers, comments: "To be recognised as Sport Agency of the Year for the third year in a row is a huge honour. We are really proud of our team and the work that we do, and to receive this award once again is a nod from the industry that we are indeed onto a winning formula."

In the Brand of the Year category, sponsored by Tsogo Sun, EFC Worldwide lifted the Award for a second time.

Cell C claimed Best New Sponsorship for its backing of the Cell C Sharks and adidas won Best Sponsorship of a Sport Event or Competition, sponsored by the Solutions Team, for the Two Oceans Marathon support and Best Sponsorship of a Sport Team or Individual for its Orlando Pirates partnership.

Castle Lager's work with FC Barcelona on the 'Perfect Partnership' secured the inaugural Best African Sponsorship Award, sponsored by Worldwide Sports - a new category added to the line-up in 2015, with the aim of building and advancing sport business across Africa.

Highlights of the night included a tribute to Joost van der Westhuizen by Morné du Plessis, who presented Van der Westhuizen with the Deloitte Outstanding Contribution to South African Sport Award; Kaizer Motaung, who was awarded the Castle Lager Lifetime Achievement Award; and the launch of Discovery's Rising Star Award, won by Gezelle Magerman.

For a full list of the winners, go to www.sportindustry.co.za.

For more, visit: <https://www.bizcommunity.com>