

ORGANISED BY
**SPORT
360X**



PRESENTED BY



W
DUBAI
THE PALM

2021 Winners



SUPPORTED BY



IN ASSOCIATION WITH



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BEST SPORTS BRAND, RETAIL OR PRODUCT ACTIVATION OF THE YEAR

GOLD: VENTUM RACING MIDDLE EAST

SILVER: ENDURO SUPPLY - ON RUNNING MIDDLE EAST

BEST SPORTS EVENT SUPPLIER OF THE YEAR

GOLD: NIELSEN SPORTS MIDDLE EAST

SILVER: 7PRODUCTION

SPORTS BUSINESS LEADER OF THE YEAR

GOLD: FLEUR CASTLE

SILVER: MEHRAN ROWSHAN

BRONZE: MICHELLE KUEHN

BEST E-SPORTS CAMPAIGN OF THE YEAR

GOLD: MOVE TO GAME - SAUDI SPORTS FOR ALL FEDERATION/SAFEIS/VANGUARD

SILVER: INTEL ARABIAN CUP - RIOT GAMES

BEST RECREATIONAL SPORTS FACILITY OF THE YEAR

GOLD: BOUNCE SPORTS CLUB

SILVER: BASKETBALL HUB DUBAI

BEST SPORTS EVENT OF THE YEAR

GOLD: DAMAN WORLD TRIATHLON ABU DHABI

SILVER: MUBADALA WORLD TENNIS CHAMPIONSHIP



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BEST INTEGRATED SPORTS MARKETING CAMPAIGN OF THE YEAR

GOLD: TOPGOLF DUBAI - DUBAI GOLF

SILVER: FC BARCELONA PLATINUM CREDIT CARD - RAKBANK

BRONZE: LADIES FIRST - GOLF SAUDI/PERFORMANCE54

BEST SPORTS F&B VENUE OF THE YEAR

GOLD: THE SAILORS RESTAURANT

SILVER: MCGETTIGAN'S

BEST SPORTS CSR INITIATIVE OF THE YEAR

GOLD: LADIES FIRST CLUB - GOLF SAUDI/PERFORMANCE54

SILVER: EMBRACE BEIRUT 5 KM CHARITY RACE - BEIRUT MARATHON ASSOCIATION

BRONZE: GIFTING HEALTHCARE FRONTLINERS - SKECHERS

BEST LIVE EXPERIENCE AT A PROFESSIONAL SPORTS EVENT

GOLD: ABU DHABI F1 GRAND PRIX

SILVER: MUBADALA WORLD TENNIS CHAMPIONSHIP

BEST SPORTS BRAND OF THE YEAR

GOLD: NEW BALANCE

SILVER: REEBOK

BEST SPONSORSHIP COLLABORATION OF THE YEAR

GOLD: AL JAZIRA FOOTBALL CLUB/TIKTOK

SILVER: AL MASAOOD GROUP/SPECIAL OLYMPICS WORLD GAMES ABU DHABI

BRONZE: NEW BALANCE/ULTIMATE ATHLETICS



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BEST SPORTS YOUTH ACADEMY OR ORGANISATION OF THE YEAR

GOLD: ULTIMATE ATHLETICS

SILVER: ZAYED SPORTS CITY ACADEMY

BRONZE: LALIGA ACADEMY

BEST YOUTH DEVELOPMENT PROJECT OF THE YEAR

GOLD: MUBADALA TENNIS IN SCHOOLS - ZAYED SPORTS CITY

SILVER: ADNOC YAS IN SCHOOLS - YAS MARINA CIRCUIT

BEST SPORTS EVENT ORGANISER OF THE YEAR

GOLD: HIGH 5 EVENTS

SILVER: TWEDEX

BEST E-SPORTS TOURNAMENT OF THE YEAR

GOLD: EUAEPL - ZAWAYA GAMING

SILVER: INTEL ARABIAN CUP SEASON 1: LEAGUE OF LEGENDS - RIOT GAMES

SPORTS MEDIA PERSONALITY OF THE YEAR

GOLD: MOHAMMED AWAAD

SILVER: CHARBEL KRAYEM

BRONZE: NATHALIE MAMO

THE TIKTOK AWARD FOR SPORTS CREATOR

GOLD: WALID YARI