



CLIO
SPORTS



Entry
Packet
2020

Table of Contents

Judging Process	3
Key Dates	4
Entry Fees	5
Entry and Medium Types	6
Media and Entry Requirements	7
Physical Entries and Campaign Entries	9
Medium and Category Definitions	10
Of the Year	17
Payment Details	18



Judging Process

Each year, Clio appoints top creatives and marketers from around the world to serve on our distinct juries. Clio selects individuals whose own creative work epitomizes the best of their respective fields, ensuring that each juror has an in-depth understanding of the industry's evolving marketplace.

The Clio judging process is known for its diplomatic approach to recognizing creative excellence. All jurors have an equal say in decisions, and the majority vote rules. Judging criteria across all programs is creativity and originality.

Some of the questions jurors are asked to think about include:

- Is this work creative? Original? Inspiring?
- Is this work brave? Bold? Innovative?

Juries will review all of the entries submitted within their assigned medium types. They participate in preliminary rounds of judging individually followed by a final round of judging to determine the awards given to each piece—Gold, Silver, Bronze, Shortlist.

During the judging process there is no minimum or maximum number of statues that need to be awarded. The jury reserves the right to award as many or as few entries as they see fit in a particular medium or category.



Key Dates

ELIGIBILITY PERIOD

Entries first appearing in public between **January 1, 2019 – July 31, 2020** are eligible for entry into this year's Clio Sports Awards.

- Early Call for Entries: **October 9, 2019 – November 8, 2019**
- Call for Entries: **December 2, 2019**
- Deadline 1: **January 17, 2020**
- Deadline 2: **March 13, 2020**
- Final Deadline: **July 31, 2020**
- Clio Sports Awards Show: **TBD**

**Prices increase. See Entry Fees for details.*

** All deadlines are 11:59pm EST*

STUDENT ELIGIBILITY

A student is defined as someone who is enrolled (full or part-time) in a recognized film school program or an accredited college or university. The work submitted by a student must have been produced during their enrollment, and within the period of January 1, 2019 – July 31, 2020.

GENERAL ELIGIBILITY

Entries cannot be made without the permission of the client and/or owner of the rights of the work. All entries must have been created for a paying client except pro bono work for charities and non-profit organizations. Spec ads and director's cuts are NOT eligible. Clio retains the rights to disqualify entries which offend national, religious, cultural or racial groups.



Entry Fees

For the first time, Clio Sports has added an early entry window for the 2020 awards program. Enter between October 9, 2019 and November 8, 2019 and save \$100 on each entry. The 2020 Clio Sports program will then reopen for entries on December 2, 2019 with 3 deadlines through July 31, 2020.

2020 Clio Sports Entry Fees (Single Entry)	Oct 9th to Nov 8th	Dec 2nd to Jan 17th	Jan 18th to Mar 13th	Mar 14th to July 31st
	Early Call for Entries	Deadline 1	Deadline 2	Deadline 3
Audio**	\$325	\$425	\$500	\$550
Branded Entertainment & Content	\$525	\$625	\$700	\$750
Design	\$325	\$425	\$500	\$550
Digital/Mobile**	\$325	\$425	\$500	\$550
Direct**	\$325	\$425	\$500	\$550
Experiential/Events	\$325	\$425	\$500	\$550
Film**	\$325	\$425	\$500	\$550
Film Technique**	\$325	\$425	\$500	\$550
Innovation	\$325	\$425	\$500	\$550
Integrated Campaign	\$725	\$825	\$900	\$950
Out of Home**	\$325	\$425	\$500	\$550
Partnerships, Sponsorships & Collaborations	\$325	\$425	\$500	\$550
Public Relations	\$325	\$425	\$500	\$550
Social Good	\$325	\$425	\$500	\$550
Social Media	\$325	\$425	\$500	\$550
Student (All Mediums)		\$150	\$150	\$150
Media Handling Fee*	\$35	\$35	\$35	\$35

* All entries with video uploads are subject to an additional \$35 media handling charge.

** Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign. (i.e.: Print Campaign - 3 ads, \$1275; Film Campaign - 3 ads (plus 3 media handling charges), \$1380)

Please Note: Fees are non-refundable. Withdrawn entries (whether withdrawn by entrant or by Clio for entrant's failure to comply with the entry rules) will NOT be refunded.

Entry & Medium Types

ENTRY TYPES

- **Teams, Leagues, Governing Bodies, & Associations** – Submissions in this entry type promote professional, minor league, collegiate, non-profit, e-sports, and other organizations within the sports industry.
- **Media & News** – Submissions in this entry type promote online, print, or broadcast media and news outlets within the sports industry.
- **Product/Service** – Submissions in this entry type promote a brand's product, service or experience within the sports industry.

MEDIUM TYPES

- Audio
- Branded Entertainment & Content
- Design
- Digital/Mobile
- Direct
- Experiential/Events
- Film
- Film Technique
- Innovation
- Integrated Campaign
- Out of Home
- Partnerships, Sponsorships & Collaborations
- Public Relations
- Social Good
- Social Media

STUDENT MEDIUM TYPES

Students may enter the Clio Sports Awards in the following mediums:

- Design
- Digital/Mobile
- Direct
- Experiential/Events
- Film
- Innovation
- Integrated Campaign
- Out of Home
- Social Media

Media Requirements

Below is an overview of the media requirements.

Please remove the following before uploading any media:

- Agency Credits
- Individual Credits
- Agency Logos
- Slates

ENTRY TRANSLATIONS

For entries not in English please provide an English-Language Translation. For video uploads please provide a subtitled version of the video.

IMAGE UPLOAD

NOTE: All medium types require an image to be uploaded to the entry in order to submit payment. The image will be used during judging as your entry thumbnail. Also, in the case that your entry is awarded a statue, the image will be used as a thumbnail on the Winner's Gallery on the Clio website.

Required Spec for Image Uploads:

Resolution*:

- 2400 x 3000 pixels (portrait minimum)
- 3000 x 2400 pixels (landscape minimum)

**Please note the exceptions:*

- Digital/Mobile and Social Media mediums
 - 600 x 800 pixels (portrait minimum)
 - 800 x 600 pixels (landscape minimum)
- Film and Film Technique mediums:
 - 480 x 640 pixels (portrait minimum)
 - 640 x 480 pixels (landscape minimum)

- File Type: .jpg
- Color Mode: RGB
- File Size: up to 50 MB

If the work requires multiple images, each image must be uploaded as a separate image.

VIDEO UPLOAD

Required Spec for Video Uploads:

- Resolution: 640 x 480 (minimum)
- File Type: mp4
- Compression: h264
- Sound: AAC 44khz
- File Size: up to 500 MB

All bars and slates must be removed from videos. All entries must be submitted as a video upload.

PDF UPLOAD

Required Spec for PDF Uploads:

- File Size: up to 50 MB
- PDFs can be either single page or multiple pages. We suggest that some entries such as Design may submit a whole brochure to show covers and spreads.

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Media Requirements (Cont.)

PDFs do not need to be 300dpi resolution. We suggest using Adobe's 'Reduced Size PDF' feature when saving your file for upload. This will provide your PDF with greater quality for judging and will increase your upload speed.

AUDIO UPLOAD

Required Spec for Audio uploads:

- File type: .mp3
- Sampling rate: 44 KHz (44,100 Hz)
- Bit rate: 196 KB/s (maximum)
- Sound: Stereo
- File size: up to 50 MB

URL UPLOAD

- Entrants must keep the URL accessible online for judging through October 31, 2020.
- Please provide any login credentials required to access the URL.
- Please do not have the case study video within the URL.*
- URL entered may not contain agency name at any point, including but not limited to website, webpage title or within the URL link.

**Note: Entrants are able to upload video footage within our media upload portion.*



Physical Entries

Are not accepted for this program.

Campaign Entries

Campaign entries consist of 2 or more pieces. Each piece within a campaign requires an individual entry form to be completed (including individual uploaded media and payment).

How to Enter a Campaign

1. Create or edit an entry which you intend to make into one of the elements of the campaign.
2. In the Campaign tab select YES when asked if the entry is part of a campaign.
3. The next question will ask you if it's a new campaign or an existing one. Select NEW.
4. Provide a Campaign Name.
5. Proceed completing the entry all the way to the Review step.
6. In the Review step click the 'Add Next Entry' entry button.
7. The first campaign element is now saved and copied to create the next element easily.
8. Change the title and upload media asset(s). Change any other information if needed. Proceed to the Review step.
9. Repeat steps 6 through 8 until all campaign elements have been added.
10. When complete click "Add to Cart" and proceed to check out.

Mixed Campaign

Mixed Campaigns are a specific type of campaign allowed in the Audio, Digital/Mobile, Direct, Film and Out of Home Mediums. Mixed campaigns are campaign entries that include a combination of different categories within a medium as part of a single campaign.

Medium Types & Categories

AUDIO

Entries in this medium are for creative audio content that includes, but is not limited to radio, downloadable and streaming content.

Categories:

- **30 seconds and under** – Entries in this category are between thirty [30] seconds and under.
- **31 seconds to 60 seconds** – Entries in this category are between thirty-one [31] seconds to sixty [60] seconds.
- **61 seconds to 5 minutes** – Entries in this category are between sixty-one [61] seconds and five [5] minutes.
- **5 minutes and over** – Entries in this category are five [5] minutes and over

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1), Audio (1)

Optional Media: Video (1), PDF (1), URL (up to 4)

BRANDED ENTERTAINMENT & CONTENT

Entries in this medium utilize a fusion of advertising and editorial content as a way to communicate a brand's message or values to its target audience.

Categories:

- **Digital/Mobile** – Entries in this category are for digital media that includes, but is not limited to: websites, social media, applications, and user-generated content.

- **Experiential/Events** – Entries in this category include a themed activity, event, display, or exhibit. (Such as fan zones and sponsorships)
- **Film** – Entries in this category include all types of video advertising. This includes, but is not limited to: commercials, long and short form films.
- **Games** – Entries in this category are for interactive games. This includes, but is not limited to: console, mobile, and web-based games.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (10), Audio (1), PDF (1), URL (up to 4)

Tip: *Content videos are recommended for the film categories, case study videos can be uploaded as supporting material.*

DESIGN

Design is the visual craft that conveys brand and product messages to the consumer in an effort to inspire, compel and create brand recognition.

Categories:

- **Brand Identity** – Entries in this category are used to create or promote a company's identity through the use of graphical elements, typography, colors and logos. This can include but not limited to a combination

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Medium Types & Categories (Cont.)

of: business cards, stationery, packaging, branded goods, bumpers, show opens and channel branding.

- **Event/Exhibit Design** – Entries in this category are for the graphical and/or physical design of an event or exhibit.
- **Logo** – Entries in this category are for the graphical design of a product, brand or company logo.
- **Mascot** – Entries in this category are for the graphical and/or physical design of a mascot.
- **Packaging** – Entries in this category are for the graphical and/or physical design of product packaging.
- **Posters** – Entries in this category are for the graphical and/or physical design of posters.
- **Premium Items** - Limited edition promotional items for a product or brand. This can include but not limited to: sample goods, brand merchandise that ran for a limited time period or had a specific quantity.
- **Printed Materials** – This can include but not limited to: calendars, multiple paged catalogs, books, brochures, custom inserts, season tickets, direct mail.
- **Uniform/Jersey** – Entries in this category are for the graphical and/or physical design of a uniform

- **Venue Design** – Entries in this category are for the graphical and/or physical design of a venue or venue space. This can include but not limited to: arenas, stadiums, playing surfaces, premium suites, retail/concession spaces, lounges and dining areas.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

DIGITAL/MOBILE

Entries in this medium are for any digital media that is connected to a user and/or gives the user the ability to interact through technology.

Categories:

- **Apps** - Entries in this category are for digital apps whose primary purpose is to provide an experience through its platform.
- **Games** - Entries in this category include interactive games that are developed to provide a user experience.
- **Virtual/Augmented Reality** - Entries in this category include technology created to stimulate and immerse the user by allowing them to interact with 3D worlds.

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Medium Types & Categories (Cont.)

- **Websites** - Entries in this category are for the collection of related web pages with the purpose of promoting or providing specific product or experience.
- **Other** - An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), URL (up to 4)

DIRECT

Entries in this medium are specific to the one-to-one communication between a brand and its target audience. The goal of direct is to generate a specific action or "response" from the target audience.

Categories:

- **Audio** - Entries into this medium include all types of creative audio content.
- **Digital/Mobile** - Entries in this category include any direct digital/mobile media that is connected to a user or gives the user the ability to interact through technology and includes, but is not limited to: apps, in-app advertising, banners & rich media, e-mail, in-stream advertising, games and microsites/websites.

- **Film** - Entries in this category include all video used for the purpose of direct and includes, but is not limited to: television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.
- **Out of Home** - Entries in this category are for the execution of direct out of home advertising and includes, but is not limited to: ambient, billboard, poster, transit and mixed campaigns.
- **Print/Mail** - Entries in this category are for the direct printed materials and includes, but is not limited to: calendars, catalogs, brochures, dimensional mail, flat mail, season ticket packages, and magazine & newspaper print advertising.
- **Social Media** - Entries in this category utilize social platforms to deliver content and/or messaging to consumers that generate a direct social response.
- **Other** - An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), Audio (1), URL (up to 4)

Tip: Content videos are recommended for the film category.

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Medium Types & Categories (Cont.)

EXPERIENTIAL/EVENTS

Entries in this medium connect a brand and its target audience through an experience.

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

FILM

Entries in this medium include all moving image advertising. This includes, but is not limited to: commercial television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.

Categories:

- **30 seconds and under** – Entries in this category are for commercials thirty [30] seconds and under.
- **31 seconds to 60 seconds** – Entries in this category are between thirty-one [31] seconds to sixty [60] seconds.
- **61 seconds to 5 minutes** – Entries in this category are between sixty-one [61] seconds and five [5] minutes.
- **5 minutes and over** – Entries in this category are five [5] minutes and over.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1), Video (1)

Optional Media: PDF (1)

Tip: Please upload the original content video as it ran in public. Case study videos are not eligible for this medium.

FILM TECHNIQUE

Entries in this medium include technique and craft/skills used in the execution of Film content.

Categories:

- **Animation** – Entries in this category include the technique of photographing successive drawings or positions of puppets or models to create an illusion of movement when shown as a sequence.
- **Cinematography** – Entries in this category are for the art, process, or job of filming motion-picture photography.
- **Copywriting** – Entries in this category are for the writing of copy.
- **Direction** – Entries in this category are for the completed vision of the director and the work's ability to exhibit creativity and innovation.
- **Editing** – Entries in this category are for use of the art, technique, and practice of assembling shots into a coherent sequence.
- **Music** – Entries in this category may include an original composition, a licensed recording or an adapted/alterd version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics. It may include music as part of the sound design.

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Medium Types & Categories (Cont.)

- **Visual Effects** – Entries in this category are for the processes by which imagery is created and/or manipulated outside the context of a live action shot.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible

Required Media: Image (1), Video (1)

Optional Media: PDF (1)

Tip: Please upload the original content video as it ran in public. Case study videos are not eligible for this medium.

INNOVATION

Innovation includes work that utilizes advertising and marketing in a new, unique, or especially creative manner.

Categories:

- **Medium Innovation** – Entries in this category utilize a medium* in a new, unique, or especially creative manner.

*This includes, but not limited to: This includes, but not limited to: Audio, Branded Entertainment & Content, Design, Digital/Mobile, Direct, Experiential/Events, Film, Out of Home, Partnerships, Sponsorships, & Collaborations, Public Relations and Social Media.

- **Product Innovation** – Entries in this category are for innovative new products or new features that create or promote a brand, organization, or experience.

Required Media: Image (up to 10)

Optional Media: Video (1), Audio (1), PDF (1), URL (up to 4)

INTEGRATED CAMPAIGN

Entries in this medium consists of a minimum of three advertisements utilizing three of the following media types: Audio; Branded Entertainment & Content; Design; Digital/Mobile; Direct; Experiential/Events; Film; Innovation; Out Of Home; Partnerships, Sponsorships & Collaborations; Public Relations; and Social Media.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 4)

Tip: A case study video highlighting the different mediums utilized in the campaign is recommended for this medium.

OUT OF HOME

Entries in this medium consist of any large-format printed or digital advertising that reaches the consumer while they are outside of the home. This includes, but is not limited to, billboards, posters, or transit advertising.

Categories:

- **Billboard** – Entries in this category are large outdoor executions that may include printed, digital, 3D or mechanical billboards.

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Medium Types & Categories (Cont.)

- **Poster** – Entries in this category are outdoor or indoor executions typically designed to be attached to a wall or other vertical surface.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single promotion.
- **Transit** – Entries in this category are for transit advertising are promotions placed on anything that moves, such as buses, subway cars, trains, trucks and taxis.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), URL (up to 4)

Tip: Please submit a .jpg of the advertisement as the image upload. Additionally, it is recommended that you provide an “in-environment” photo as a PDF.

PARTNERSHIPS, SPONSORSHIPS & COLLABORATIONS

Entries in this medium include creative executions resulting from the joint efforts of two or more brands, individuals and/or organizations.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

PUBLIC RELATIONS

Entries in this medium include marketing efforts and brand communications that impact brand or organization perception, awareness and/or garner media coverage.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

SOCIAL GOOD

Entries in this medium focus on creating awareness for a cause.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (10), Audio (1), PDF (1), URL (up to 4)

Tip: We recommend entrants highlight on the following when submitting into Social Good:

- What is the mission of the organization, foundation, or cause?
- What are the objectives of this piece?
- Please elaborate if this piece is a part of a larger campaign or initiative.

(Continued...)

Medium Types & Categories (Cont.)

SOCIAL MEDIA

Entries in this medium utilize social platforms to deliver content and/or messaging to consumers that can be shared with their social network.

Categories:

- **Single Platform** - Entries in this category are for social executions that utilize a single social media platform including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn and Pinterest.
- **Multi-Platform** - Entries in this category are for social executions that utilize multiple social media platforms including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn and Pinterest.
- **Social Video** - Entries in this category are for a single video created for gaining or engaging an audience through social sharing.
- **Social Post** - Entries in this category include single posts created for a social media platform. Note: This does not include Social Videos
- **Other** - An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 4)

Tip: For the Social Video category, a content video upload is recommended.



“Of the Year” Awards

Clio Sports presents “Of the Year” Awards to entrants scoring the most statue points. To receive points, contenders must have entered the work themselves or be listed within the credits of winning entries submitted by others.

AGENCY OF THE YEAR

Presented to the Agency that receives the most overall Clio statue points for entries submitted across all medium types.

ADVERTISER OF THE YEAR

Presented to the Advertiser that receives the most overall Clio statue points for entries submitted across all medium types.

MEDIA COMPANY OF THE YEAR

Presented to the Media Company that receives the most overall Clio statue points for entries submitted across all medium types.

TEAM OF THE YEAR

Presented to the Team that receives the most overall Clio statue points for entries submitted across all medium types.

LEAGUE OF THE YEAR

Presented to the League, Competition, or Tournament that receives the most overall Clio statue points for entries submitted across all medium types.

Payment Details

The following are accepted payment methods:

- Credit Card
- Bank Transfer*
(\$25 Bank Transfer fee)
- Check*

*Order total must exceed \$3,500 (USD), excluding media handling fees, to select Check or Bank Transfer as your payment method.

Credit Card

You can pay for your entries online using a VISA, Master Card, or American Express credit card. The Online Entry System will process the payment at the checkout. Upon completion of your order, you will receive a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

Bank Transfer

To pay for your entries by bank transfer please complete your entry forms, proceed to pay for your entries, and select "Bank Transfer" as your payment method. A \$25 Bank fee (for processing) will be added. The bank details including the account number will be displayed on the following page, and you will be asked to provide your bank name and the approximate date of your transfer to help us identify your payment correctly. Our bank details are as follows:

Name on Account:

Clio Awards LLC

J.P. Morgan Chase

New York, NY

Account Number: [Will be provided on your order confirmation page and PDF]

ABA Routing Number: 021-000-021

Swift Code: CHASUS33

Please include the Order ID number in the reference line of your transfer. The Order ID is assigned to your entries at the end of the entry process by the Entry System, and is included in the confirmation email you will receive.

Please note: : Order total must exceed \$3,500 (USD), excluding media handling fees, to select Bank Transfer as your payment method.

Check

Please make checks payable to "Clio Awards LLC" and mail it to the address below (along with a copy of the summary page from the entry confirmation PDF that you received via email after placing your order):

Clio Awards LLC

104 West 27th St, 10th Floor

New York, NY 10001

U.S.A.

Phone: 212-683-4300

Please note: Order total must exceed \$3,500 (USD), excluding media handling fees, to select Check as your payment method.

Invoice

Regardless of the payment method you choose, the confirmation email will contain a PDF file with your entry forms and an invoice for your financial records.

****Fees are non-refundable. Withdrawn entries (whether withdrawn by entrant or by the Clio Awards for entrant's failure to comply with the entry rules) will NOT be refunded.***

CLIO AWARDS

The Clio Awards is the premier international awards competition for the creative business. Founded in 1959 to celebrate creative excellence in advertising, the Clio Awards today honors the work and talent that pushes boundaries, permeates pop culture and establishes a new precedent around the globe.

CLIO MUSIC

Built on Clio's enduring reputation for recognizing the most creative and culturally relevant marketing and communications, Clio Music celebrates the visceral power of music to connect consumers and brands around the world. The program is dedicated to awarding the creative contributions of the marketers and communicators that push boundaries, permeate pop culture, and establish a new precedent for artist self-promotion, music marketing, brand collaborations and the use of music in advertising.

CLIO FASHION & BEAUTY

Clio Fashion & Beauty is the only awards program that honors the creative communications behind the business of style. The program brings together executives and personalities from all walks of the industry to identify and celebrate the work that pushes boundaries, permeates pop culture and establishes a new precedent for marketing the world's most revered fashion and beauty brands.

CLIO ENTERTAINMENT

Clio Entertainment, formerly The Clio Key Art Awards, is the original and definitive awards program celebrating creativity in the entertainment business. It honors an evolving industry that regularly pushes boundaries, permeates pop culture and establishes a new precedent for entertainment marketing around the globe. Established in 1971 by The Hollywood Reporter, the awards program became a Clio property in 2015 and continually evolves alongside the industry to recognize excellence in marketing, communications and emerging media across film, TV, live entertainment and gaming.

CLIO SPORTS

In 2014, Clio Sports was launched to honor the best in sports advertising and marketing around the world. Annually, the foremost sports business influencers— marketing executives, commissioners, broadcasters and athletes alike— convene to select and celebrate the breakthrough communications that push boundaries, permeate pop culture and establish a new precedent to elevate sports culture in the collective consciousness.

CLIO HEALTH

Built on Clio's enduring reputation for recognizing the most creative and culturally relevant marketing and communications, Clio Health was founded in 2009 to celebrate the work behind wellness. The program is a barometer for excellence in a highly specialized field, recognizing creativity that not only meets the advanced needs of consumers, but addresses the sophisticated challenges, demands and opportunities of a fast-evolving, rapidly expanding global marketplace and industry.

CLIO CANNABIS

Expanding on Clio's enduring reputation for establishing best-in-class programs that are custom built to honor creative ideas in a variety of specialized verticals, Clio Cannabis is a joint venture with High Times that celebrates the creators at the forefront of cannabis marketing and communications. Launched in 2019, Clio Cannabis sets the bar for creative work in a rapidly expanding industry, helps to build an understanding of a developing category and elevates the marketplace to solicit creative contributions from top talent and agencies.