

PRESS RELEASE

February, 7th 2011

2nd edition of the Sport Business Personality Award presented in Paris March, 23rd 2011

OFFICIAL PARTNERS



MEDIA PARTNERS



OFFICIAL SUPPLIERS



FOUNDERS



Co-founded by Nathalie Zimmermann, CEO of NZConsulting and Bruno Lalande, Director of KantarSport, the **Sport Business Personality Award** rewards a leading figure of the sports industry whose outstanding contributions helped to boost the development of the sports business on the French market.

This award, which is unique in the industry, was first granted in 2009 to Jean-Michel Aulas, President of the Olympic Lyonnais Football Club and successful entrepreneur, for his actions and achievements throughout the past decade to promote and develop the Sport Business.

For this second edition, the **Sport Business Personality Award** becomes an annual event and will honour the most impacting leader for the year 2010.

Recognised by its peers!

The nomination process of the 2010 winner – a leading figure of a sports Federation, League or Club, a private sports event organizer, an equipment manufacturing company or a sponsor - is organised in two rounds:

First, 200 sports business professionals will spontaneously name the individual they would like to see awarded and the top ten names will be selected to establish a short-list.

Then, a broadened college of more than 1 500 members is to vote for their favourite finalist and thus designates the **Sport Business Personality Award**.

Finally, the laureate will receive its prize during a **ceremony organised March, 23rd 2011** in Paris, in front of an audience of sports industry leaders and media representatives.

2010 Sport Business Personality Award's agenda:

- From February, 21st to March, 2nd 2011: 1st election round and short-list creation.
- From March, 7th to 17th 2011: broadened college vote and 2010 personality designation.
- March, 23rd 2011: 2010 personality revelation and award ceremony.

About NZConsulting

Based in London, NZConsulting is an international strategy consultancy dedicated to companies in the fields of sport, culture and entertainment. Supported by a network of senior consultants and international experts, NZConsulting helps its clients develop and enhance brand value and its monetisation. NZConsulting specialises on advising clients on revenue optimisation. Among others, NZConsulting works with the ACO (Automobile Club de l'Ouest), European Athletics and the FFT (French Tennis Federation).

Press contacts:

Liliane Fretté Communication
Marie Laurens / Cathy Sibot
Tél: +33 (0)1 42 56 60 60
Email: mlaurens@relationpresse.com