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3rd edition of the Sport Business Personality Award in 2012

The Sport Business Personality Award rewards a leading figure of the sports industry whose outstanding contributions helped boost the development of the sports business on the French market.

This award, unique in this 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 Sports Business.

The **Sport Business Personality Award** is now an annual event and honours the most impacting leader.

Jacques Lambert, former Managing Director of the French Federation of Football and currently at the head of 2016 UEFA Euro Committee, won the 2010 Award.

Recognised by its peers!

The nomination process of the award winner – a leading figure of a sport 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 individuals they would like to see awarded. From this, top ten names will be selected to establish a short-list.

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

A new look ceremony with Nikola KARABATIC

The 2011 Sport Business Personality laureate will receive its prize during a **ceremony organised on Thursday 9th February 2012** in Paris, in front of an audience of sports industry leaders and media representatives.

New this year, two roundtables with experts, will be organised: the first one around TV rights and the second on sponsors' visibility.



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This year, French Handball player, Olympic gold medalist and World Champion Nikola KARABATIC, will give away the trophy. Recently named « Champion of the Champions » by sports newspaper "l'Equipe", Nikola succeeds five-time judo World Champion Teddy RINER in this function.

2011 Sport Business Personality Award's agenda::

- From January 3rd to 16th 2012 : *1st election round and short-list creation.*
- From January 19th to February 1st 2012: *broadened college vote and 2011 personality nomination.*
- February 9th 2012: *Award ceremony.*

The Sport Business Personality Award's official website offers information about this year's edition as well as well documented archives of the previous editions: www.prixdelapersonnalite.com

About the Sport Business Personality Award:

Co-founded by Nathalie Zimmermann, CEO of NZConsulting based in London and Bruno Lalande, 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.

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