



# ISC International Sports Awards 2026 Winners

January 13, 2026



We are proud to announce winners for the ISC International Sports Awards 2025, celebrating excellence across the global sports industry. These organisations and initiatives exemplify outstanding innovation and impact. Their achievements span fan engagement, media, sustainability, inclusion, and commercial success, setting new benchmarks for best practice and forward-thinking performance in sport.

We congratulate all of this year's winners on their exceptional contributions to the world of sport.

 Sports Streaming Platform Award

**SPORT TV – Magycal**

 Sports Media Award –

Earned Media Excellence PIF Global Series: Aramco Korea Championship

 Social Media Award

**ATP Tour – It All Adds Up – M&C Saatchi Sport & Entertainment**

 Fan Engagement Award – Company Award

**Carlsberg – The Fare Game**

 Fan Engagement Award – Governing Body Award

**iGolf – England Golf and 54**

 Fan Engagement Award – Club Award

**Club Brugge – Club Pay: Turning Everyday Spend into Fan Loyalty**

 Social Impact Award

**PIF WTA Maternity Fund Program**

🔗 Sports Sponsorship / Partnerships Award

Manchester City & Etihad – Beyond Borders Augmented Highlights

♻️ Sports Sustainability Award

Team Green – The Norwegian Olympic and Paralympic Committee and Confederation of Sports

🚀 Sports Start-Up of the Year

High Impact Athletes

💻 Sports Tech Company Award

Deltatre

🧠 Sports Agency of the Year

Dentsu Sports International

💡 Innovation Award

RED.Sport Network

🎓 Sports Education Award

LIV Golf

🕒 Professional Services Award

Abu Dhabi Sports Council (ADSC) – ACTIVE Hub

��️ Diversity & Inclusion Award

Abu Dhabi Sports Council (ADSC) – ADNOC Abu Dhabi Marathon

We congratulate all of our winners for the ISC international Sports Awards for 2025.

Winners will be presented with their trophies at The International Sports Convention taking place March 25-26,

2026 – [Attend – International Sports Convention](#)

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