



No. 39/2021

TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference

Your correspondence of

Our reference
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Date
7 June 2021

UEFA Grow Awards 2021

Dear Sir or Madam,

We are very pleased to officially open the application process for the 2021 UEFA Grow Awards. These development awards have proved to be a very successful and eye-opening initiative, attracting significant interest and participation from UEFA's 55 member associations. In 2018, for example, a record 106 applications were submitted by 44 national associations.

This year, the award categories are as follows:

- 1) COVID-19 community initiative
- 2) Commercial partnership
- 3) Communications campaign
- 4) Data and insights project
- 5) Brand development
- 6) Fan engagement project
- 7) Organisational development project
- 8) Stakeholder support initiative

Media interest also tends to be significant. Indeed, award-winning projects have, in the past, been covered by national and international media outlets alike, highlighting these exciting success stories in the field of football development.

We encourage all 55 national associations to get involved and submit applications. Interested member associations should email the completed application form, a project presentation, at least three high-quality images and all relevant supporting materials to UEFAGrowAwards@uefa.ch by **18.00 CET on Friday 27 August 2021**.

The aim of the UEFA Grow Awards is to reward and endorse the initiatives and successes of UEFA's member associations, while also sharing best practices from all over Europe. Thus, the awards are about more than just winning; they are also about learning from each other and sharing knowledge, as well as purpose-driven networking.

Enclosed you will find more details regarding these awards, including guidelines for each category and information about the application process. The awards ceremony will take place virtually on Friday 3rd December and further information about the event will be communicated in due course.

We hope that your association is keen to take part, and we look forward to receiving your application.

Yours faithfully,

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Theodore Theodoridis
General Secretary

Enclosures

- Application form for UEFA Grow Awards 2021
- Application guidelines for UEFA Grow Awards 2021

cc (with enclosures)

- UEFA Executive Committee
- UEFA National Associations Committee
- European members of the FIFA Council
- FIFA, Zurich