

CHARLES TYRWHITT  
**SPORTS BOOK  
AWARDS 2024**

IN ASSOCIATION WITH THE SUNDAYTIMES

# SOCIAL GUIDELINES

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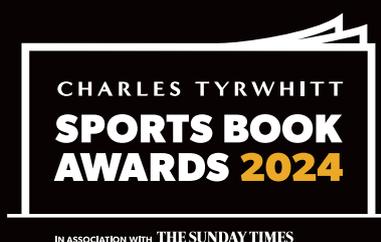
Please visit the awards website: [www.sportsbookawards.com](http://www.sportsbookawards.com) and join us on social media:  
Twitter/X @sportsbookaward Facebook/Instagram @sportsbookawards #CTSBA24 #ReadingForSport

# SPONSOR & SHORTLIST ANNOUNCEMENT

## OVERVIEW

The Sports Book Awards, in association with The Sunday Times are the major annual promotion for sports writing and publishing. The awards exist to highlight the most outstanding sports books of the previous calendar year, to showcase their merits and to enhance their reputation and profile.

**On 28th April we will be announcing a new headline sponsor: Charles Tyrwhitt – the awards will become The Charles Tyrwhitt Sports Book Awards, in association with The Sunday Times.**



## KEY DATES

Charles Tyrwhitt headline sponsor announcement – **28th April**

Autobiography of the Year shortlist – **28th April**

Shortlist launch for all other categories and public vote opens – **5th May**

Shortlist promotion – **5th May to the 6th June**

Charles Tyrwhitt Sports Book Awards ceremony – **6th June, at the Kia Oval**

Winners promotion – **7th June to the end of June**

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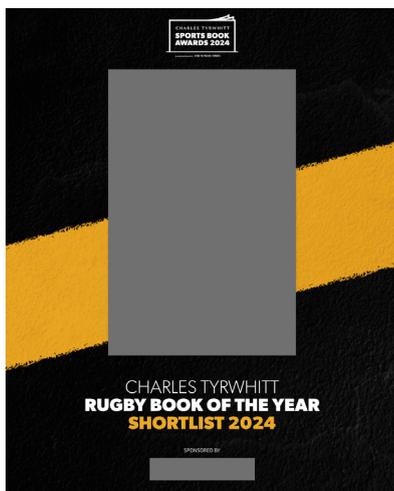


# SHORTLIST ASSETS

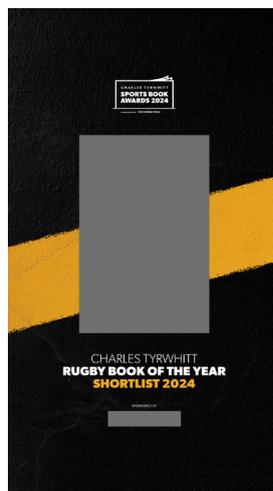
## ASSETS

We have developed a range of branded social assets to celebrate shortlisted titles, sent alongside this guide to those publishers that requested it. These have been created in-line with the Charles Tyrwhitt Sports Book Awards guidelines.

Included, you have:



*Instagram feed asset*  
(1080x1350)



*Instagram Story asset*  
(900x1600)



*Twitter feed asset*  
(1920x1080)

## ASSET GUIDELINES

Please only share these shortlist assets after the shortlist announcement – the information is embargoed until the following dates/times:

Autobiography of the Year – **9am on the 28th April**

All other categories – **9am on the 5th May**

Please share these assets as they have been delivered, not cropping or editing them in any way. If you require any additional assets, please get in touch with us.

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# COPY RECOMMENDATIONS

## SUGGESTED COPY

Congratulations on your shortlisting for this year's awards. Please find below our suggested social copy, to use alongside any coverage.

*"I'm delighted to be shortlisted for the @charlestyrwhitt @sportsbookawards for the [INSERT CATEGORY]. It's wonderful to be nominated alongside a fantastic list of titles and for my book to be recognised in this way. #CTSBA24 #ReadingForSport"*

## KEY TAGS

These are the key accounts and hashtags we'll be using across the campaign. Please tag/use these in all posts regarding the Charles Tyrwhitt Sports Book Awards.

### Accounts:

Instagram: @sportsbookawards @charlestyrwhitt

Twitter: @sportsbookaward @ctshirts

### Hashtags:

#CTSBA24 #ReadingForSports

## PUBLIC VOTE

The awards have judging panels but there are 2 categories which are decided by public vote – Autobiography of the Year and Sports Entertainment Book of the Year. The vote takes place on the awards website: *Vote – Sports Book Awards* and will open 5th May – you might like to encourage followers to vote for your titles:

*"I'm delighted that my book, [INSERT TITLE] has been shortlisted for the @charlestyrwhitt @sportsbookawards for the [INSERT CATEGORY]. The winner is decided by a public vote, so I'd love for you to support my book by voting at [sportsbookawards.com/vote](https://sportsbookawards.com/vote). #CTSBA24 #ReadingForSport"*

## EDITORIAL

We'll be running a range of editorial features across the campaign, and would love for your shortlisted author to be part of this. Please get in touch with [madeleine@agile-ideas.com](mailto:madeleine@agile-ideas.com) if your author is available for interviews.

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**THANK YOU FOR READING**



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