



NOM COMM FYC EVENT E-BLAST GUIDE & TEMPLATE

Advanced approval is required on all EMAIL BLASTS
E-Blast drafts must be sent for approval to AwardsTeam@actorawards.org
at least **24 hours in advance** of sending to members.

Each event is allowed up to 1 reminder E-Blast (\$200 fee).

Formatting

- Invitations must be submitted as Word .doc files. PDFs will not be accepted.

Images

- Up to 2 images or graphics may be included on each blast.
 - Title treatment, show logo, and/or a one-sheet are suggested.
 - Accepted file types: .jpg, .png, or .gif
 - Title treatments and show logos must be between 700 and 1000 px wide.
 - One-sheets and photos must be between 1081px x 1600px.
 - GIFs must be 5MB or less.

Language

- All E-Blasts must include "Paid For" text below:
 - **NOT PAID FOR BY SAG-AFTRA – or – PAID FOR BY [STUDIO/COMPANY]**
- Any reference to the SAG Awards Nom Comm must be as "**Actor Awards Nom Comm**". Please **do not** use just "SAG," "SAG Nom Comm," or "SAG Awards Nom Comm"
- **To avoid confusion, please do not refer to Q&A's as "Conversations"** unless in association with the SAG-AFTRA Foundation's Conversations series.

Details to Include

- Date / time / location of event
- Does the invitation extend to guests?
- RSVP link or email address
- Invitations **must** include a contact email for members to cancel their RSVP if the need arises.
- Film or episode runtime
 - If for a TV show, please include which episode(s) will be screened
- Up to 2 reviewer's quotes may be included.
- No more than 1 additional link may be included (trailer, awards site, etc).

RSVPs

- **IMPORTANT:** If not already on file, all studios, networks and agencies must sign a [Actor Awards Non-Disclosure & Confidentiality Agreement](#) to cover member information exchanged during the RSVP process.
- Any URLs specific to our group must NOT use the term "SAG." Please use "Actor Awards" or "SAG-AFTRA".
- For any RSVP emails created specifically for our group, please **do not** use the term "SAG." You must use "Actor Awards."
 - For example: TitleActorAwards@studio.com.

- **When noting affiliation in RSVP webforms** (drop-down menu, etc.), **do not use the term “SAG” or “SAG Nom Comm”**. You must use **“SAG Awards Nom Comm”**.
- We suggest having 2 RSVP affiliation options - SAG Awards Nom Comm and SAG-AFTRA to differentiate between the Nom Comm and general SAG-AFTRA members attending screenings.

Cancellations

- Invitations must include a contact email for members to cancel their RSVP if the need arises.

Confirmations

- **RSVP confirmation emails are required and must be sent to members via email 24 hours in advance of an event.**
- Any members who RSVP after an event is filled must be notified that they are not confirmed to attend.
- Please include the following details:
 - Date, timing, and location of event
 - Parking details if applicable

Fees

- **\$1,000 fee** per Event Blast
- **\$200 fee per reminder**. Only 1 reminder E-Blast is allowed per screening (does not count towards the title's 6 total blast limit).
- **\$2,000** for a regional screening blast for up to 5 screenings. **\$1,000** for a single screening.
- These fees will be **invoiced in early March** once Awards season concludes.

NDA

- In order for a studio to be able to send invites to SAG Awards Nom Comm members, they must fill out the [SAG Awards Non-Disclosure & Confidentiality Agreement](#). If already on file, this covers a company for the duration of the season.

Recording or Streaming Q&A Panels

- Any recording and/or streaming of a live Q&A with SAG Awards voters must first be cleared with the Awards Office and requires a signed [SAG Awards Q&A Coverage Agreement](#). If already on file, this covers a company for the duration of the season.
- If posting a recording of a SAG Awards event anywhere please note: Pre-Nom Q&As may only be referred to as the following listed below:
 - “Actor Awards Q&A” (or “Actor Awards Event”)
 - “Actor Awards Nominating Committee Q&A” (or “Actor Awards Nominating Committee Event”)
 - “Actor Awards Nom Comm Q&A” (or “Actor Awards Nom Comm Event”)

NOTE: This template is for FYC Event blasts going to Nom Comm. If you want to send an event (or an extension blast) to the larger group of SAG-AFTRA members, the Actor Awards RSVP Group, please use the template [here](#).

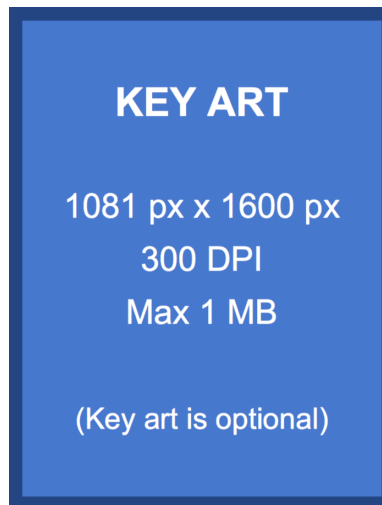
TEMPLATE ON NEXT PAGE

**YELLOW HIGHLIGHTED ITEMS SHOULD BE CUSTOMIZED OR
REMOVED IF NOT APPLICABLE**

FYC EVENT

You **(and a guest)** are invited to a special screening of

TITLE OR TITLE ART



EVENT DAY AND DATE

Event Time

Followed by a Q&A Discussion with
(List participants)

Event Location

(Venue & Address)

Please RSVP to **[hyperlinked email address or link to web page](#)**

PLEASE ONLY RSVP IF YOU PLAN ON ATTENDING.

If you must cancel your RSVP, please email **[hyperlinked cancellation email address](#)** and include your name, screening title, event date, and time.

(Up to 2 Performance Related Quotes Can Go Here)

ABOUT TITLE

Description of title being screened.

RUNTIME: XX minutes

PLEASE ARRIVE AT LEAST 45 MINUTES EARLY.

SCREENINGS ARE OVERBOOKED TO COMPENSATE FOR NO-SHOWS.

RSVPS DO NOT GUARANTEE SEATING.

YOU MUST BRING YOUR SAG AWARDS NOM COMM CARD AND PHOTO ID FOR ADMISSION.

NOT PAID FOR BY SAG-AFTRA

- OR -

PAID FOR BY STUDIO / PRODUCTION COMPANY / NETWORK

SAG-AFTRA members and guests invited to events will behave in a professional and courteous manner. Any violation of the rules or transgression of decorum will be subject to review by the Awards Committee, which has authority to remove the member from present and future nominating committees, and to recommend that a member be brought up on disciplinary charges.

Screen Actors Guild Awards, LLC and SAG-AFTRA ("Parties") make no representation or warranty about any websites you may access to view FYC content or events or RSVP for events. The Parties have no control over the operation of the respective websites, nor over the use of disclosures of personal information you choose to share with them. Registration with and/or usage of such websites are subject to the respective sites. Information you choose to share with the entity will be used for purposes of providing the FYC content or event information.