



**NATIONAL
SPORTS FORUM**
LAS VEGAS | FEBRUARY 10 - 12, 2019

NSF SAMMY AWARD SUBMISSION GUIDELINES

HOW TO ENTER

- Complete the 2019 NSF SAMMY Award entry form enclosed. Submit your entry form along with payment information to the following address:

The NSF SAMMY Award
c/o The National Sports Forum
7290 Navajo Road, Suite 204
San Diego, CA 92119

By entering, each participating organization certifies that they have, and hereby grants the right to issue The National Sports Forum/Seaver Marketing Group permission to feature their submission(s) in the 2019 NSF SAMMY Award including but not limited to the National Sports Forum website and all other NSF marketing materials.

In addition, the organization hereby allows the National Sports Forum/Seaver Marketing Group to showcase their logo as well as the campaign at any future National Sports Forum conference or in any NSF SAMMY Award materials.

ELIGIBILITY

Any work in accordance with the category specifications that was produced, published or released between September 2017 and October 2018 may be entered.

PRICING

Each entry cost is **\$139**. You may enter as many campaigns as you like but they must be a separate entry. (Entries postmarked and received after Nov. 30th will be accepted, time permitting, & be subject to a late fee of \$25 per campaign.)

Visa, MasterCard, and American Express are accepted.
Please make checks payable to: **Seaver Marketing Group**

DEADLINE

Entries must be received by **November 30, 2018**. Late entries will be accepted, time permitting, but will be subject to a late fee of \$25 per campaign. Please contact us prior to submitting a late entry to see if it can still be accepted.

ALL ENTRIES MUST:

- Meet all eligibility and deadline requirements.
- Include a completed entry form.
- Conform to defined submission requirements.
- Be paid in full – cost is determined number of entries.

JUDGING

All entries will be judged by a judging panel consisting of sports industry professionals from the pro and collegiate teams here in San Diego. The judges will review all of the entries and select the top six ideas.

Then, we'll contact the "owners" of each of the six finalists and give you one month to prepare an eight-minute presentation for a special stand-alone SAMMY Award finalist's session at the 2019 National Sports Forum on Tuesday, February 12, 2019. After all six finalists have presented on Tuesday morning, the NSF attendees along with a jury of three Sports Executives will vote for the idea that they think, was the best, most creative and effective idea of the year.

On Tuesday evening, we'll announce the SAMMY winner at the 2019 Closing Night Reception and have you come up on stage to accept the SAMMY Award trophy and take a bow in front of the entire sports industry.

Decisions of the judges and the NSF, including eligibility, qualifications and appropriate category placements, are final.

If you have any questions about the 2019 NSF SAMMY Award, please visit www.sports-forum.com/sammy. Or contact **Jada Brown** at the NSF office at (619) 469-4101 ext. 204 or jada@sports-forum.com.



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DEADLINE TO SUBMIT ENTRIES: NOVEMBER 30, 2018

POINT OF CONTACT:		JOB TITLE:	
TEAM/COMPANY:			
PHONE:		FAX:	
EMAIL:			
MAILING ADDRESS:		BILLING ADDRESS:	
MAILING CITY:		BILLING CITY:	
MAILING STATE:	MAILING ZIP:	BILLING STATE:	BILLING ZIP:
PAYMENT: <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> CHECK		NUMBER:	EXPIRATION DATE:

Please make checks payable to:

SEAVER MARKETING GROUP

Mail this form along with your submission(s) to:

THE NSF SAMMY AWARD

C/O NATIONAL SPORTS FORUM

7290 NAVAJO ROAD, SUITE 204

SAN DIEGO, CA 92119

www.sports-forum.com

Seaver Marketing Group • A California Corporation

PLEASE NOTE: By entering, each participating organization certifies that they have, and hereby grants the right, to issue the National Sports Forum/Seaver Marketing Group permission to feature their 2019 NSF SAMMY Award submission(s) in, but not limited to, the 2019 NSF SAMMY Award session at the 2019 NSF and the National Sports Forum website. In addition, the organization hereby allows the National Sports Forum/Seaver Marketing Group to showcase their logo as well as the finalist campaign at any future National Sports Forum conference or in any NSF SAMMY Award collateral materials.

PLEASE THOROUGHLY ANSWER THE FOLLOWING THREE QUESTIONS IN YOUR SUBMISSION:

What was your OBJECTIVE?

What ACTION did you take to accomplish that objective?

What was the RESULT of that action?

SUBMISSION DEADLINE: NOVEMBER 30, 2018
(Please use additional pages if necessary)