



**NATIONAL
SPORTS FORUM**
LOS ANGELES | FEBRUARY 26 - 28, 2023

NSF ADCHIEVEMENT AWARDS SUBMISSION GUIDELINES

HOW TO ENTER

- Review the category list and ensure your submissions are in the acceptable formats and correct category. All entries *not* submitted in preferred format will be assessed an additional \$75 conversion fee. If you are uncertain about a format, please contact us prior to submitting your entry. All "live" entries (entries in physical form) must be accompanied with a CD/DVD/Flash Drive containing the entry in PDF, JPEG, etc. format.
- Complete the 2023 NSF ADchievement Award entry form enclosed. Submit your entry form along with payment information to the following address:

The NSF ADchievement Awards
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 2023 NSF ADchievement Awards including but not limited to the National Sports Forum website and the 2023 NSF ADchievement Awards Finalist DVD.

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 ADchievement Awards materials.

ELIGIBILITY

Any work in accordance with the category specifications that was produced, published or released between September 2021 and October 2022 may be entered.

PRICING

Each campaign per category cost is \$139. You may enter as many categories as you like and may submit multiple campaigns in a category, but they must be a separate entry. Six entries can be submitted for a flat rate fee of \$600 (A savings of 39%). **Note:** If you choose to enter more than 6 entries the price will stay locked at \$100/entry. Example: 9 entries will cost \$900.

Submission Period	Campaign per Category Cost
Oct. 15th – Dec. 16th	\$139
Oct. 15th – Dec. 16th	Six Pack Special - \$600

(Entries postmarked and received after Dec. 16th 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 December 16, 2022. Late entries will be accepted until December 20th, 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)
- ***NEW:** Include title and 250-word description of each entry

(Continued on next page...)

JUDGING

All entries will be judged by a judging panel consisting of a diverse group of independent advertising experts. The judges will use a quantitative scale to select six finalists, including a winner, in each category. All winners will be officially unveiled at the 2023 National Sports Forum conference on February 28, 2023 in Los Angeles, CA.

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

OVERALL AWARD OF EXCELLENCE

The NSF ADchievement Overall Award of Excellence will be awarded to the sports property judged to have the best advertising across all categories. The Overall Award of Excellence will be decided prior to the 2023 National Sports Forum conference by combining an organization's scores from their top six categories from the preliminary judging. All organizations are automatically entered for the Overall Award of Excellence.

2023 FINALISTS DVD

Everyone who enters will receive a complimentary copy of the 2023 NSF ADchievement Awards Finalists DVD featuring the six finalists' campaigns in all eight categories. The DVD will be ready in Fall 2023.

CATEGORIES & FORMATS

The 2023 NSF ADchievement Awards categories and acceptable formats are listed below. If you are unsure of category placement, please contact us. You may enter as many categories as you like and may submit multiple campaigns in a category, but they must be a separate entry. (Each separate entry can have up to three examples in the submission).

Categories	Acceptable Formats
<ul style="list-style-type: none">• Television<ul style="list-style-type: none">○ <i>Examples:</i> :15, :30, :60 or more	.mp4
<ul style="list-style-type: none">• Social/Mobile media<ul style="list-style-type: none">○ <i>Examples:</i> YouTube, Facebook, Twitter, Instagram, Snap Chat, TikTok, Mobile Games, Mobile Videos, Text messaging promotion, etc.	Screenshot or Website URL
<ul style="list-style-type: none">• Print<ul style="list-style-type: none">○ <i>Examples:</i> Newspaper, Magazine, Directory, Newsletter, Booklet, Flyers, Direct Mail, Posters, etc.	<p>Actual (live) samples (ALL live samples must be accompanied by a CD/DVD containing the live samples in a format listed below) OR: .pdf, .jpg, .gif, .eps, .ai, .bmp, .tif, .mpg, .avi, .wmv, .mp4, .swf .html or URL</p>
<ul style="list-style-type: none">• Out-of-Home<ul style="list-style-type: none">○ <i>Examples:</i> Billboards, Signage, Banners, Car Wraps, Digital Signage, Bus Advertising, Mobile Billboards, Wallscapes, Pole Wraps, Projections, Murals, etc.	
<ul style="list-style-type: none">• Alternative Media<ul style="list-style-type: none">○ <i>Examples:</i> Radio Spots, Bobble Heads, Marketing Collateral, Fan Giveaway Products, Clothing, Matchbooks, Magnets, etc.	
<ul style="list-style-type: none">• Sales Collateral<ul style="list-style-type: none">○ <i>Examples:</i> Schedules (Posters, Magnets, Pocket Schedules, Etc.), Season Ticket Holder Packages, Single Ticket Packages, etc.	
<ul style="list-style-type: none">• In Stadium / In Arena<ul style="list-style-type: none">○ <i>Examples:</i> Opening/In-game Videos, Wallscapes, Building Wraps, Banners, Event graphics, etc.	
<ul style="list-style-type: none">• Internet / Web-based<ul style="list-style-type: none">○ <i>Examples:</i> Websites, Micro-sites, Webisodes, Banners/pop-ups/screensavers, Email, Online Games, etc.	

If you have any questions about entering the 2023 NSF ADchievement Awards, please visit www.sports-forum.com/ad-chievement/, or contact **Melody Forstie** at the NSF office at (619) 469-4101 ext. 205 or melody@sports-forum.com.



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LOS ANGELES | FEBRUARY 26 - 28, 2023

NSF ADchievement AWARDS SUBMISSION FORM

DEADLINE TO SUBMIT ENTRIES: DECEMBER 16, 2022

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:

CATEGORIES BEING SUBMITTED

- | | | |
|--|---|---------|
| <input type="checkbox"/> TELEVISION | _____ ENTRIES X \$139 EACH = | \$_____ |
| <input type="checkbox"/> PRINT | _____ ENTRIES X \$139 EACH = | \$_____ |
| <input type="checkbox"/> SOCIAL MEDIA | _____ ENTRIES X \$139 EACH = | \$_____ |
| <input type="checkbox"/> OUT-OF-HOME | _____ ENTRIES X \$139 EACH = | \$_____ |
| <input type="checkbox"/> ALTERNATIVE MEDIA | _____ ENTRIES X \$139 EACH = | \$_____ |
| <input type="checkbox"/> SALES COLLATERAL | _____ ENTRIES X \$139 EACH = | \$_____ |
| <input type="checkbox"/> IN-STADIUM/IN-ARENA | _____ ENTRIES X \$139 EACH = | \$_____ |
| <input type="checkbox"/> INTERNET/WEB BASED | _____ ENTRIES X \$139 EACH = | \$_____ |
| | _____ SIX PACK SPECIAL \$600= | \$_____ |
| | (LATE FEE ADD \$25 PER ENTRY) TOTAL= | \$_____ |

Please make checks payable to:

SEAVER MARKETING GROUP

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

THE NSF ADCHIEVEMENT AWARD

C/O NATIONAL SPORTS FORUM

7290 NAVAJO ROAD, SUITE 204

SAN DIEGO, CA 92119

Phone: (619)469-4101

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 2023 NSF ADchievement Award submission(s) in, but not limited to, the 2023 NSF ADchievement Awards session at the 2023 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 ADchievement Award collateral materials.