



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

# NSF SAMMY AWARD SUBMISSION GUIDELINES

## **HOW TO ENTER**

- **Complete the 2023 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 2023 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 2021 and October 2022 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 **December 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 30th **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 pro and collegiate teams here in San Diego. The judges will review all 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 2023 National Sports Forum on Tuesday, February 28, 2023, in Los Angeles, CA. 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 2023 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 2023 NSF SAMMY Award, please visit [www.sports-forum.com/sammy/](http://www.sports-forum.com/sammy/) or contact **Melody Forstie** at the NSF office at **(619) 469-4101 ext. 205** or [melofy@sports-forum.com](mailto:melofy@sports-forum.com).



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**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:

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](http://www.sports-forum.com)

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**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 SAMMY Award submission(s) in, but not limited to, the 2020 NSF SAMMY Award 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 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: December 16, 2022**  
(Please use additional pages if necessary)