



## 27th Annual SAG Awards® Post-Nomination FYC Guide

This is intended as a guide. Please refer to our complete [Rules and Regulations](#).

The final voting period begins after nominations are announced. The SAG Awards Nominating Committee dissolves, and all SAG-AFTRA members who are active and paid-up by the designated dues deadline are eligible to vote in the final round. This year the total number of eligible voters is **129,500**.

**In light of the COVID-19 global pandemic and the unprecedented and extraordinary circumstances we find ourselves in, Rules and Regulations are subject to change and SAG Awards reserves the right to make adjustments as necessary.**

**See below for more information on how to reach SAG Awards voters**

### Key Dates

- **Thursday, Feb. 4, 2021** Instagram Live Nomination Announcement at 8am PT on [@sagawards](#)
- **Monday, Feb. 15, 2021** Deadline to confirm FYC plans to be included in Voting Open E-Blast
- **Tuesday, Feb. 16, 2021** Final Voting Opens - First SAG-AFTRA E-Blast to eligible voters
- Week of Feb. 22, 2021 Second SAG-AFTRA E-Blast to eligible voters
- **Wednesday, Feb. 24, 2021** Deadline for congratulatory Program Book Ad artwork
- Week of Mar. 8, 2021 Third SAG-AFTRA E-Blast to eligible voters
- Week of Mar. 22, 2021 Fourth SAG-AFTRA E-Blast to eligible voters
- **Tuesday, Mar. 30, 2021** Final Voting Closes - 12:00 pm PT
- **Sunday, April 4, 2021** 27th Annual SAG Awards on TNT & TBS at 9:00 pm ET / 6:00 pm PT

View the full [SAG Awards Calendar](#)

### Key Contacts

- **FYC Campaigns** - [awardsteam@sagawards.org](mailto:awardsteam@sagawards.org)
  - o Jon Brockett, Supervising Producer - [jbrockett@sagawards.org](mailto:jbrockett@sagawards.org)
  - o Jen Coyne-Hoerle, Director of Awards - [jench@sagawards.org](mailto:jench@sagawards.org)
  - o John Bogulski, Awards Coordinator - [jbogulski@sagawards.org](mailto:jbogulski@sagawards.org)
- **Talent Booking** - [talent@sagawards.org](mailto:talent@sagawards.org)
  - o Maggie Barrett Caulfield, Talent Producer
  - o Sarah Cowperthwaite, Talent Executive
  - o Joe Petrovich, Talent Executive
- **Publicity & Press Opportunities** - [PRteam@sagawards.org](mailto:PRteam@sagawards.org)
  - o Tarrah Curtis, Executive in Charge of Publicity - [tcurtis@sagawards.org](mailto:tcurtis@sagawards.org)
  - o Nic Vivas, Digital Manager - [nvivas@sagawards.org](mailto:nvivas@sagawards.org)
  - o Sam Smith, Digital Coordinator - [ssmith@sagawards.org](mailto:ssmith@sagawards.org)
- **Program Book Ads:**
  - o Sarah Barry, Program Manager - [sbarry@sagawards.org](mailto:sbarry@sagawards.org)
  - o Leslie Slomka, Director, Special Projects - SAG-AFTRA - [lslomka@sagawards.org](mailto:lslomka@sagawards.org)

# FYC Campaign Guidelines

**The Awards Office must be contacted to schedule, coordinate, and approve any and all communications directed to SAG-AFTRA members regarding nominated performances.**

**IMPORTANT:** When directing anything to SAG Awards voters, including e-blasts, FYC mailer language, site URLs, RSVP email addresses, and affiliations, etc. **NEVER use just 'SAG' - only use SAG Awards or SAG-AFTRA.** During final voting the **SAG Awards Nom Comm** should no longer be referenced.

## **DVDs & Digital Screeners** - [Learn more HERE](#)

- DVDs and/or digital screener access may be provided consideration.
- **All screeners provided must have closed captioning.** Audio descriptions are encouraged.
- **All digital screening platforms and streaming sites require SAG Awards approval, and must use Awards PINs (7-digit alphanumeric code assigned to each voter) or static passwords for access.** Unique, studio generated codes are not allowed.

## **Mailings** - [Learn more HERE](#)

- **NEW: ONLY 1 physical mailing per title** may be sent to SAG Awards voters. This includes DVDs, postcards, booklets, invitations, promotional materials etc. Multiple pieces may be included but all must go in the same package.
- **All art and packaging requires SAG Awards approval.** Please email to the Awards Office for review prior to any printing and duplication. All mailings must be sent through our Union mailing house.

## **E-Blasts** - [Learn more HERE](#)

**NEW:** Dedicated E-Blasts will be **limited to 6 per title** and can be any combination of the below:

- **Virtual Event Invitations** - Live or pre-recorded events tied to a specific date and time, with an RSVP process. The nominated project must be provided to those who RSVP.
- **FYC Extras Blasts** - Dedicated email with up to 3 links to extras such as pre-recorded panels, interviews, featurettes, BTS, digital booklets, etc. **All FYC content linked must be performance focused.** No RSVP process, and can be viewed at any time.
- **All E-Blasts must be approved and sent by the Awards Office.**

## **Virtual Q&As & Events** - [Learn more HERE](#)

**Due to the pandemic, all events for SAG Awards voters must be virtual.**

- Virtual Q&As and events will be held nationally, at a time that works for both East and West coasts.
- Dates do not need to be held or booked in the final phase of voting.
- Any event invitations will count towards the E-Blast limit of 5 per title.
- **For all virtual events for SAG Awards voters, the studio or network is responsible for all aspects of the event, including securing a virtual platform, booking a moderator, creating an invitation, managing RSVPs, and sending confirmations.**

## **SAG Awards Program Book**

- Please contact Sarah Barry and Leslie Slomka at [sbarry@sagawards.org](mailto:sbarry@sagawards.org) & [lslomka@sagawards.org](mailto:lslomka@sagawards.org) immediately following the nominations announcement to place your congratulatory ad in the SAG Awards program book. **Print copies will be sent to all nominees, and the digital version will be published online at [sagawards.org](http://sagawards.org) for members and the general public.**

## **SAG-AFTRA Magazine**

- SAG-AFTRA's quarterly magazine is mailed to all members in good standing and industry subscribers. For Your Consideration ads will be accepted for inclusion in the publication. To place an ad, please contact Kiley Cristiano at (323) 549-2969 or [kiley.cristiano@sagaftra.org](mailto:kiley.cristiano@sagaftra.org).

# DVDs & Digital Screeners

**Closed captioning or subtitling is REQUIRED and MUST be provided as an option on all DVDs, digital screeners, and FYC streaming sites.**

Audio Descriptions are encouraged for members who are blind or have low vision.

Films provided for consideration must be full-length and a final cut. TV programs provided for consideration may only include episodes aired within the eligibility period: Jan. 1, 2020 - Feb. 28, 2021.

**IMPORTANT: DVDs, approved digital screeners and streaming sites confirmed by Feb. 15th will be posted on the SAG Awards Voting website and included in the Feb. 16th Voting Open E-Blast to all eligible voters.** If your FYC plans are not confirmed by the Feb. 15th deadline, they will not be included or posted on the website until the next scheduled blast to voters.

## DVDs

- **Total Count: 130,000** (allows for replacements)
- **All titles must have closed captioning or subtitling.** Audio descriptions are encouraged.
- Any DVD watermarks specific to our group should say "SAG-AFTRA" or "SAG Awards".
- **All DVD art and packaging requires SAG Awards approval.** Please email [Awardsteam@sagawards.org](mailto:Awardsteam@sagawards.org) to review prior to any printing and duplication. **See Mailings for more information.**
- **Fee:** \$500 fee per physical mailing.

## DIGITAL SCREENERS & STREAMING SITES

**Approval is required for all digital screener platforms and streaming sites.**

Companies may choose from the pre-approved platforms below or submit their own platform/site.

- **NEW: All studios/networks must complete a [Digital Screener Order Form](#).**
- Once approved, the final voting Awards PIN list will be provided, unless a static password is used.
- If not already on file, the [SAG Awards Non-Disclosure & Confidentiality Agreement](#) must be completed by the studio or network prior to receiving final voting Awards PINs.

## Pre-Approved Digital Screener Platforms

The SAG Awards has pre-approved the following digital streaming platforms. You must make arrangements directly with the vendor in addition to completing the [Digital Screener Order Form](#).

- **Circuit/Screening Room** - Jonathan Smith - [jonathan@screeningroom.com](mailto:jonathan@screeningroom.com) or (610) 850 2889
- **Film Bureau** - Doug Woodard - [Doug.Woodard@filmbureau.com](mailto:Doug.Woodard@filmbureau.com) or (626) 975-3667
- **Indee** - Sharan Reddy - [sharan@indee.tv](mailto:sharan@indee.tv) or (310) 594-3330
- **Vision/Screener Passport** - Kyle Brown - [kyle.brown@visionmedia.com](mailto:kyle.brown@visionmedia.com) or (661) 702-5026

## Digital Screener & Streaming Site Approval Criteria

- **Single-factor Awards PIN login (7-digit alphanumeric unique code assigned to each voter) or static password required.** Unique, studio generated codes are not allowed.
- **At minimum, platforms/sites must be accessible via desktop.** Additional device compatibility is encouraged.
- **All titles must have closed captioning or subtitling.** Audio descriptions are encouraged.
- No member information outside of the Awards PIN may be captured.
- Keep URLs, login information, and sites as simple and easy to use as possible. SAG Awards reserves the right to request changes for ease of use.
- **For FYC sites that must include content not eligible for the SAG Awards (unscripted, documentaries, outside of eligibility period, etc.), we will approve one of the following:**
  - Limiting member access to only eligible titles.
  - Permit disclaimers under each ineligible title stating "This content is not eligible for SAG Awards® consideration."

**Fees: Film:** \$10,000 fee per title; **Television:** \$3,000 fee per site or platform used.

# Mailings

## **IMPORTANT!**

Advanced approval is required on **ALL MAILINGS** including invitations, promotional materials, DVDs, etc.

Please email all materials for approval to:

[AwardsTeam@sagawards.org](mailto:AwardsTeam@sagawards.org)

**DO NOT PRINT OR DELIVER MATERIALS TO MAILING HOUSE WITHOUT PRIOR APPROVAL!**

**TOTAL COUNT FOR MAILINGS: 130,000 (allows for replacements)**

## Mailer Guidelines & Restrictions

### Required Language

- All mailings **MUST** include "Paid For" language below:
  - **NOT PAID FOR BY SAG-AFTRA – or – PAID FOR BY [STUDIO/COMPANY]**
- Any reference to SAG Awards voters must be as "SAG-AFTRA members". **Do not use just "SAG" or reference the Nominating Committee.**

### Size and Specifications

The SAG Awards strives to be as green as possible, with this in mind, please consider keeping your FYC mailers eco-friendly, minimal, and bundle whenever possible.

- **NEW: ONLY 1 physical mailing per title** may be sent during final voting. This includes DVDs, postcards, booklets, invitations, promotional materials etc. **Multiple pieces may be included but all must go in the same package.**
- **NEW: DVD sleeves cannot exceed 5 ¾" x 5 ¾"**
- **NEW: Any other promotional pieces should not exceed 5"x5" when folded.**
- Plain envelopes only (**no return address**) required for all mailings.
- Mailers can include images, logos, SAG Awards categories, laurels, quotes, etc.
- LCD mailers, including those with sizzle reels or trailers, are not permitted.

### Categories

- Whenever possible, [official SAG Awards categories](#) should be used on FYC materials.
- If necessary, categories can be truncated by removing "performance by a" - see examples below:
  - Outstanding Cast in a Motion Picture
  - Outstanding Female Actor in a Leading Role
  - Outstanding Male Actor in a Comedy Series

### Quotes and Laurels

- **Only reviewer's quotes from legitimate, recognized news sources regarding submitted performances may be included in FYC materials.** Quotes must not include negative or disparaging remarks about any actor, film, television, or new media program.
- Laurels are permitted to include in FYC materials.

### Other Promotional Materials

- Promotional material provided to SAG Awards voters must focus on the submitted project(s) with 90% of the material directly related to the submitted performances
- Promotional materials and extras (provided with or without screeners) may not contain any gift items.

## Union Mailing House

**All mailings to SAG-AFTRA members MUST go through our Union mailing house.** Payment for postage/handling should be worked out in advance of mailing and must be paid **prior** to your mailing going out.

- **Los Angeles Area and Nationwide Mailings**, please contact Donna Gomez at West Coast Mailers ([donnagomez4westcoastmailers@gmail.com](mailto:donnagomez4westcoastmailers@gmail.com) or (323) 773-5391).

**Fee: \$500 fee for each physical mailing** (in addition to any and handling fees from the mailing house).

# E-Blasts

**Advanced approval is required on all EMAIL BLASTS**  
Please email E-Blast drafts for approval to:  
[AwardsTeam@sagawards.org](mailto:AwardsTeam@sagawards.org)

**NEW:** Dedicated E-Blasts to SAG-AFTRA members will be limited to **6 per title** and can be any combination of the below:

- **Virtual Event Invitations**
  - Live or pre-recorded events tied to a specific date and time, with an RSVP process. The nominated project must be provided to those who RSVP.
  - 1 reminder blast allowed per event (reminders do not count against blast allotment).
- **FYC Extras Blasts**
  - These E-Blasts can feature links to pre-recorded panels, interviews, featurettes, trailers, BTS, studio/network Awards websites, etc. **All extras must be performance focused.**

## Overall E-Blast Guidelines

### General

- **E-Blast requests require at least 24-hour advance notice.**
- **Virtual Event Invitations and FYC Extras E-Blasts must be sent using our Word .doc templates.**

### Fees

- **\$1,000 fee** per national **Event Invitation** or **FYC Extras** E-Blast.
- **\$200 fee per reminder** for events only. Only 1 reminder allowed per event.
- These fees will be **invoiced in mid-April** once Awards season concludes.

### Formatting

- **Invitations must be submitted as Word .doc files.** PDFs will not be accepted.
- Up to 2 images or graphics may be included on each blast. We suggest title treatment and/or a one-sheet.
  - Title treatments must be .png and between 700 and 1000 px wide.
  - One-sheets and photos must be .png and between 1081px x 1600px.

### 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 voters must be as **"SAG-AFTRA members"**. Please **do not** use just "SAG" 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.

## VIRTUAL EVENT INVITATION E-BLAST REQUIREMENTS

### Details to Include

- Date / Time / Description of event (and how to access if applicable)
- Digital Screener Access Information - Outline how members will be able to view the film/program before the event:
  - **Virtual Screening** - Film or TV program is screened live on a specific date and time and followed by a Q&A panel, link provided to all who RSVP.
  - **Advance Viewing Window** - Access to view the Film or TV program is provided to those who RSVP in advance of the Q&A (at least 24 hours prior).
  - **Digital Screener Reference** - If digital screeners or streaming site access have been provided to eligible SAG Awards voters, this access can be referenced on the invitation. **If Awards PIN is used for access, there must be an option for those without an Awards PIN to email to receive a viewing link. This step is not necessary if using a static password/code.**

## Details to Include continued

- RSVP link or email address
- Invitations must include a contact email for members to cancel their RSVP if the need arises.
- Film or panel Runtime (whichever applies)
- Up to 2 reviewer's quotes may be included.
- SAG Awards categories/performers for consideration may be included.
- No more than 1 additional link may be included (trailer, awards site, etc).

## RSVPs

- For any RSVP emails created specifically for our group, **please do not use the term "SAG". You may use "SAG Awards" or "SAG-AFTRA".**
  - For example: [TitleSAGAwards@studio.com](mailto:TitleSAGAwards@studio.com).
- Similarly, when noting affiliation in RSVP webforms (drop-down menu, etc.), please use "SAG Awards" or "SAG-AFTRA".

## Cancellations

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

## Confirmations

- **Confirmations for RSVPs are required and must be sent to members via email 24 hours in advance of an event.**
- Confirmations should include the following:
  - Link or access to view content - if applicable
  - Date and timing of event
    - If screening live, indicate start time of screening and start time of Q&A portion.
    - Will people be able to log into the event once it has started?
  - Login information
  - Technical support contact
  - Cancellation email
- Any members who RSVP after an event is filled must be notified that they are **not** confirmed to attend.

## [DOWNLOAD VIRTUAL EVENT INVITATION E-BLAST TEMPLATE](#)

### FYC EXTRAS E-BLAST REQUIREMENTS

In addition to event invitations, studios may send e-blasts to SAG-AFTRA members with links to additional FYC bonus features. **All FYC extras must be 90% performance focused.**

### Allowed Content to Link - Limit of up to 3 links per E-Blast

- Pre-Recorded Panels/Events (**panels and Q&As can be reused from pre-nom period, SAG-AFTRA Foundation Conversations can be used**)
- Trailers
- Featurettes
- Behind-the-Scenes
- Interviews
- Articles (no pay walls)
- Digital FYC Booklets

## Formatting

- Please only provide hyperlinks. Videos cannot be embedded.
- Up to 2 photos may be included.
- Up to 2 reviewers quotes may be included.
- SAG Awards categories/performers for consideration may be included.

## [DOWNLOAD FYC EXTRAS E-BLAST TEMPLATE](#)



# Virtual Q&As and Events

**Due to concerns surrounding the ongoing COVID-19 pandemic, all events must be virtual.**

All SAG Awards Q&As and virtual events require the studio or network to be responsible for all aspects of the event, including securing a virtual platform, booking a moderator, creating an invitation, managing RSVPs, and sending confirmations. The SAG Awards will approve invitations and send them to members.

## Post-Nomination Q&A and Event Guidelines

**Virtual Events for SAG Awards voters can be either live or pre-recorded, but must be tied to a specific date and time, and include a RSVP process.** For non-date specific E-Blasts, [see FYC Extras](#).

- Dates **do not** need to be held or booked in the final phase of voting.
- Events will be held **nationally**, at a time that works for both East and West coasts.
- Q&A panels should feature cast members, and may only include participants who are directly associated with the nominated project being screened.
- If doing multiple events, we encourage different cast or participants on the Q&A panel.
- **SAG Awards screenings may be shared with other industry voting groups** (All Guilds, PGA, WGA, DGA, etc.).

### Motion Picture

- Films must be screened in their entirety and must be a final cut.

### Television

- Episodes screened must have aired during our eligibility period: January 1, 2020 - February 28, 2021.
- Clips or sizzle reels are only approved for screening on a case-by-case basis, depending on the Q&A format, please contact the Awards Office for approval.

### Making Nominated Projects Available for a Virtual Event

- In the final phase of voting, all Virtual Event invitations must include access to view the nominated project. This can be done in one of the following ways:
  - **Virtual Screening** - Film or TV program is screened live on a specific date and time and followed by a Q&A panel, link provided to all who RSVP.
  - **Advance Viewing Window** - Access to view the Film or TV program is provided to those who RSVP in advance of the Q&A (at least 24 hours prior).
  - **Digital Screener Reference** - If digital screeners or streaming site access have been provided to eligible SAG Awards voters, this access can be referenced on the invitation. **If Awards PIN is used for access, there must be an option for those without an Awards PIN to email to receive a viewing link. This step is not necessary if using a static password/code.**

### RSVPs & Confirmations

**NEW:** If not already on file, all studios, networks and agencies must sign a [SAG 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 "SAG Awards" or "SAG-AFTRA".
- **When noting affiliation in RSVP webforms** (drop-down menu, etc.), **do not use the term "SAG"**. You must use "SAG-AFTRA". Please remove any reference to the "SAG Awards Nom Comm".

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**Member RSVP confirmation emails are required for each event.** Please include the following details:

- Link or access to view nominated project or Q&A - if applicable
- Date and timing of event
  - If screening live, indicate start time of screening and start time of Q&A portion.
  - Will people be able to center/view the event once it has started?
- Login information
- Technical Support contact
- Cancellation email

### **Recording Live 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.
- No agreement is necessary if pre-recording an event for our group.
- If posting a recording of a SAG Awards event anywhere please note: Post-Nom Q&As may only be referred to as the following listed below:
  - "SAG Awards Q&A" (or "SAG Awards Event")

### **Other Groups Available for Virtual Events**

In addition to the SAG Awards RSVP group, companies may also reach SAG-AFTRA members through the SAG-AFTRA Foundation's list. The SAG-AFTRA Foundation charges \$1,000 per E-Blast.

#### **Contact**

Rochelle Rose, National Director of Performers Programs  
[rrose@sagaftra.foundation](mailto:rrose@sagaftra.foundation)

**For more information on event invitation guidelines, requirements, fees, and templates, click [HERE](#).**