



2021 SAG Awards® Pre-Nomination FYC Guide

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

Voting for the Screen Actors Guild Awards is done in two stages. The first, nominations balloting also known as 'pre-nom,' is voted on by two Nominating Committees – one for Motion Pictures and one for Television. These Nominating Committees are newly selected every year and each made up of 2,500 randomly selected paid-up and active SAG-AFTRA members who have not served previously in the past 8 years.

The second stage, final voting, begins after nominations are announced. All SAG-AFTRA members who are active and paid-up by the designated dues deadline are eligible to vote in the final round. The number of eligible final voters varies but in the past few years, the count has been between 125,000 and 130,000.

In light of the ongoing COVID-19 global pandemic and the unprecedented 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 Nominating Committee voters.

Key Dates

Eligibility Period: March 1, 2021 - December 31, 2021

- Tuesday, July 27, 2021 Summer Dates open for holds on Q&A Calendar Portal
- Monday, Aug. 30, 2021 Submissions Open
- Monday, Oct. 4, 2021 Fall/Winter Dates open for holds on Q&A Calendar Portal
- Friday, Nov. 5, 2021 Submissions Close at 5 p.m. PT
- Monday, Dec. 6, 2021 Nominations Voting Opens
- Monday, Jan. 9, 2022 Nominations Voting Closes at 5 p.m. PT
- Wednesday, Jan. 12, 2022 Nominations Announced
- Wednesday, Jan. 19, 2022 Final Voting Opens
- Friday, Feb. 25, 2022 Final Voting Closes at 12 noon PT
- Sunday, Feb. 27, 2022 28th Annual SAG Awards

View the full [SAG Awards Calendar](#)

Key Contacts

Awards Office

(323) 549-6707

awardsteam@sagawards.org

Jon Brockett	Executive Producer	jbrockett@sagawards.org
Jen Coyne-Hoerle	Coordinating Producer	jench@sagawards.org
Sarah Barry	Manager, Awards & Sponsorships	sbarry@sagawards.org
Christina Canseco	Head of Publicity	ccanseco@sagawards.org
Nic Vivas	Digital Manager	nvivas@sagawards.org
John Bogulski	Awards Coordinator	jbogulski@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 submitted performances.

IMPORTANT: When directing anything to the Nominating Committees, including event invitations, FYC mailer language, specific URLs, RSVP email addresses, and affiliations, etc. **DO NOT use "SAG"** - only use **"SAG Awards Nom Comm"** or **"SAG Awards"**.

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

- DVDs and/or digital screener access may be provided consideration.
- **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.**
- **All titles provided must have closed captioning.** Audio descriptions are encouraged whenever possible during pre-nom. **AD will be required on all titles offered digitally during final voting.**

In-Person Q&As & Events - [Learn more HERE](#)

All in-person events and/or screenings must follow governmental COVID-19 guidelines.

- Any in-person Q&A or events for Nom Comm members in Los Angeles or New York must be held and booked on the SAG Awards Q&A Calendar Portal.
- Companies may book up to 4 events per title between LA and New York. Regional events do not count against this total.
- Live virtual events with an RSVP process are **not permitted**. Pre-recorded virtual events or panels may be sent to Nominating Committee members via FYC Extras E-Blasts.

FYC Extras - [Learn more HERE](#)

- Dedicated E-Blast featuring up to 3 links to extra content, which can include pre-recorded virtual events and panels, performance-focused articles, interviews, trailers, featurettes, BTS, etc.
- No RSVP process, and can be viewed at any time.
- All FYC content linked **must be performance focused.**
- Links featured in each FYC Extra E-Blast will automatically be posted on the private Nom Comm website under FYC Extras for member reference.

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

Email blasts to Nominating Committee members will be limited to the following per title.

- **1 Digital Screener/Screening Site Notification**
- **4 In-Person Event Invitations (with 1 reminder blast allowed per event).**
- **4 FYC Extras Blasts** (extras can be pre-recorded panels, interviews, featurettes, BTS, etc.)
- **No Limit on Regional Screening Invitations**
- **All E-Blasts must be approved and sent by the Awards Office.**

Mailings - [Learn more HERE](#)

- **A maximum of 2 physical mailings per title** may be sent to Nominating Committee members through our Union mailing house. This includes DVDs, postcards, booklets, invitations, promotional materials, etc.
- **All art and packaging requires SAG Awards approval.** Please email to the Awards Office for review prior to any printing and duplication.

SAG-AFTRA Magazine

- SAG-AFTRA's quarterly magazine is mailed to all members in good standing and industry subscribers. To place a For Your Consideration ad, please contact Kiley Cristiano at (323) 549-2969 or 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 whenever possible for members who are blind or have low vision.

Films provided to the Nom Comm for consideration must be full-length and a final cut. Any film in consideration must have premiered during the eligibility period: Mar. 1, 2021 - Dec. 31, 2021, and meet all other [eligibility requirements](#).

Television programs provided for consideration may include full seasons as long as all episodes provided fall within the eligibility period: Mar. 1, 2021 - Dec. 31, 2021, and meet all other [eligibility requirements](#).

DVDS

- **Total Count: 2,600 per Nominating Committee** (allows for replacements)
- **All DVD art and packaging requires SAG Awards approval.** Please email Awardsteam@sagawards.org to review prior to any printing and duplication. **See Mailings for more information.**
- DVDs provided to Nom Comm members for consideration must be sent via our Union mailing house.
- **All titles must have closed captioning or subtitling.** Audio descriptions are encouraged whenever possible.
- Any DVD watermarks specific to our group should say "SAG Awards" or "SAG Awards Nom Comm".
- **Fee:** \$500 fee per physical mailing.

Encoded Screeners

- Individually encoded DVDs are **no longer permitted**.
- Company representatives who have signed a [SAG Awards Non-Disclosure & Confidentiality Agreement](#) may encode digital screeners using **only** the member's Awards PIN.

DIGITAL SCREENERS & STREAMING SITES

Advanced 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.

- **All Nom Comm members are assigned a unique 7-digit alphanumeric "Awards PIN" by the SAG Awards. This Awards PIN must be used as a login for digital screeners or streaming sites, unless a static password is used.** Contact the Awards Office for exceptions.
- The [SAG Awards Non-Disclosure & Confidentiality Agreement](#) must be completed by the studio or network prior to receiving Nom Comm Awards PINs.
- **Nom Comm members will be notified of individual digital screener and FYC site access via E-Blast.** Links to all digital screeners and streaming sites will live on the Nom Comm private website for reference.

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](#).

- **Film Bureau** - Doug Woodard - Doug.Woodard@filmbureau.com or (626) 975-3667
- **Indee** - Sharan Reddy - sharan@indee.tv or (310) 594-3330
- **ticketBox** - Stephen Delizo - stephen@ticketbox.com or (619) 800-4215
- **Vision/Screener Passport** - Kyle Brown - Kyle.Brown@visionmedia.com or (661) 702-5026

Outside of the vendors above platforms such as Vimeo or YouTube can also be used to stream.

Digital Screener & Streaming Site Approval Criteria

- **Single-factor Awards PIN login (7-digit alphanumeric unique code) or static password required.** Contact the Awards Office for exceptions.
- **At minimum, platforms/sites must be accessible via desktop.** Additional device compatibility is encouraged.
- **All titles must have closed captioning or subtitling.** Audio description is 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."

[SUBMIT FYC PLATFORM OR STREAMING SITE FOR APPROVAL](#)

Fees

- **Film:** \$3,000 fee per title; Films made under SAG-AFTRA Low, Moderate Low, or Ultra Low Budget contracts may qualify for a discounted fee of \$1,000.
- **Television:** \$3,000 fee per network site or platform used.

In-Person Q&As and Events

All in-person events and/or screenings must follow governmental COVID-19 guidelines in place at the time of the event. The studio or network hosting is responsible for all aspects of the event, including arranging a venue, booking a moderator, creating an invitation, managing RSVPs, sending confirmations, and check-in. The SAG Awards will approve invitations and send out to members.

BOOKING Q&A DATES

The SAG Awards does not allow competing official Nominating Committee FYC events. **In order to invite the SAG Awards Nominating Committee to an event with a Q&A, you must hold and book the date on the SAG Awards Q&A Calendar Portal.**

[Register for a 2021 Q&A Calendar Portal Account](#)

Requests for holds will be accepted in two phases during the pre-nom period:

Summer

Dates: July 27 - Oct. 15, 2021

Opens for holds on July 27 at 10:30 a.m. PT

Fall/Winter

Dates: Oct. 16, 2021 - Jan. 9, 2022

Opens for holds on October 4 at 10:30 a.m. PT

A maximum of 4 Q&As or special events per title between Los Angeles and New York are allowed during the pre-nom period.

Available Screening Time Slots

All slots are 3 hours in length, and include up to 30 minutes of leeway on start time.

Weekdays

- Afternoon (2 p.m.)
- Evening (7 p.m.)

Weekends

- Morning (10 a.m.)
- Afternoon (2 p.m.)
- Evening (7 p.m.)

Rules on Holds

- If holding an event immediately following a screening, **the time slot held on the Q&A calendar must accommodate both the title's runtime and the anticipated event length.**
- **Up to 4 consecutive days** may be held per title, per city.
- No more than 6 individual holds will be accepted for any given time slot. We will not accept holds in 7th place or higher.
- **We will not accept general or TBA holds.** All holds require a film or television title.
- **NEW: No more than 50 holds per title will be allowed per user.** Any challenged dates won by another studio, or unused dates that pass will not count against this limit.

Challenging a Date

- A company may challenge a hold only if the challenger is ready to book (i.e. venue and talent confirmed) if the original hold releases the date.
- Each hold ahead of the challenger will be contacted and given 24 hours to either book or release the date.

Booking a Date

- You may only book a date if you have talent confirmed and a venue held for that time.
- **Any date held under a particular title must be booked under that same title.** Any request to book under a different title must be approved by the Awards Office.
- **NEW:** A company that books a date and then cancels **will incur a penalty fee of \$1,000.**

Q&A AND EVENT GUIDELINES

- **Events to which Nom Comm members are invited must include access to screen the submitted performance(s).**
- Q&A panels should feature cast members and, aside from the moderator, 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.
- **For your reference when selecting moderators for Q&A panels,** please consider using **CRITICAL**, an opt-in database of journalists and critics from underrepresented groups. To register, [click here](#).
- **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. The SAG Awards may consider exceptions on a case-by-case basis.

Television

- Episodes screened must have aired during our eligibility period – March 1, 2021 - Dec. 31, 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.

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.
- No agreement is necessary if pre-recording an event for our group.
- 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:
 - "SAG Awards Q&A" (or "SAG Awards Event")
 - "SAG Awards Nominating Committee Q&A" (or "SAG Awards Nominating Committee Event")
 - "SAG Awards Nom Comm Q&A" (or "SAG Awards Nom Comm Event")

EVENT RSVPS & CONFIRMATIONS

The SAG Awards will send out invitations for Q&As and events via E-Blast to Nominating Committee members or our SAG Awards RSVP (wide) list.

RSVPs

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".** You may use "SAGAwards" or "SAGAwardsNomComm".
- **When noting affiliation in RSVP webforms** (drop-down menu, etc.), **do not use the term "SAG". 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.

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
 - **NEW:** Any pertinent COVID-19 safety guidelines - i.e. vaccination, testing or mask requirements, indoor/outdoor, etc.
 - Cancellation email

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

STRAIGHT SCREENING OPTIONS

Awards Screening Websites

- For studios/networks who would like to make their screening websites available to Nom Comm members for straight screenings only (without a Q&A), please send the URL to the Awards Office and it will be posted on our private password protected Nom Comm member site.

OTHER GROUPS AVAILABLE FOR SCREENINGS

In addition to the SAG Awards Nominating Committees, companies may screen to the following SAG-AFTRA affiliated groups:

SAG Awards "RSVP" Screening Program (general SAG-AFTRA members)
SAG-AFTRA Foundation
SAG-AFTRA Equity and Inclusion Committees

Contact the Awards Office for more information. Titles screened to these affiliated groups will **not** count towards a title's maximum in-person event total.

E-Blasts

Advanced approval is required on all EMAIL BLASTS
Please email E-Blast drafts for approval to:
AwardsTeam@sagawards.org

TYPES OF E-BLASTS

- **Digital Screener Notification (1 allowed per title):** Email alerting members to digital screener or FYC site access and login information. **Access and login information will be listed on the private Nom Comm website for member reference.**
 - Sending digital screeners to the Nom Comm requires approval - please see [HERE](#) for more information. A Digital Screener E-Blast template will be provided upon approval.
- **Event Invitations (4 allowed per title):** Limited to official booked in-person FYC events in Los Angeles or New York. **Event details will be listed on the private Nom Comm website for member reference.**
 - **1 reminder blast allowed per event.**
 - In-person events must be held and booked on the SAG Awards Q&A Calendar Portal - please see [HERE](#) for more information.
- **FYC Extras (4 allowed per title):** Email featuring up to three (3) links to extra content, which can include pre-recorded virtual events and panels, performance-focused articles, interviews, trailers, featurettes, BTS, etc. **Links featured in the E-Blast will automatically be posted on the private Nom Comm website for member reference.**
- **Regional Screening Invitations (outside of LA and NY):** Limited to 5 screenings per blast, may also include a link to a studio site listing available screenings. Dates do not need to be booked on the SAG Awards Q&A calendar. **Event details will be listed on the private Nom Comm website for member reference.**

GROUPS AVAILABLE TO E-BLAST

- **Nominating Committees:** Both the Motion Picture and Television Nominating Committees are available to E-Blast for screenings.
- **SAG Awards RSVP Group:** The SAG Awards has an email database of general members for screening invitations (also known as our “wide” list). You may invite these members to fill Nom Comm screenings (if needed) or other industry screenings. **This group is not available to send digital screeners or FYC Extras blasts.**

Companies requesting to invite **both Nominating Committee members and the SAG Awards RSVP screening group** to events **must first invite the Nominating Committee**. Invitations may not be emailed to both groups simultaneously.

OVERALL E-BLAST GUIDELINES

General

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

Fees

- These fees will be **invoiced in early March** once Awards season concludes.

<u>Digital Screener Notification (Pre-Nom only)</u>	\$3,000 per film title \$5,000 per TV site
<u>Event Invitation</u>	\$1,000 \$200 per optional reminder or extension to RSVP Group
<u>FYC Extras</u>	\$1,500
<u>Regional Screening Invitations</u>	\$2,000 for up to 5 screenings \$1,000 for single screening

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 Nominating Committee must be referred to as the **"SAG Awards Nominating Committee"** or **"SAG Awards Nom Comm"**. Please **do not** use "SAG" or "SAG 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.

EVENT INVITATION E-BLAST REQUIREMENTS

Details to Include

- Date / time / location of event
- Does the invitation include a guest?
- RSVP link/email
- Invitations must include a contact email for members to cancel their RSVP if the need arises.
- Film or episode runtime
- Up to 2 reviewer's quotes 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 Awards Nom Comm"**.
 - For example: TitleSAGAwards@studio.com.
- Similarly, when noting Nom Comm affiliation in RSVP webforms (drop-down menu, etc.), please use "SAG Awards" or "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.

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

FYC EXTRAS E-BLAST REQUIREMENTS

In addition to digital screeners and event invitations, studios/networks may send up to 4 E-Blasts (per title) to Nom Comm 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 (**SAG-AFTRA Foundation Conversations can be used**)
- Trailers
- Featurettes
- Behind-the-Scenes
- Interviews
- Digital FYC Booklets
- Screening Websites

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.
- **NEW: Nom Comm Website Posting Title Art/Logo**
 - **Include title art or show logo where indicated below.**
 - Must be .jpg or .png files, 800 px on the longest side.

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

Mailings

IMPORTANT!

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

Please email all materials for approval to:
AwardsTeam@sagawards.org

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

TOTAL COUNT FOR MAILINGS: 2,600 (allows for replacements)

Nominating Committee Member Counts:

Motion Picture: 2,500

Television: 2,500

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 the Nominating Committee must be referred to as the "SAG Awards Nominating Committee" or "SAG Awards Nom Comm". **Do not use "SAG" or "SAG Nom Comm".**

Size and Specifications

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

- Plain envelopes only (**no return address**) required for all mailings.
- **Mailers cannot exceed 7" x 7" x 5"**, not including approved envelope or packaging.
- **NEW: Any promotional pieces should not exceed 5" x 7" when folded.**
- Mailers can be any shape and include images, logos, 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 may 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 organizations 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. All quotes must be approved by SAG Awards.
- Laurels are permitted to include in FYC materials.

Other Promotional Materials

- Any promotional items must be approved by the Awards Office.
- Promotional material and extras must be **performance-focused** 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 Nominating Committee 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, Regional, and Nationwide Mailings**, please contact Donna Gomez at West Coast Mailers (donnagomez4westcoastmailers@gmail.com or (323) 773-5391).

Fee:

- **\$500 fee for each physical mailing** (in addition to any immediate postage and handling fees from the mailing house).
- These fees will be **invoiced in early March** once Awards season concludes.