



## SAG Awards Mailings & E-Blast Guide

This document is meant to only be a guide. Please refer to our complete [Rules and Regulations](#).

**Total Nominating Committee Member Counts – FILM: 2500, TELEVISION: 2500**

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 Nom Comm”.

### **IMPORTANT!**

**ALL materials sent to Nominating Committee members require the following “Paid For” text somewhere on the mailing/e-blast:**

**NOT PAID FOR BY SAG-AFTRA – or – PAID FOR BY [STUDIO/COMPANY]**

Advanced approval is required on **ALL MAILINGS AND EMAIL BLASTS** including invitations, screening schedules, promotional materials and DVD screeners. Please email all materials to Jon Brockett at [jbrockett@sagawards.org](mailto:jbrockett@sagawards.org), Jen Coyne-Hoerle at [jench@sagawards.org](mailto:jench@sagawards.org), John Bogulski ([jbogulski@sagawards.org](mailto:jbogulski@sagawards.org)), and Sarah Barry ([sbarry@sagawards.org](mailto:sbarry@sagawards.org)).

**FOR PHYSICAL MAILINGS DO NOT PRINT OR DELIVER MATERIALS TO MAILING HOUSE**

**PHYSICAL MAILINGS: DVDs, Screening Schedules, Postcards, Invitations, Etc.**

**Though we do not have specific size requirements on pre-nom promotional mailers, the SAG Awards strives to be as green as possible, and many Nom Comm members have complained about wasteful or large mailings – with this in mind, please consider keeping your promotional mailers as minimal as possible.** For any questions please contact the Awards Office.

Reviewer’s quotes regarding submitted performances may be included in For Your Consideration materials provided that the quotes are attributable to a legitimate, recognized news organization and do not include negative or disparaging remarks about any actor, film, television or new media program. All quotes must be approved by SAG Awards and are limited to physical mailings only. SAG Awards will not include reviewer’s quotes in electronic communications to members.

### **Union Mailing Houses**

**All mailings to Nominating Committee members, MUST go through our Union Mailing House.** Payment to mailing house for postage/handling must be worked out in advance of mailing. **PLEASE NOTE, your postage and handling fees must be paid before a mailing goes 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) for an estimate/invoice on the mailing itself.
- **New York Mailings**, you may use West Coast Mailers or contact our NY mailing house, Gayle Martinez at Century Direct ([martinezg@centurydirect.net](mailto:martinezg@centurydirect.net) or 212.763.0627).

### **Requirements**

- All mailings must include “Paid For” language listed above.
- Plain envelopes only (**no return address**) required for all mailings.
- All screening invitations mailed via US post must be delivered to the Union mailing house no less than 7 days prior to the scheduled event.

### **Fees**

- **Each physical mailing requires a \$450 fee** (in addition to any immediate postage and handling fees from the mailing house). These fees will be invoiced in February when all mailings have gone out.

## **E-BLASTS FOR SCREENINGS/Q&As**

E-blasts to the Nominating Committees are available for screening invitations ONLY. We do not allow any general FYC emails or blasts with streaming links.

- E-blast invitations for booked dates must be sent **7-10 days prior to the event**.
- We do not allow E-blasts to the Nominating Committee and SAG Awards RSVP group at the same time. The Nominating Committee must be first to receive invitations with time to respond before additional wide blasts go out.
- Additionally, **E-blasts are limited to 2 screenings per invitation. Screening schedules with many dates or more than 3 screenings listed must be sent as a physical mailing.**
- In addition to Jon and Jen, **please always include John Bogulski ([jbogulski@sagawards.org](mailto:jbogulski@sagawards.org)), and Sarah Barry ([sbarry@sagawards.org](mailto:sbarry@sagawards.org)) on these emails.**

### **Requirements**

- Must be sent in a Word document for approval (No PDFs will be accepted). Please follow template included in this guide
- Must include "Paid For" text PLUS the following language:  
**PLEASE ARRIVE AT LEAST 45 MINUTES EARLY. SCREENINGS ARE OVERBOOKED TO COMPENSATE FOR NO-SHOWS. RSVPS DO NOT GUARANTEE SEATING.**
- Up to 2 images or graphics may be included on each blast. We suggest title treatment or one-sheet. Images must be between 700 and 1000 pixels wide.
- **For any RSVP emails created specifically for our group, please do not use the term "SAG".** You may use "SAG Awards" or something similar. For example: [TitleSAG Awards@studio.com](mailto:TitleSAG Awards@studio.com)
- **POLICY REGARDING RSVP CANCELATIONS:** The SAG Awards requires studios and networks to provide a way for members to cancel an RSVP either by contacting the original RSVP phone number/email or by giving an alternative phone number/email in all invitations.

### **Fees**

- **Each E-blast requires a \$450 fee per event. In addition, we also charge \$100 per subsequent email for each event.** This includes reminder emails. Fees will be invoiced in early February after the season has ended.

## E-BLAST TEMPLATE FOR REFERENCE

You and a guest are invited to a special screening of

# TITLE OR TITLE ART

1081px X 1600px  
300 DPI  
MAX 1MB

\*\*(Key Art is optional)\*\*

**DAY, DATE  
TIME**

Followed by a Q&A Discussion with  
(List panelists as desired)

**LOCATION  
Name  
Address**

Please RSVP to [Hyperlinked email address or link to web page.](#)  
[For any RSVP emails created specifically for our group, please do not use the term "SAG".  
You may use "SAGAwards" or "SAGAwardsNomComm".  
For example: [TitleSAGAwards@studio.com](mailto:TitleSAGAwards@studio.com)]

ABOUT TITLE  
Paragraph about Title.

**RUN TIME**

**PLEASE ARRIVE AT LEAST 45 MINUTES EARLY. SCREENINGS ARE OVERBOOKED TO**