

AWARDS CAMPAIGN
PROMOTIONAL REGULATIONS
STYLE GUIDE FOR THE
99TH OSCARS

OSCARS[®]

CONTENTS

- I. Introduction
- II. For Your Consideration (FYC) Screening Invite Templates
- III. Official-Qualifying Festivals Invite Template
- IV. For Your Consideration (FYC) Screening Invite Don'ts Template
- V. Academy Screening Room (ASR)
- VI. Mailing Houses
- VII. 99th Awards Campaign Promotional Regulations FAQs
- VIII. Contacts

INTRODUCTION

This Campaign Promotional Regulations Style Guide is not the actual or complete Campaign Promotional Regulations or complete Campaign Promotional Regulations FAQs, but merely an aid. The Campaign Promotional Regulations can be found [here](#) and should always be consulted. The Campaign Promotional Regulations FAQs can be found [here](#). This style guide may be updated throughout the awards season as needed.

The Academy is committed to conducting a fair, clear and equitable awards process focused on honoring creative excellence. It should not be assumed that any tactic or activity not specifically addressed by the regulations is permitted.

As a reminder, Academy members have a responsibility to uphold the reputation and integrity of the awards process. Academy members should be mindful of the weight their communications and presence may have, directly or indirectly, on the promotion of a motion picture, performance or achievement, as well as the awards process itself.

For questions or concerns, email promotionalregulations@oscars.org.

II. FOR YOUR CONSIDERATION (FYC)
SCREENING INVITE TEMPLATES

FOR YOUR CONSIDERATION - ONE SCREENING EXAMPLE EMAIL

CONTENT TO INCLUDE

- For Your Consideration
 - Add “In all categories” for films in General Entry; mailing is sent to all members
- Category/Categories in which the film is competing followed by the FYC Credit(s)
 - For Example: Best Picture (Producer Name(s))
 - Best Actress (Actress Name)
- Film Title (Official Title Treatment)
- Film Synopsis
 - 300 characters with spaces
- You may list in-person, theatrical screening opportunities (date, time, location) or for films appearing on the Academy Screening Room (ASR), you may say “WATCH NOW” and include a link to the ASR. (Link will be provided by the mailing house.)
- Details about Q&As, panel discussions or receptions may also be included.
- Studio Contact Email/RSVP
- Accessibility and disability notice (email and /or phone number for accessibility or disability questions or requests).
- Studio or distributor logos that are directly associated with the film may be included.

FOR YOUR CONSIDERATION
(IN ALL CATEGORIES INCLUDING)

BEST PICTURE
FRANK CAPRA
HARRY COHN

BEST DIRECTOR
FRANK CAPRA

BEST ACTOR
CLARK GABLE

BEST ACTRESS
CLAUDETTE COLBERT

**IT HAPPENED
ONE NIGHT**

Pampered socialite Ellie Andrews elopes with a swindling pilot, but when her father arranges for an annulment, Ellie flees to New York to reunite with her husband. On the way, she meets newspaper reporter Peter Warne, who helps her get to her destination in exchange for the right to tell her story.

You are invited to a screening and Q&A to follow with director Frank Capra

Friday, November 2, 1934 | 1:00 PM
Q&A to follow with director Frank Capra

Grauman's Egyptian Theatre
6712 Hollywood Blvd.
Los Angeles, CA 90028

Reception to follow at
Musso & Frank Grill
6667 Hollywood Blvd.
Los Angeles, CA 90028

WATCH NOW
on Academy Screening Room (ASR)

Info@columbiapictures1934.com

For accessibility questions or requests, please contact Jane Smith
janesmith@columbiapictures1934.com

III. OFFICIAL QUALIFYING FESTIVALS
INVITE TEMPLATES

OFFICIAL QUALIFYING FILM FESTIVALS EXAMPLE EMAIL

CONTENT TO INCLUDE

- Festival Title
- Festival Location—City, State, Venues
- Festival Dates
- Festivals may promote film festival premieres, industry panels, award presentations, tributes, Q&As and promo code offers.
- Festivals may not send emails to members promoting official Academy receptions
- Festival Contact Email

YOU ARE INVITED TO ATTEND THE

**WILSHIRE BLVD.
FILM FESTIVAL**

OCTOBER 3 – OCTOBER 6, 1934

8949 Wilshire Blvd.
Beverly Hills, CA 90211

IT HAPPENED ONE NIGHT
World Premiere

Samuel Goldwyn Theater, October 22, 7PM

Followed by Q&A with
Director Frank Capra and Actor Clark Gable

Moderated by Otis Ferguson

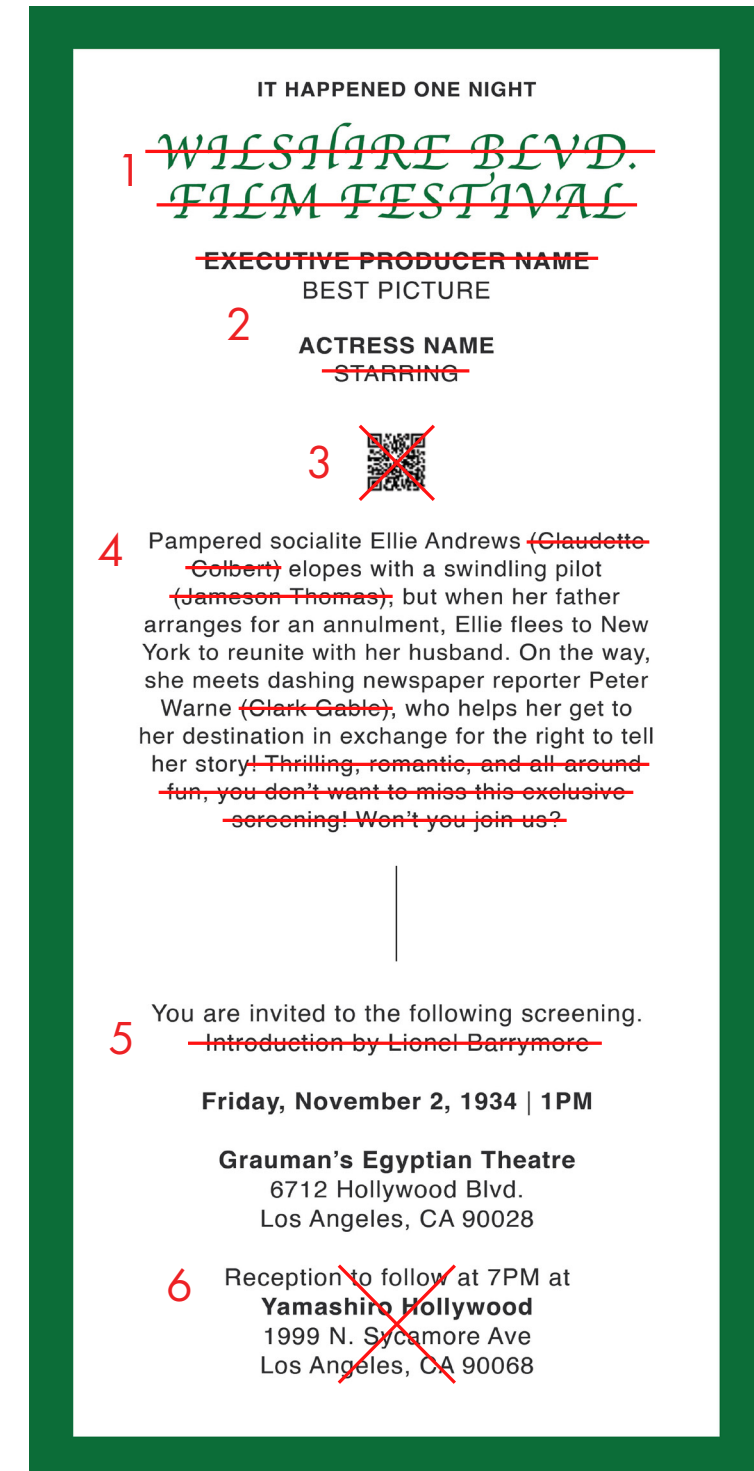
CLICK HERE
to RSVP, see the complete
festival programming schedule,
or/and purchase passes

info@wilshireblvdfilmfestival.com

IV. FOR YOUR CONSIDERATION (FYC)
SCREENING INVITE DON'TS TEMPLATES

SCREENING INVITE DON'TS

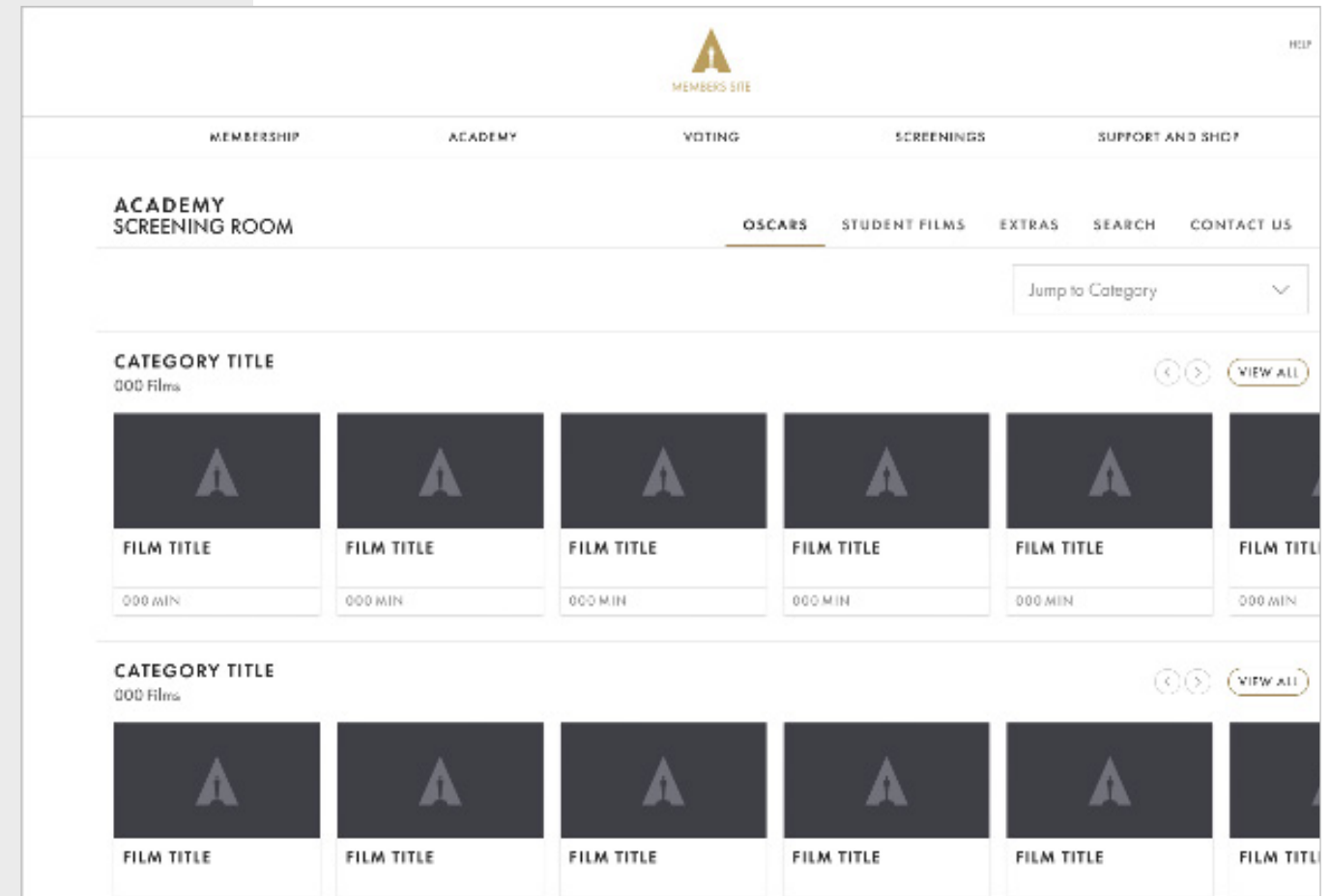
1. On FYC mailings, film festival information may be mentioned when giving context to the invitation address. Text with the festival name should not be more prominent than other text and must be the same type size and typeface as the rest of the invitation.
2. The names of individuals eligible for nominations (producers, actors/actresses, etc.) must be listed AFTER the FYC category credit (Best Picture, Best Actor/Actress, etc.) in which the film is competing. Only credits eligible to receive a nomination in the category in which the film is competing may be listed.
3. No images or QR codes.
4. Film synopses may not be longer than 300 characters with spaces, include credits, embellishments or language added for the sake of enhancing plot details, or punctuation used for emphasis or stylistic effect, including question marks (?) or exclamation points (!).
5. Introductions are not permitted to be listed on a blast.
6. Receptions that are not near the screening venue and that do not take place immediately before or after the scheduled screening are not permitted.



V. ACADEMY SCREENING ROOM (ASR)

ASR LANDING PAGE DESKTOP

- Films uploaded on the Academy Screening Room (ASR) will appear on the landing page separated by For Your Consideration (General Entry and Best Picture) and Specialty categories: Animated Feature Film, Documentary Feature Film, International Feature Film, and Short Films.
- For Your Consideration (General Entry and Best Picture) films on the ASR will be visible to all Academy members (automatic).
- Films submitted under the Specialty Categories will have visibility on ASR depending on the branch/category and member opt-in:
 - Animated Feature Film: Voting members of the Animation branch (automatic); all voting Academy members who opt-in to participate
 - Documentary Feature Film: Voting members of the Documentary Branch (automatic)
 - International Feature Film: All voting Academy members who opt-in to participate
- Short Films specialty category visibility on the ASR breaks down as follows:
 - Animated Short: members of the Animation Branch (automatic), members of the short films branch who opt-in to participate
 - Documentary Short: members of the documentary branch (automatic)
 - Live Action Short: Members of the short films branch (automatic); All voting Academy members who opt-in to participate
- English closed captions and/or English subtitles will be available for all films. 9 additional language options may be included.



ASR ASSET DETAILS PAGE DESKTOP

Film pages on the ASR will show an approved synopsis and submitted credits following the below template.

LIST OF CREDITS INCLUDE

Directed by:

Screenplay and Story by:

Produced by:

Cast:

Casting by:

Cinematography by:

Costume Design by:

Editing by:

Makeup and Hairstyling by:

Production Design by:

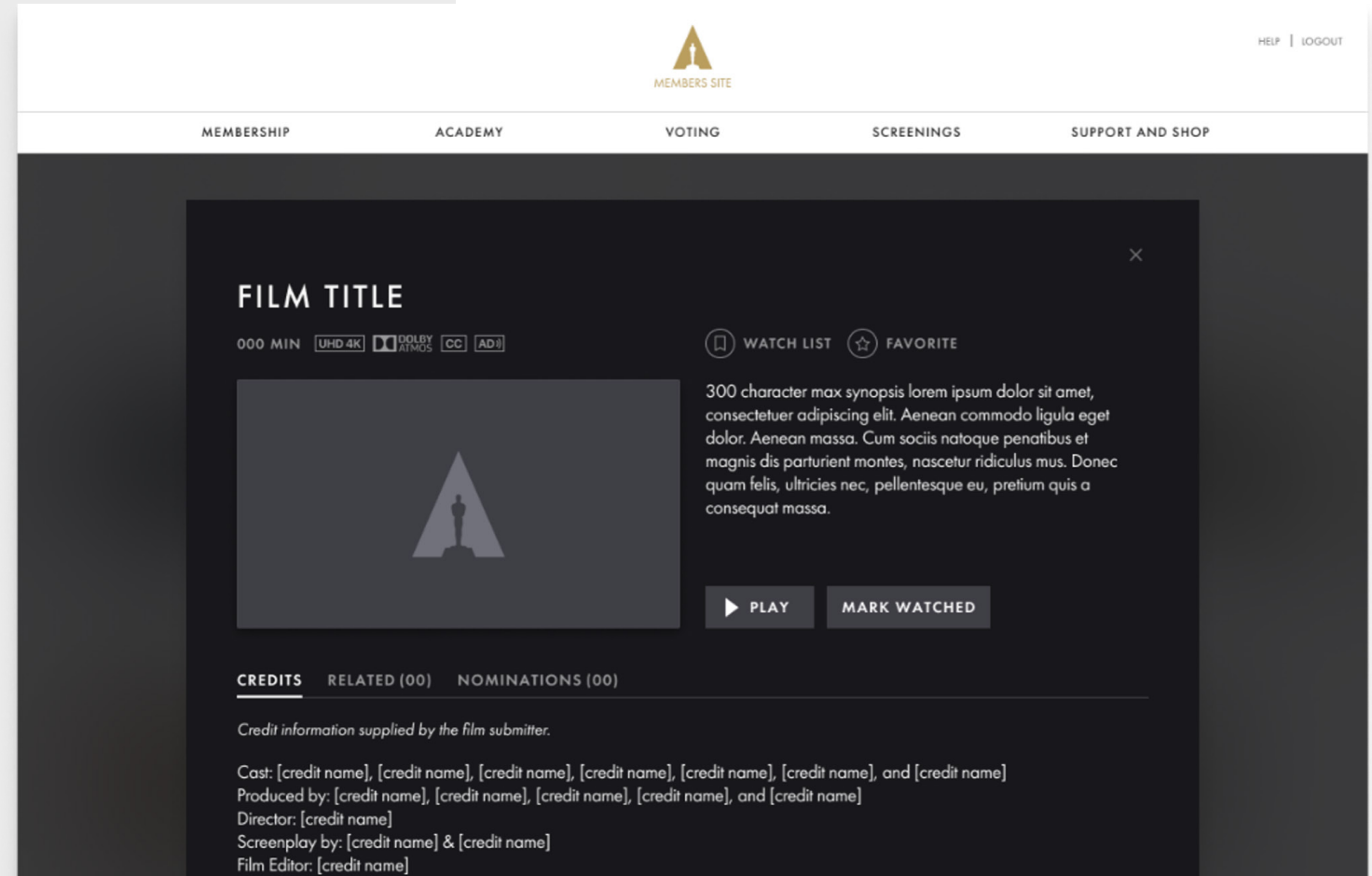
Original Songs by:

Score by:

Sound by:

Stunt Design by:

Visual Effects by:



SCENE AT THE ACADEMY

Scene at the Academy is an opportunity for submitters to create exclusive content in which filmmakers and artists discuss the evolution and breakdown of a scene within the feature film or how one craft is used throughout the film overall. Unscripted features can provide content that focuses on how filmmakers gained access to the story and subjects. *Scene at the Academy* content is accessible for Academy members on the landing page of the Academy Screening Room and will have the opportunity to be published on the Academy's official YouTube channel.

Things to Remember:

- *Scene at the Academy* is only available for feature films that purchase streaming under the For Your Consideration section of the Academy Screening Room
- Limit of one (1) per title
- Content must be submitted with an English closed-caption file
- Runtime cannot exceed twenty (20) minutes
- Discussion should focus on one (1) to two (2) scenes maximum or one (1) craft in film overall only
- A synopsis of the content will be displayed and will be a separate synopsis than that used for the feature film.
- Refrain from indicating in the content where the film is playing or streaming
- Campaign language may not be used in the conversation
- Festival laurels, awards, accolades or quotes are not permitted in the content

VI. MAILING HOUSES

Motion picture companies, individuals directly associated with an eligible motion picture, and Official Qualifying Film Festivals may only send promotional communications digitally to Academy members via an Academy-approved mailing house.

FYC screenings promoted via eblasts to members may also be added to the FYC Screenings Calendar section of the Academy member site.

To send a mailing or add screenings to the FYC Screenings Calendar, please contact one of the below mailing houses:

Elite Logistics and Fulfillment LLC

10660 Acacia Street
Rancho Cucamonga, CA 91730
951-465-7764
customerservice@elitelf.com

HazMatMedia, Inc.

120 N. Robertson Blvd., Plaza N
Los Angeles, CA 90048
310-659-2062
hazmat@hazmatmedia.com

Vision Media Management & Fulfillment LLC

29125 Avenue Paine
Valencia, CA 91355
816-820-5303
eblasts@visionmedia.com

VII. 99TH AWARDS CAMPAIGN
PROMOTIONAL REGULATIONS FAQ_s

This FAQ is not the actual or complete Campaign Promotional Regulations but merely an aid. The Campaign Promotional Regulations can be found [here](#) and should always be consulted. This FAQ may be updated throughout the awards season as needed.

The Academy is committed to conducting a fair, clear and equitable awards process focused on honoring creative excellence. It should not be assumed that any tactic or activity not specifically addressed by the regulations is permitted.

As a reminder, Academy members have a responsibility to uphold the reputation and integrity of the awards process. Academy members should be mindful of the weight their communications and presence may have, directly or indirectly, on the promotion of a motion picture, performance or achievement, as well as the awards process itself.

For questions or concerns, email promotionalregulations@oscars.org.

Commonly asked questions and answers include the following:

MAILINGS

Q: How do I contact an Academy-approved mailing house?

A: The Academy works with three approved mailing houses: Elite, HazMat and Vision. Please find contact information [here](#).

Q: Must the Academy approve For Your Consideration (FYC) mailings before sending them to members?

A: No. However, if you would like us to review a mailing before it is sent to ensure it complies with our regulations, we would be happy to do so. You may send materials to promotionalregulations@oscars.org for review. Turnaround time depends on volume at the time received but typically takes 2-3 days. Please plan accordingly.

Q: What does a typical FYC mailing look like?

A: An FYC mailing typically begins with “FOR YOUR CONSIDERATION” at the top and includes the film title, the category or categories in which the film is competing, a synopsis and information on how and where to view the film. The film’s official title treatment used on FYC mailings must match the official title treatment submitted to the Academy. Mailings must have a solid background, plain text boxes and plain font. No images are allowed, including QR codes for approved websites. The Oscars® or Academy Awards® may not be referenced in mailings to members.

Q: Do you have an example or template of a typical FYC mailing?

A: The 99th Academy Awards Campaign Promotional Regulations Style Guide outlines approved For Your Consideration (FYC) screening invites, materials, Qualifying Film Festival information, screening invite do's and don'ts, mailing house contact information and Scene at the Academy details. Click [here](#) to view the guide.

Q: How do I inform members my film is available to view on the Academy Screening Room?

A: You may send an invitation through an Academy-approved mailing house notifying members that a film is "Available to View" on the Academy Screening Room or includes a "Watch Now" button that links to the Academy Screening Room. The mailing house will provide the link to the Academy Screening Room.

Q: May I include film festival information?

A: Film festivals may be mentioned when giving context to the invitation address or as an FYC screening. The text with the festival name should not be prominent and must be the same size and font as the rest of the invitation.

Q: Can commercial theater viewing opportunities be included in an FYC mailing?

A: Mailings may reference commercial theater viewing opportunities where members use their Academy membership card to access a complimentary screening. Such information may not be sent as a stand-alone invitation but must be attached to an FYC in-person screening notice, a "Watch Now" on the Academy Screening Room notice or a link to the film sent through an Academy-approved mailing house.

Q: What is a non-embellished synopsis?

A: Synopses may not include credits. They must be 300 characters or less, including spaces, be straightforward and communicate what the film is about. The synopsis should not read like a tagline or include question marks (?) or exclamation points (!). Additionally, the language used in the synopsis should be simple and should not contain any language or punctuation added for the sake of enhancing or amplifying the details of the plot with the intention of creating a more dramatic or impactful effect.

Q: May I change or edit my synopsis?

A: The synopsis sent in a mailing must match that of the synopsis on our Academy Screening Room. Synopses may only be edited or changed up until the point at which they are included in an FYC email sent to members through one of our approved mailing houses.

Q: May I include an official Academy membership screening in my mailing?

A. Stand-alone invitations to official Academy membership screenings are not permitted. However, such screenings may be listed on an invitation, provided they are listed as an “Additional Screening Opportunity” alongside other FYC screening opportunities, including in-person screenings, “Watch Now” on the Academy Screening Room or a link to the film. When listing these opportunities, they must be listed after other FYC events and must include the wording, “Please check the member site at membership.oscars.org for proper RSVP protocol.”

Q: To whom can I send my FYC mailings?

A: All FYC mailings must be sent digitally using an approved Academy mailing house. Academy members may opt in to the Academy’s awards mailing house system to receive different types of FYC mailings. FYC mailings may be sent to members eligible to vote in the category or categories in which the film is competing and who have elected to receive the materials being sent.

Q: Can you clarify the rule requiring that “new information” be included in subsequent email blasts to members after the initial FYC screening invitation or “watch now” email promotion is sent? What does “new information” mean?

A: New information on a subsequent FYC screening invitation or “watch now” email includes but is not limited to: new in-person screening opportunities, new pre-recorded Q&A’s, Academy Screening Room additions such as Bake-Off or Scene at the Academy materials, panelist and moderator updates for a live Q&A, date, time and location changes and/or new achievements eligible for promotion on blasts such as shortlist and nomination achievements. New information does not include nor is it limited to: synopsis updates, cast and crew changes, styling or design changes to a blast.

Q: Do all eblasts require an accessibility notice to be listed before being sent to Academy members?

A: Yes. All eblasts and FYC calendar entries sent to Academy members via an Academy-approved mailing house must include an email address or phone number contact for inquiries regarding how members may request accessibility or disability needs or if the theater hosting the screenings has proper accommodations.

Q: Is there suggested accessibility and disability notice language available that can be added to eblasts to Academy members?

A: Yes. “If you have an accessibility-related request or question, please contact [Studio Email].”

Q: Is it permissible to send a link to a film for consideration directly to Academy members without going through an Academy-approved mailing house?

A: No. The distribution of digital screeners of motion pictures to Academy members is only allowed via the Academy's official streaming platform – the Academy Screening Room (ASR) – or by providing a private link to the motion picture via an Academy-approved mailing house, provided the film is not available on the ASR.

Q: If a film is on the Academy Screening Room, can I also send members a private link to the film in a different language?

A: A private link may only be sent if it contains a subtitled language that is not available on the Academy Screening Room and all subtitle file slots have been used for the film on the ASR. The Academy Screening Room supports English and requires the next two (2) languages added to be French and Spanish. After that, it can support seven (7) additional languages of studio/filmmaker choice. Once all ten (10) languages appear on the Academy Screening Room, a private link in an eleventh (11th) language may be sent to members using an Academy-approved mailing house.

Q: Do public communications, such as social media posts or marketing copy, require approval before being posted on a social media platform?

A: We do not review public communications like social media posts or marketing copy that is not sent to our members directly via an Academy-approved mailing house. Public communications, including social media, may not include references to the Academy Screening Room (ASR) or Academy Reading Room (ARR), either in copy or artwork, as this is a resource that is available only to members. Public communications, including social media, may not use the Oscar® statuette, Academy logos, or Oscars® logos in any form whatsoever. Members, motion picture companies, and individuals directly associated with an eligible motion picture should be mindful of the impact their public communications may directly or indirectly have on the promotion of a motion picture, performance, or achievement, as well as the awards process. Please consult the [Campaign Promotional Regulations](#) and [Copyright & Trademark Use](#) for a complete list of content not permitted on public communications.

SCREENINGS, PRIVATE EVENTS AND GATHERINGS

Q: Are double screenings permitted?

A: Eligible feature films may not be screened together and billed as a double feature, nor may they be screened with a non-eligible feature film. Eligible short films (Animated Short, Live Action Short or Documentary Short) may be screened together. An eligible short film may also be screened with an eligible feature film.

Q: May the Ross House be used for in-person FYC screenings?

A: Yes.

Q: Are there other ways to promote FYC screenings to members besides eblast invitations?

A: Yes. FYC screenings may also be added to the FYC Screenings Calendar available on the member section of the Academy website for a fee. This can be done via an Academy-approved mailing house.

Q: What constitutes a “private Oscars-related event or gathering”?

A: The Academy recognizes its members may gather from time to time throughout the year to celebrate, socialize and discuss the cinematic art form. Private Oscars-related events and gatherings among members are just that, private. They are viewed as community-building

opportunities and are not considered FYC events, nor may they be positioned or used as additional promotional opportunities. Until final voting polls close, those defined as “motion picture companies” are prohibited from funding, organizing or endorsing such events in any capacity.

Q: What does “fund, organize or endorse in any capacity” mean for private Oscars-related events and gatherings?

A: In addition to monetary or quid pro quo support, this includes but is not limited to directing or encouraging talent or clients to host or attend such events and providing materials such as posters, scripts, artwork, etc. In addition, collecting Academy members’ contact information and targeting members in relation to such events is not permitted.

Q: May leaders/executives of motion picture companies acting as individuals fund, organize or endorse private Oscars-related events or gatherings?

A: Leaders/executives are considered to represent and, therefore, be an extension of such entities and, as such, are not permitted to fund, organize or endorse private Oscars-related events or gatherings up to and until final voting polls have closed.

Q. What constitutes “lobbying”?

A: Lobbying involves organized, individual, personal outreach directly to Academy members that is outside the scope of the regulations to promote and/or advance a motion picture, performance or achievement for Oscar consideration.

OSCAR-QUALIFYING FILM FESTIVALS

Q: Where can I find the list of the 99th Academy Awards qualifying film festivals?

A: Click [here](#) to see the list of the 99th Academy Awards Qualifying Film Festivals.

Q: What rules or guidelines must qualifying film festivals follow to send email communications to Academy members?

A: Qualifying film festivals must follow the complete campaign promotional regulations and send email communications to members via an Academy-approved mailing house. Click [here](#) to see the campaign promotional regulations.

Q: What can qualifying film festivals send in their communications to members?

A: Qualifying film festivals may send communications to members who have opted in to receive emails from qualifying festivals or

target members of specific branches who have opted in for these communications. Festivals may not promote specific films to Academy members.

Q: Can qualifying film festivals send email communications to Academy members offering incentives to events, such as free tickets or promotional items?

A: Qualifying film festivals may not offer any promotional materials to Academy members, such as free tickets or anything of monetary value. Film festivals may not offer discount codes to Academy members for the festival at large or for specific film screenings.

Q: Are official qualifying film festivals permitted to include the “Official Oscar® Qualifying Film Festival” and qualifying category or qualifying festival award designation on communications to Academy members?

A: Only official qualifying film festivals are permitted to include the “Official Oscar® Qualifying Film Festival” designation on communications to Academy members. For questions about including the qualifying category or qualifying festival award designation on email communications, please contact promotionalregulations@oscars.org.

For specific questions about how the “Official Oscar® Qualifying Film Festival” designation can be used on an email blast

communication, contact promotionalregulations@oscars.org.
For specific questions on the use of the Oscar® trademark,
contact permissions@oscars.org.

Q: Are studios able to collaborate directly with qualifying film festivals on e-blasts being sent to Academy members?

A: For specific questions about studios collaborating directly with qualifying film festivals for e-blasts, please reach out to promotionalregulations@oscars.org.

VIII. CONTACTS

For questions regarding the Campaign Promotional Regulations, Style Guide or FAQs, please contact: PromotionalRegulations@oscars.org

For questions regarding Awards Rules or the submissions process, please contact: AwardsOffice@oscars.org

For questions regarding the Membership Standards of Conduct, please contact: member-relations@oscars.org

For questions regarding general marketing or use of the Oscars statuette and/or Academy trademarks, please contact permissions@oscars.org

For questions regarding the Academy Screening Room, please contact ASR@oscars.org

For questions regarding the Academy Representation and Inclusion Standards (RAISE), please contact: RAISE@oscars.org