

SPONSORSHIP MARKETING 2020 AWARDS

2020 Sponsorship Marketing Awards – Case Submissions Frequently Asked Questions

1. *When is the SMA Submission deadline for the 2020 SMAs?*

The deadline to submit your entry for consideration is **Monday, February 10, 2020 at 12:00 PM EST**. Deadline extensions will not be granted under any circumstances.

2. *How long should my case submission be?*

Maximum length for case studies is three (3) pages single-sided for all categories **except Agency and Property of the year and Hall of Fame**.

Submissions for the Agency/Property of the Year categories should be no longer than two (2) pages, single-sided submitted in PDF format. Submissions for Hall of Fame category should be kept to a maximum of 1,000 words.

Cases that do not adhere to these guidelines will be disqualified by the judges.

3. *What exactly is permitted to be included in the submission?*

Each submission should reflect the following components:

- ✓ Case document – three (3) 8.5 x 11 single sided pages max
- ✓ Creative files (video, pictures etc.) – three (3) pieces max

4. *Can I submit a video to accompany my entry for **Agency and Property of the Year categories?***

No. We are not accepting any ancillary materials with Agency or Property of the Year Award submissions (this includes videos or PowerPoints).

5. *How many entries am I permitted to submit?*

You can complete as many entries as you like. However, please note one (1) case can be submitted into a **MAXIMUM** of two (2) categories. Please also note that there is a limit for **Hall of Fame category**, where each person can nominate up to two individuals.

6. What method of payment can I use?

Through PayPal, we accept Visa, Mastercard, AMEX.

7. Do I need to create a PayPal account to make a submission?

No, it is not necessary.

8. How many creative pieces can I upload?

You may upload a maximum of **three (3)** pieces per case, but be selective! Upload only those pieces that you feel truly exemplify the best areas of your campaign.

Any combination (i.e. JPEG, MPEG, PDF, Quicktime, etc.) will be accepted but entries that exceed three (3) attachments will not be considered. This includes links to videos or other creative pieces included in your case document. You are permitted to attach **four (4)** files to each entry (**3 creative and 1 case document**).

9. Can I save a case in progress?

Yes! You may save your case in progress and complete it later.

10. Can I request an extension for a submission or payment deadline?

No, deadline extensions will not be granted under any circumstances. Due to extremely tight deadlines for SMA judges, we cannot grant extensions. Please mark **February 10, 2020** as an important date in your calendars!