

# GOLDEN GLOBES

## 82<sup>ND</sup> GOLDEN GLOBE® AWARDS CAMPAIGN GUIDELINES

Last Updated: November 11, 2024

The campaign and promotional guidelines in this document outline the rules that studios, networks, distributors, PR agencies, production companies and other parties must follow when promoting and raising awareness for eligible motion pictures and television programs to Golden Globe voters.

If any aspect of your campaigning is not covered in these guidelines, please do not assume it is permitted. If you have any questions, please contact the Golden Globes office at [AwardsOffice@goldenglobes.com](mailto:AwardsOffice@goldenglobes.com). Any violation of the letter or spirit of these guidelines will be referred to the Golden Globes eligibility committee, which can impose sanctions that may include but are not limited to a ban on further communications with voters and/or disqualification of the motion picture or television program in competition.

These guidelines may be revised or modified at any time and from time to time by the Golden Globes. Changes in these guidelines will be effective when posted to the Golden Globes website.

- **Voter Accessibility**

- Access to Golden Globe voters is available through one of the Golden Globes-approved mailing houses. (See details below)
- You cannot contact or communicate directly with Golden Globe voters with respect to Golden Globe-related nomination, award, or voting matters unless otherwise expressly authorized in writing by the Golden Globes.

- **Screenings**

- **Digital Screeners**

- Digital screeners of eligible motion pictures or television programs **must** be distributed to Golden Globe voters via the Golden Globe screening platform.
- Additional distribution is permitted by utilizing one of the following methods:
  - Hosting eligible programming on a special viewing site, your own hosted FYC website, or on your platform's website. Please see the E-blasts section below for further details.

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- Site Access or Screening Codes (provided by the motion picture or television company) will be sent to Golden Globe voters.
- For motion picture or television companies using a special viewing site or your platform’s website, an official Digital Screener must first be uploaded to the Golden Globes screening platform. A Digital Screener Notification may then be sent to voters, which alerts voters that a motion picture or television program is available to view.
- Additional information:
  - The option for closed captioning is required for all digital screeners.
  - Digital screeners may not include additional audio or video material, including but not limited to behind-the-scenes footage, interviews with cast and/or crew, or “making of” sequences. This information may be uploaded/linked to the Golden Globes platform, and notifications may be sent separately via FYC Extras E-blasts. Please see the E-blasts section below for further details.
  - Access to eligible motion pictures or television programs must be made available to **all** Golden Globe voters, regardless of where they reside worldwide.
  - All digital screening notifications can only be sent to voters after receiving approval from the Golden Globes office. Please email [AwardsOffice@goldenglobes.com](mailto:AwardsOffice@goldenglobes.com).
  - Regardless of the viewing platform, digital screening access must be made available for voters through the final ballot deadline of January 1, 2025.
- **In-Person Screenings**
  - Golden Globe voters may be invited to attend in-person “For Your Consideration” (FYC) screenings held by motion picture or television companies. Please see For Your Consideration (FYC) Events (In-Person Screenings, Q&A Sessions, and Panel Discussions) below.
  - The voters of the Golden Globes are also journalists and, as such, may be invited to screenings held by motion picture or television companies at time of release. Please see journalistic

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opportunities below.

- **For Your Consideration (FYC) Events (In-Person Screenings, Q&A Sessions, Panel Discussions, and Virtual Events)**
  - Golden Globe voters may be invited to attend in-person FYC screenings held by motion picture or television companies that may include an in-person Q&A session (Q&A) or panel discussion.
  - FYC events may be non-exclusive or exclusive to the Golden Globes, at the discretion of the motion picture or television company. However, invites to FYC events that are exclusive to the Golden Globes must include **all** 300+ Golden Globe voters.
  - FYC events are defined as the following:
    - In-person screenings of Golden Globes-eligible motion pictures or television programs for Golden Globe voters in a theater or third-party screening room
    - In-person or live-streamed virtual Q&A sessions.
    - In-person or live-streamed virtual panel discussions.
  - Invitations to such FYC events can only be sent to voters after receiving written approval from the Golden Globes office. Please email [AwardsOffice@goldenglobes.com](mailto:AwardsOffice@goldenglobes.com).
  - Motion picture or television companies may send a password-protected link to a pre-recorded virtual Q&A or discussion (FYC Extras) to Golden Globe voters or upload such content to the Golden Globes screening platform - but only after uploading eligible programming to the Golden Globes screening platform and sending a Digital Screener Notification. Invitations to such FYC extras must be sent to and have received written approval from the Golden Globes office before being emailed to voters. Please note: the FYC extras E-blast must include a notice that the motion picture or television program is available to view. Please see the E-blasts section below for further details.
  - Food and/or beverage vouchers or deliveries are not permitted at any time.
  - Travel/transportation/Rideshare vouchers are not permitted at any time.
  - Host(s):
    - For purposes of these campaign guidelines, a screening host is defined as an individual who is present at the exclusive Golden Globes screening of the motion picture or television program and introduces the filmmakers, cast and crew members, and/or motion picture/television subjects.

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- Hosts may not be a third party, brand, or sponsor.
  - No more than two hosts may be listed on an invitation.
  - Pre-nominations: A maximum of four exclusive Golden Globes hosted screenings of a single motion picture or television program are permitted.
  - Post-nominations: Hosted screenings are not permitted.
  - Moderator:
    - For purposes of these campaign guidelines, a moderator is defined as an individual who conducts a Q&A session or panel discussion.
  - A Q&A session or panel discussion, with or without a moderator, may take place only after a screening (in-person or digital) has been offered to Golden Globe voters.
  - There may only be one moderator for each Q&A session or panel discussion.
  - Pre-and post-nominations: All participants in Q&A sessions and panel discussions (other than the moderator) must be associated with the motion picture or television program.
  - Post-nominations: All FYC events must be non-exclusive to Golden Globe voters.
  - Golden Globe voters may not moderate FYC Q&As or panel discussions.
  - Pre-nominations: Receptions are allowed.
  - Pre-nominations: Reasonable reception-type food and drink may be provided at the time and place of screenings, Q&As, or panel discussions.
  - Post-nominations and until final voting concludes: Screenings may not include any receptions with talent and/or filmmakers.
  - NOTE: All FYC Screening, Q&A, and/or Panel Discussion invitations can only be sent after receiving written approval from the Golden Globes office. Please email [AwardsOffice@goldenglobes.com](mailto:AwardsOffice@goldenglobes.com).
  - Collaborations with the Golden Globes, LLC are permitted, including but not limited to panels, symposiums, and contender series.
- **Journalistic Opportunities**
    - The voters of the Golden Globes are also journalists and, as such, may be invited to screenings at the time of release.
    - Premieres, all-media/press screenings, screening series, press conferences, and similar events that take place at time of release are not considered FYC screenings and do not need prior approval from

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the Golden Globes office.

- The Golden Globes cannot regulate non-FYC events as they are not organized for Golden Globe voters. However, if a motion picture or television company would like the Golden Globes office to facilitate such invitations, arrangements can be made for a \$1,000 administration fee, but invitations must be sent via a Golden Globes-approved mailing house.
- Invitations to Film Festival Events, including, but not limited to, screenings, premieres, Q&As, and/or panel discussions taking place at a Film Festival, may be sent via a Golden Globes-approved mailing house for distribution for a \$1,000 administration fee. The Golden Globes office will need to collect RSVPs.

- **E-blasts**

- Digital Screener Notifications: Email alerting voters to digital screener access and login information.
- FYC Screening, Q&A Session (Q&A), and/or Panel Discussion, Reception Invitations: Limited to In-person screenings, In-person or live-streamed virtual Q&A Sessions or Panel Discussions, or In-Person receptions.
- FYC Extras: Email featuring up to three (3) links to extra material, which can include additional audio or video material, including but not limited to pre-recorded Q&A sessions or discussion panels, links to the eligible score, eligible songs, screenplay, interviews with cast and/or crew, trailers, featurettes, behind-the-scenes footage, “making of” sequences, press materials, etc.
- Regional Screening US Invitations (outside of Los Angeles and New York): Limited to 5 screenings per blast.
- Regional Screening International Invitations: Limited to 10 screenings per blast per region
- Film Festival Invitations: Limited to one film per film festival per blast.
- All E-blasts must receive written approval from the Golden Globes office before being sent to voters. Please email [AwardsOffice@goldenglobes.com](mailto:AwardsOffice@goldenglobes.com).
- There is no limit to the number of E-blasts you can send.

- **Required/Permitted/Prohibited Language**

- You may include the categories you are submitting for.
- You may include accolades.
- Do not include review ratings or quotes.

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- Do not use obvious campaigning language; it is okay to use the phrase “For Your Consideration.”
  
- **Media Requirements**
  - Ensure you have the specified assets prepared for a seamless submission process.
  - When uploading art to the Golden Globes screening platform, you will need to be prepared to upload for the following:
    - Poster: 750 x 1125 pixels jpg or png
    - Banner: 2732 x 1132 pixels jpg or png
    - Video Thumbnail: 1628 x 1000 pixels
    - Video: **1080p** up to **20GB**, encoded using **H.264**
  - When uploading art to the submission site, you will need to be prepared to submit the following to be used solely in connection with any announcements of, and factual references to, award nominations in editorial, marketing, and promotional materials for the year in which the eligible programming is in competition.
    - For all awards, the following is required:
      - Video : (2) Trailers of the film or current season of the series
        - Texted (Stereo) **and** Textless (Split tracks - Music, Dialogue, SFX, etc.)
          - 16x9, 1920x1080, or higher
          - Preferred formats: Quicktime Apple ProRes 422 or Avid DNxHD
          - No bugs or logos should be visible during the body of the video
        - Key Artwork: (2) 16:9 Cover Art and Poster Cover Art (Preferred layer files, .psd, or .ai.)
          - 16:9 Cover Art
            - File type: LSR, PNG, or JPG (quality unconstrained)
            - Minimum size for PNG and JPG: 1920 x 1080 pixels but 3840 x 2160 pixels preferred
            - Minimum size for LSR: 3840 x 2160 pixels
            - Resolution: 72 dpi
            - Color profile: Display P3 (strongly preferred) or sRGB
            - Bit depth: 8 or 16 bits
          - Poster Cover Art (Movie Poster/One-Sheet)
            - File type: LSR, PNG, or JPG (quality unconstrained)
            - Minimum size: 2000 x 3000 pixels

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- Aspect ratio: 2:3
- Resolution: 72 dpi
- Color profile: Display P3 (strongly preferred) or sRGB
- Bit depth: 8 or 16 bits
- Color space: RGB (CMYK images will not be accepted)
- Title Treatment / Full Color Content Logo:
  - File type: Transparent PNG
  - Size: 4320 x 1300 pixels
  - Resolution: 72 dpi
  - Color profile: Display P3 (strongly preferred) or sRGB
  - Bit depth: 8 or 16 bits
- In addition to the above, the following is also required for individual performance awards:
  - Head shot or key artwork: (2) in character and out of character
    - File type: LSR, PNG, or JPG (quality unconstrained)
    - Minimum size: 2000 x 3000 pixels
    - Color profile: Display P3 (strongly preferred) or sRGB
    - Color space: RGB (CMYK images will not be accepted)
  - Do not create separate assets for each category you are submitting for. You are only allowed one set of art that can be used for all categories.
  - By submitting a production for Golden Globe Award consideration in any category, the Golden Globes and its licensees shall be deemed to have been granted the right, in its sole discretion, to incorporate clips or excerpts from the production, and any and all other assets and materials relating to such production that have been submitted to the Golden Globes, into the applicable Golden Globe Awards telecast for the year in which the film is in competition, and into all other media content produced by the Golden Globes or its licensees relating thereto, for exhibition by the Golden Globes and its licensees in all forms of media. The submitting party shall have obtained clearance for the use of such assets and materials from any talent appearing therein and all other relevant personnel. Any assets or materials furnished to the Golden Globes in connection with an entry for consideration may be retained by the Golden Globes for file, reference and archival purposes and may be viewed partially or in its entirety for review and voting purposes.

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- **Physical Mailers**

- No promotional materials, or anything of monetary value, may be given to voters by motion picture or television companies or individuals directly associated with an eligible motion picture or television program.
  - No postcards
  - No promotional items
  - No booklets
  - No holiday cards, signed notes, etc...
- Golden Globe voters shall only be permitted to accept physical “screener” copies of motion pictures and television programs, songs and scores, physical copies of screenplays, and “making of” books given to Golden Globe voters for their consideration.
- Golden Globe voters shall not be permitted to accept elaborate “books” or other packaging for such “screeners.”
- Golden Globe voters may opt-out individually from receiving any physical screeners for television.
- Golden Globe voters may opt-out individually from receiving any physical screeners, songs and scores, and screenplays for motion pictures.
- Physical mailers may only be sent from a Golden Globes-approved mailing house.
- Packaging
  - “Screeners” must be in simple paper slipcovers unless sending retail versions of such materials in standard retail packaging.
  - The following are permitted on the paper slipcover:
    - Title Treatment
    - “For Your Consideration”
    - Categories
  - The following are not permitted on the paper slipcover:
    - Do not include review ratings or quotes.
    - Do not use obvious campaigning language; it is okay to use the phrase “For Your Consideration.”

- **Permitted Uses of the Phrase the Golden Globe Awards**

- Golden Globe Awards
- Golden Globes
- The Golden Globes



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- **NOT Permitted Uses of the Phrase the Golden Globe Awards**

- In your URL or email address
- Do not abbreviate as GG, GGA, or GGAwards
- Do not shorten as The Globes

- **Other Restrictions**

- Please refer to the advertising guidelines below.

- **Fees (for the 82nd Golden Globe Awards)**

- Screening Platform Access: An administration fee of \$5,000+ depending on the level of security chosen:
  - Includes one Digital Screening E-blast Notification via the Golden Globes screening platform.

	<b>Student/No Budget</b>	<b>Basic</b>	<b>Premiere</b>
	No watermarks Multi DRM 1 E-blast	Overlay watermark Multi DRM 1 E-blast	Forensic and Visible watermark Multi DRM 1 E-blast
Episodic TV	\$100	\$200	\$350
Features	\$250	\$1,000	\$2,000

- Additional Digital Screening E-blast Notifications and FYC Extras E-blasts via the Golden Globes screening platform: An administration fee of:
  - \$1,500+\* for 2 E-blasts (package)
  - \$1,000+\* for 1 E-blast

\*The Golden Globes screening platform charges an additional fee per additional E-blast(s), which is independent of these costs.

- E-blast invites to non-FYC Events, FYC Events, Regional / International Screening Invitations, and/or Film Festivals must be sent via a Golden Globes-approved mailing house: An administration fee of \$1,000+\*\* per E-blast
- Physical Mailers: An administration fee of \$1,000+\*\* per mailer

\*\*Each mailing house charges an additional fee per E-blast / physical mailer, which is independent of these costs.

- All fees are non-refundable.
- Motion pictures and television programs with production budgets of less than \$2 million USD *may* contact [AwardsOffice@GoldenGlobes.com](mailto:AwardsOffice@GoldenGlobes.com) to inquire about fee alternatives.

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- **Social Media**

- Please tag the Golden Globes in your social media posts using our official handles below:
  - Official hashtag: #GoldenGlobes
  - X official account: [Twitter.com/GoldenGlobes](https://twitter.com/GoldenGlobes)
  - Instagram official account: [Instagram.com/goldenglobes.com](https://www.instagram.com/goldenglobes.com)
  - YouTube official account: [YouTube.com/@GoldenGlobes](https://www.youtube.com/@GoldenGlobes)
  - Facebook official account: [facebook.com/GoldenGlobes](https://www.facebook.com/GoldenGlobes)
  - TikTok official account: [TikTok.com/@GoldenGlobes](https://www.tiktok.com/@GoldenGlobes)
- Link back to the Golden Globes here: [GoldenGlobes.com](https://www.GoldenGlobes.com)
- Do not use obvious campaigning language in your social media posts; it is okay to use the phrase “For Your Consideration.”

- **Advertising**

- Advertising of Golden Globe nominations and awards for motion pictures and television programs may use Golden Globe logos and trophy images approved by the Golden Globes for those purposes. All nominations and awards shall be identified accurately and completely in such advertising in a manner that all parts of the award name are easily legible. No part of an award name shall be less than 33% the size of the rest of the award name (e.g., “Musical or Comedy” must be included in type at least 33% the size of “Best Picture.”).
- The size of Golden Globe logos and trophy images approved by the Golden Globes may be adjusted to fit advertising formats, but the logos and trophy images should not otherwise be manipulated, cropped, or colored without the approval of the Golden Globes. All Golden Globe logos and trophy images must bear appropriate copyright and trademark registration notices indicating that they are the intellectual property of the Golden Globes.
- Advertisers should clearly identify award nominations as such and should not suggest that nominees are award winners prior to the announcement of the Golden Globe awards.
- Advertisers may use abbreviations of Golden Globe award names that accurately identify the award and do not result in confusion with other awards. For these purposes, the following are among the acceptable abbreviations:
  - Best Picture - Drama
  - Best Picture - Musical/Comedy

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- Best Picture - Animated (or) Best Animated Motion Picture
  - Best Picture - Non-English Language (or) Best Non-English Language Motion Picture
  - Best Female Actor - Motion Picture - Drama
  - Best Male Actor - Motion Picture - Drama
  - Best Female Actor - Motion Picture - Musical/Comedy
  - Best Male Actor - Motion Picture - Musical/Comedy
  - Best Supporting Female Actor - Motion Picture
  - Best Supporting Male Actor - Motion Picture
  - Best Director - Motion Picture
  - Best Screenplay - Motion Picture
  - Best Score - Motion Picture
  - Best Song - Motion Picture
  - Cinematic and Box Office Achievement
  - Best Drama Series
  - Best Musical/Comedy Series
  - Best Limited Series, Anthology Series or Television Motion Picture
  - Best Female Actor - Television - Drama
  - Best Male Actor - Television – Drama
  - Best Female Actor - Television - Musical/Comedy
  - Best Male Actor - Television - Musical/Comedy
  - Best Female Actor - Television - Limited Series, Anthology Series or Television Motion Picture
  - Best Male Actor - Television - Limited Series, Anthology Series or Television Motion Picture
  - Best Supporting Female Actor - Television
  - Best Supporting Male Actor - Television
  - Best Stand-Up Comedian on Television
  - The Golden Globe eligibility committee may impose appropriate sanctions for the failure to comply with these advertising standards.
- **Golden Globe Awards-Approved Mailing Houses**
    - If you wish to use a mailing house to send any information to the Golden Globe Awards voters, please use only one of the following approved mailing houses.

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- **Elite Logistics and Fulfillment LLC** (Digital and Physical Mailers)  
10660 Acacia Street  
Rancho Cucamonga, CA 91730  
Kristi Tager, VP, Client Services  
951-465-7764  
[kristi@elitelf.com](mailto:kristi@elitelf.com)
- **HazMatMedia, Inc** (Digital and Physical Mailers)  
120 N. Robertson Blvd., Plaza N  
Los Angeles, CA 90048  
Helen Boswell, VP  
Susan Heizmann,  
Controller 310-659-2062  
[helen@hazmatmedia.com](mailto:helen@hazmatmedia.com)
- **Indee.TV** (Digital Only)  
750 N San Vicente Blvd,  
West Hollywood, California 90069  
Kyle Brown, Vice President, Awards & Guilds  
310-490-2498 (Personal Cell)  
[kyle@indee.tv](mailto:kyle@indee.tv)
- **P3** (Physical Only)  
29003 Avenue Sherman  
Valencia, CA 91355 Doug Woodard  
626-975-3667 (Mobile)  
661-702-2670 (Office)
- **Vision Media LLC** (Digital Only)  
25876 The Old Road, Suite #294  
Stevenson Ranch, CA 91381  
Jeff Varnell, VP of Sales  
415-531-3196  
[Jeff.varnell@visionmedia.com](mailto:Jeff.varnell@visionmedia.com)  
Lou Jacob, VP of Strategic Accounts  
(773) 914-1581  
[lou.jacob@visionmedia.com](mailto:lou.jacob@visionmedia.com)