

HOW TO ENTER

1. Review the category list (on back) to find where your work should compete, and ensure your submissions are in the acceptable formats for each category. All entries *not* submitted in preferred format will be assessed an **additional \$75** conversion fee. If you are uncertain about a format, please contact us prior to submitting your entry. **All "live" entries (entries in physical form) must be accompanied with a CD/DVD containing the entry in PDF, JPEG, etc. format.**
2. Complete the 2012 NSF ADchievement Award entry form enclosed with this letter or go online to the NSF ADchievement website at **www.sports-forum.com/adchievement** and print the form out from there. Then submit your entry form along with payment information to the following address:

**The NSF ADchievement Awards
 c/o The National Sports Forum
 7290 Navajo Road, Suite 204
 San Diego, CA 92119**

By entering, each participating organization certifies that they have, and hereby grants the right to issue The National Sports Forum/Seaver Marketing Group permission to feature their submission(s) in the 2012 NSF ADchievement Awards including but not limited to the National Sports Forum website and the 2012 NSF ADchievement Awards Finalist DVD.

In addition, the organization hereby allows the National Sports Forum/Seaver Marketing Group to showcase their logo as well as the campaign at any future National Sports Forum conference or in any NSF ADchievement Awards collateral materials.

DEADLINE

Entries must be received by **November 30, 2011**. Late entries will be accepted, time permitting, but will be subject to a late fee of \$25 per campaign. Please contact us prior to submitting a late entry to see if it can still be accepted.

ELIGIBILITY

The NSF ADchievement Awards recognize the best sports-themed advertising. The NSF ADchievement Awards are NOT limited to professional sports teams. Each year, major league teams, minor league teams, as well as colleges enter; but also non-profit organizations, players' associations, retail stores, and pharmaceutical companies have participated. If you used sports in your advertising, you're eligible!

PRICING

Each campaign per category cost is **\$139**. You may enter as many categories as you like and may submit multiple campaigns in a category, but they must be a separate entry.

Returning for the 2012 competition is the **"ADchievement Six Pack Special"**. In response from past participants to make the Overall Award of Excellence more competitive for all who participate teams, agencies, brands, properties etc. can submit **six entries** for a flat rate fee of **\$600** (A savings of **39%** - (\$234) off what it would normally cost!).

Submission Period	Campaign per Category Cost
Oct. 15 – Nov. 30	\$139
Oct. 15 – Nov. 30	Six Pack Special - \$600

(Entries postmarked and received after November 30th will be accepted, time permitting, but will be subject to a late fee of \$25 per campaign.)

Visa, MasterCard, and American Express are accepted.
 Please make checks payable to: **Seaver Marketing Group**

ALL ENTRIES MUST:

- Meet all eligibility and deadline requirements.
- Include a completed entry form.
- Conform to defined submission requirements.
- Be paid in full – cost is determined number of entries.

JUDGING

All entries will be judged by a judging panel consisting of a diverse group of independent advertising experts. The judges will select six finalists in each category. Winners of each category will then be chosen from the pool of category finalists and will then be officially unveiled at the 2012 National Sports Forum conference on January 30 - February 1, 2012 in Oklahoma City, OK.

Decisions of the judges and the National Sports Forum, including eligibility, qualifications and appropriate category placements, are final.

OVERALL AWARD OF EXCELLENCE

The NSF ADchievement Overall Award of Excellence will be awarded to the sports property judged to have the best advertising across all categories. The Overall Award of Excellence will be decided prior to the 2012 National Sports Forum conference by combining an organization's scores from their top six categories from the preliminary judging. All organizations are automatically entered for the Overall Award of Excellence.

A representative from the organization that wins the Overall Award of Excellence will be brought out (all expenses paid) to the 2012 National Sports Forum in Oklahoma City, OK to receive the award.

2012 FINALISTS DVD

Everyone who enters will receive a complimentary copy of the 2012 NSF ADchievement Awards Finalists DVD featuring the six finalists' campaigns in all eight categories. The DVD will be ready in summer 2012.

CATEGORIES & FORMATS

The 2012 NSF ADchievement Awards categories and acceptable formats are listed below. Some example entries are listed below each category for reference only. If you are unsure of category placement, please feel free to contact us. You may enter as many categories as you like and may submit multiple campaigns in a category, but they must be a separate entry. There is a maximum of four ads allowed per campaign.

CATEGORIES	ACCEPTABLE FORMATS
<ul style="list-style-type: none"> • TELEVISION <ul style="list-style-type: none"> ◦ <i>Examples:</i> :15, :30, :60 or more 	.mov (must be in 4:3 NTSC format)
<ul style="list-style-type: none"> • SOCIAL/MOBILE MEDIA <ul style="list-style-type: none"> ◦ <i>Examples:</i> Facebook/Twitter, Text messaging promotions 	Screenshot or Website URL
<ul style="list-style-type: none"> • PRINT <ul style="list-style-type: none"> ◦ <i>Examples:</i> Newspaper ads, Magazine ads, Program ads 	<p>Actual (live) samples (ALL live samples must be accompanied by a CD/DVD containing the live samples in a format listed below)</p> <p>OR:</p> <p>.pdf, .jpg, .gif, .eps, .ai, .bmp, .tif, .mpg, .avi, .wmv, .mov, .swf .html or url</p>
<ul style="list-style-type: none"> • OUT-OF-HOME <ul style="list-style-type: none"> ◦ <i>Examples:</i> Billboards, Bus stop/shelter 	
<ul style="list-style-type: none"> • ALTERNATIVE MEDIA <ul style="list-style-type: none"> ◦ <i>Examples:</i> Matchbooks, Magnets 	
<ul style="list-style-type: none"> • SALES COLLATERAL <ul style="list-style-type: none"> ◦ <i>Examples:</i> Ticket stock/packaging, Poster, Brochure, Self-mailer 	
<ul style="list-style-type: none"> • IN STADIUM / IN ARENA <ul style="list-style-type: none"> ◦ <i>Examples:</i> Pre-/In-game video, Closed circuit television feed, Signage 	
<ul style="list-style-type: none"> • INTERNET / WEB-BASED <ul style="list-style-type: none"> ◦ <i>Examples:</i> Websites, Micro-sites, Webisodes, Banners/pop-ups/screensavers, Email 	

If you have any questions about the 2012 NSF ADchievement Awards, please visit the official website at www.sports-forum.com/adchievement. Or feel free to contact **Mark Petix** at the NSF office at (619) 469-4101 ext. 505 or mark@sports-forum.com.