



CLIO
SPORTS



Entry
Packet
2019

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Judging Process

Each year, Clio appoints top creatives and marketers from around the world to serve on our distinct juries. Clio selects individuals whose own creative work epitomizes the best of their respective fields, ensuring that each juror has an in-depth understanding of the industry's evolving marketplace.

The Clio judging process is known for its diplomatic approach to recognizing creative excellence. All jurors have an equal say in decisions, and the majority vote rules. Judging criteria across all programs is creativity and originality.

Some of the questions jurors are asked to think about include:

- Is this work creative? Original? Inspiring?
- Is this work brave? Bold? Innovative?

Juries will review all of the entries submitted within their assigned medium types. They participate in preliminary rounds of judging individually followed by a final round of judging to determine the awards given to each piece – Gold, Silver, Bronze, Shortlist.

During the judging process there is no minimum or maximum number of statues that need to be awarded. The jury reserves the right to award as many or as few entries as they see fit in a particular medium or category.



Key Dates

ELIGIBILITY PERIOD

Entries first appearing in public between **January 1, 2018 – March 31, 2019** are eligible for entry into this year's Clio Sports Awards.

STUDENT ELIGIBILITY

A student is defined as someone who is enrolled (full or part-time) in a recognized film school program or an accredited college or university. The work submitted by a student must have been produced during their enrollment, and within the period of **January 1, 2018 – March 31, 2019**.

- Call for Entries: **December 3, 2018**
- Deadline 1: **January 18, 2019**
- Deadline 2: **February 15, 2019**
- Final Deadline: **March 15, 2019**
- Clio Sports Award Show: **June 13, 2019**

**Prices increase. See Entry Fees for details.
All deadlines are 11:59pm EST*



Entry Fees

Entry fees and charges are US Dollars only.

2019 Clio Sports Entry Fees (Single Entry)	Dec 3rd to Jan 18th	Jan 19th to Feb 15th	Feb 16th to Mar 15th
	Deadline 1	Deadline 2	Deadline 3
Audio**	\$425	\$500	\$550
Branded Entertainment & Content	\$625	\$700	\$750
Design	\$425	\$500	\$550
Digital/Mobile**	\$425	\$500	\$550
Direct**	\$425	\$500	\$550
Experiential/Events	\$425	\$500	\$550
Film**	\$425	\$500	\$550
Film Technique**	\$425	\$500	\$550
Innovation	\$425	\$500	\$550
Integrated Campaign	\$825	\$900	\$950
Out of Home**	\$425	\$500	\$550
Partnerships, Sponsorships & Collaborations	\$425	\$500	\$550
Print**	\$425	\$500	\$550
Public Relations	\$425	\$500	\$550
Social Good	\$425	\$500	\$550
Social Media	\$425	\$500	\$550
Student (All mediums)	\$150	\$150	\$150
Media Handling Fee*	\$35		

* All entries with video uploads are subject to an additional \$35 media handling charge.

** Campaign prices are determined by multiplying the single entry fee in the respective medium by the number of ads in the campaign. (i.e.: Print Campaign – 3 ads, \$1275; Film Campaign – 3 ads (plus 3 media handling charges), \$1380)

Please Note: Fees are non-refundable. Withdrawn entries (whether withdrawn by entrant or by Clio for entrants failure to comply with the entry rules) will NOT be refunded.

All deadlines are 11:59pm EST

Entry and Medium Types

ENTRY TYPES

- **Teams, Leagues, Governing Bodies, & Associations** – Submissions in this entry type advertise or market professional, minor league, collegiate, non-profit, e-sports, and other organizations within the sports industry
- **Media & News** – Submissions in this entry type advertise or market online, print, or broadcast media and news outlets within the sports industry
- **Product/Service** – Submissions in this entry type advertise or market brands promoting a product or service within the sports industry

MEDIUM TYPES

- Audio
- Branded Entertainment & Content
- Design
- Digital/Mobile
- Direct
- Experiential/Events
- Film
- Film Technique
- Innovation
- Integrated Campaign
- Out of Home
- Partnerships, Sponsorships & Collaborations
- Print
- Public Relations
- Social Good
- Social Media

STUDENT MEDIUM TYPES

Students may enter the Clio Sports Awards in the following Media:

- Design
- Digital/Mobile
- Direct
- Experiential/Events
- Film
- Innovation
- Integrated Campaign
- Out of Home
- Print
- Social Media

Media and Entry Requirements

Below is an overview of the media requirements. Please remove the following before uploading any media:

- Agency Credits
- Individual Credits
- Agency Logos
- Slates

ENTRY TRANSLATIONS

For entries not in English please provide an English-Language Translation. For video uploads please provide a subtitled version of the video.

IMAGE UPLOAD

NOTE: All medium types require an image to be uploaded to the entry in order to submit payment. The image will be used during judging as your entry thumbnail. Also, in the case that your entry is awarded a statue, the image will be used as a thumbnail on the Winner's Gallery on the Clio website.

Required Spec for Image Uploads:

Resolution*:

- 2400 x 3000 pixels (portrait minimum)
- 3000 x 2400 pixels (landscape minimum)

***Please note the exceptions:**

- Digital/Mobile and Social Media mediums
 - 600 x 800 pixels (portrait minimum)
 - 800 x 600 pixels (landscape minimum)
- Film and Film Technique mediums:
 - 480 x 640 pixels (portrait minimum)
 - 640 x 480 pixels (landscape minimum)

- File Type: .jpg
- Color Mode: RGB
- File Size: up to 50 MB

If the work requires multiple images, each image must be uploaded as a separate image.

VIDEO UPLOAD

Required Spec for Video Uploads:

- Resolution: 640 x 480 (minimum)
- File Type: mp4
- Compression: h264
- Sound: AAC 44khz
- File Size: up to 500 MB

All bars, slates and black must be removed from videos. All entries must be submitted as a video upload. Clio will not accept CD's/DVD's..

AUDIO UPLOAD

Required Spec for Audio uploads:

- File type: .mp3
- Sampling rate: 44 KHz (44,100 Hz)
- Bit rate: 196 KB/s (maximum)
- Sound: Stereo
- File size: up to 50 MB

(Continued...)

Media and Entry Requirements (Cont.)

URL UPLOAD

- Entrants must keep the URL accessible online for judging through May 10, 2019.
- Please provide any login credentials required to access the URL.
- Please do not have the case study video within the URL.*
- URL entered may not contain agency name at any point, including but not limited to website, webpage title or within the URL link.

**Note: Entrants are able to upload video footage within our media upload portion.*

PDF UPLOAD

Required Spec for PDF Uploads:

- File Size: up to 50 MB
- PDFs can be either single page or multiple pages. We suggest that some entries such as Design may submit a whole brochure to show covers and spreads.

PDFs do not need to be 300dpi resolution. We suggest using Adobe's 'Reduced Size PDF' feature when saving your file for upload. This will provide your PDF with greater quality for judging and will increase your upload speed.

Physical Entries

Are not accepted for this program.

Campaign Entries

Campaign entries consist of 2 or more pieces. Each piece within a campaign requires an individual entry form to be completed (including individual uploaded media and payment).

How to Enter a Campaign

1. Create or edit an entry which you intend to make into one of the elements of the campaign.
2. In the Campaign tab select YES when asked if the entry is part of a campaign.
3. The next question will ask you if it's a new campaign or an existing one. Select NEW.
4. Provide a Campaign Name.
5. Proceed completing the entry all the way to the Review step.
6. In the Review step click the 'Add Next Entry' entry button.
7. The first campaign element is now saved and copied to create the next element easily.
8. Change the title and upload media asset(s). Change any other information if needed. Proceed to the Review step.
9. Repeat steps 6 through 8 until all campaign elements have been added.
10. When complete click "Add to Cart" and proceed to check out.

Mixed Campaign

Mixed Campaigns are a specific type of campaign allowed in the Digital/Mobile, Direct, Film and Out of Home Mediums. Mixed campaigns are campaign entries that include a combination of different categories within a medium as part of a single campaign.

Medium and Category Definitions

AUDIO

Entries into this medium include all types of creative audio content

Categories:

- **Radio** – Entries in this category are for broadcast or internet radio advertising.
- **Streaming/Downloadable Content** – Entries in this category are for creative content downloaded or streamed online or from a mobile device and directly related to the promotion of a product or service. This includes Podcasts.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1), Audio (1)

Optional Media: Video (1), PDF (1), URL (up to 4)

BRANDED ENTERTAINMENT & CONTENT

Entries in this medium utilize a fusion of advertising and editorial content as a way to communicate a brand's message or values to its target audience.

Categories:

- **Audio** – Entries into this medium include all types of creative audio content
- **Digital/Mobile** – Entries in this category are for digital media that includes, but is not limited to: websites, social media, applications, and user-generated content.

- **Experiential/Events** – Entries in this category include a themed activity, event, display, or exhibit. (Such as a sporting event, music festival, fair, or concert).
- **Film** – Entries in this category include all types of video advertising. This includes, but is not limited to: commercials, long and short form films.
- **Games** – Entries in this category are for interactive games. This includes, but is not limited to: console, mobile, and web-based games.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (10), Audio (1), PDF (1), URL (up to 4)

Tip: *Content videos are recommended for the film categories, case study videos can be uploaded as supporting material.*

DESIGN

Design is the visual craft that conveys brand and product messages to the consumer in an effort to inspire, compel and create brand recognition.

Categories:

- **Brand Identity** – Entries in this category are used to create or promote a company's identity through the use of graphical elements, typography, colors and logos. This can include but not limited to a combination

(Continued...)

Medium and Category Definitions (Cont.)

of: business cards, stationary, packaging, branded goods, bumpers, show opens and channel branding.

- **Event/Exhibit Design** – Entries in this category are for the graphical and/or physical design of an event or exhibit.
- **Logo** – Entries in this category are for the graphical design of a product, brand or company logo.
- **Packaging** – Entries in this category are for the graphical and/or physical design of product packaging.
- **Posters** – Entries in this category are for the graphical and/or physical design of posters.
- **Premium Items** – Limited edition promotional items for a product or brand. This can include but not limited to: sample goods, brand merchandise that ran for a limited time period or had a specific quantity.
- **Printed Materials** – This can include but not limited to: calendars, multiple paged catalogs, books, brochures, custom inserts, season tickets, direct mail.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

DIGITAL/MOBILE

Entries in this medium are for any digital media that is connected to a user and/or gives the user the ability to interact through technology.

Categories:

- **Apps** – Entries in this category are for apps whose primary purpose is to promote a particular product or service.
- **Games** – Entries in this category include interactive games that are developed to promote a particular product or service and typically are not for sale.
- **Virtual/Augmented Reality** – Entries in this category include technology created to stimulate and immerse the user by allowing them to interact with 3D worlds.
- **Websites** – Entries in this category are for the collection of related web pages with the purpose of advertising of a specific product or service.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), URL (up to 4)

(Continued...)

Medium and Category Definitions (Cont.)

DIRECT

Entries in this medium are specific to the one-to-one communication between a brand and its target audience. The goal of direct is to generate a specific action or “response” from the target audience.

Categories:

- **Audio** – Entries into this medium include all types of creative audio content
- **Digital/Mobile** – Entries in this category include any direct digital/mobile media that is connected to a user or gives the user the ability to interact through technology and includes, but is not limited to: apps, in-app advertising, banners & rich media, e-mail, in-stream advertising, games and microsites/websites.
- **Film** – Entries in this category include all video used for purpose of direct and includes, but is not limited to: television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.
- **Out of Home** – Entries in this category are for the execution of direct out of home advertising and includes, but is not limited to: ambient, billboard, poster, transit and mixed campaigns.
- **Print/Mail** – Entries in this category are for the direct printed materials and includes, but is not limited to: calendars, catalogs, brochures, dimensional mail, flat mail, season ticket packages, and magazine & newspaper print advertising.

- **Social Media** – Entries in this category utilize social platforms to deliver content and/or messaging to consumers that generate a direct social response.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), Audio (1) URL (up to 4),

Tip: Content videos are recommended for the film category.

EXPERIENTIAL/EVENTS

Entries in this medium connect a brand and its target audience through an experience.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

FILM

Entries in this medium include all moving image advertising. This includes, but is not limited to: commercial television, cinema, online, mobile, outdoor, in-store or point-of-purchase advertising.

Categories:

- **30 seconds and under** – Entries in this category are for commercials thirty [30] seconds and under.

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Medium and Category Definitions (Cont.)

- **31 seconds to 60 seconds** – Entries in this category are between thirty-one [31] seconds to sixty [60] seconds.
- **61 seconds to 5 minutes** – Entries in this category are between sixty-one [61] seconds and five [5] minutes.
- **5 minutes and over** – Entries in this category are five [5] minutes and over

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1), Video (1)

Optional Media: PDF (1)

Tip: Please upload the original content video as it ran in public. Case study videos are not eligible for this medium

FILM TECHNIQUE

Entries in this medium include technique and craft/skills used in the execution of Film content.

Categories:

- **Animation** – Entries in this category include the technique of photographing successive drawings or positions of puppets or models to create an illusion of movement when shown as a sequence.
- **Cinematography** – Entries in this category are for the art, process, or job of filming motion-picture photography.
- **Copywriting** – Entries in this category are for the writing of copy.
- **Direction** – Entries in this category are for the completed vision of the director and the work's ability to exhibit creativity and innovation.
- **Editing** – Entries in this category are for use of the art, technique, and practice of assembling shots into a coherent sequence.
- **Music** – Entries in this category may include an original composition, a licensed recording or an adapted/alterd version of an existing recording.
- **Sound Design** – Entries in this category are for the process of specifying, acquiring, manipulating or generating audio elements included in video or motion graphics. It may include music as part of the sound design.
- **Visual Effects** – Entries in this category are for the processes by which imagery is created and/or manipulated outside the context of a live action shot.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Campaign Eligible

Required Media: Image (1), Video (1)

Optional Media: PDF (1)

Tip: Please upload the original content video as it ran in public. Case study videos are not eligible for this medium

(Continued...)

Medium and Category Definitions (Cont.)

INNOVATION

Innovation includes work that utilizes advertising and marketing in a new, unique, or especially creative manner.

Categories:

- **Medium Innovation** – Entries in this category utilize a medium* in a new, unique, or especially creative manner.

*This includes, but not limited to: Audio, Branded Entertainment & Content, Design, Digital/Mobile, Direct, Experiential/Events, Film, Out of Home, Partnerships, Sponsorships, & Collaborations, Print, Public Relations and Social Media.

- **Product Innovation** – Entries in this category are for innovative new products to market or advertise a brand, organization or service.

Required Media: Image (up to 10)

Optional Media: Video (1), Audio (1), PDF (1), URL (up to 4)

INTEGRATED CAMPAIGN

Entries in this medium consist of a minimum of three advertisements utilizing three of the following media types: Audio; Branded Entertainment & Content; Design; Digital/Mobile; Direct; Experiential/Events; Film; Innovation; Out Of Home; Partnerships, Sponsorships & Collaborations; Print; Public Relations; and Social Media.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 4)

Tip: A case study video highlighting the different mediums utilized in the campaign is recommended for this medium.

OUT OF HOME

Entries in this medium consist of any large-format printed or digital advertising that reaches the consumer while they are outside of the home. This includes, but is not limited to, billboards, posters, or transit advertising.

Categories:

- **Billboard** – Entries in this category are large outdoor executions, usually along roadways, on rooftops or on the sides of tall buildings. They may include printed billboards, digital billboards and 3D or mechanical billboards.
- **Poster** – Entries in this category are outdoor or indoor executions typically designed to be attached to a wall or other vertical surface.
- **Takeover** – Entries in this category are for multiple out of home executions that takeover a single location and function as a single piece.
- **Transit** – Transit advertising is typically advertising placed on anything which moves, such as buses, subway cars, trains, trucks and taxis.
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

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Medium and Category Definitions (Cont.)

Campaign Eligible, Mixed Campaign Eligible

Required Media: Image (1)

Optional Media: Video (1), PDF (1), URL (up to 4),

Tip: Please submit a .jpg of the advertisement as the image upload. Additionally, it is recommended that you provide an "in-environment" photo as a PDF.

PARTNERSHIPS, SPONSORSHIPS & COLLABORATIONS

Entries in this medium include creative executions resulting from the joint efforts of two or more brands, individuals and/or organizations.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

PRINT

Entries in this medium include work appearing in newspapers, magazines and similar press.

There are no categories in this medium

Campaign Eligible

Required Media: Image (1)

Note: Poster work can be entered in Design and Out of Home.

PUBLIC RELATIONS

Entries in this medium include marketing efforts and brand communications that impact brand or organization perception, awareness and/or garner media coverage.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (1), PDF (1), URL (up to 4)

SOCIAL GOOD

Entries in this medium focus on creating awareness for a cause.

There are no categories in this medium

Required Media: Image (up to 10)

Optional Media: Video (10), Audio (1), PDF (1), URL (up to 4)

Tip: We recommend entrants highlight on the following when submitting into Social Good:

- What is the mission of the organization, foundation, or cause?
- What are the objectives of this piece?
- Please elaborate if this piece is a part of a larger campaign or initiative.

(Continued...)

Medium and Category Definitions (Cont.)

SOCIAL MEDIA

Entries in this medium utilize social platforms to deliver content and/or messaging to consumers that can be shared with their social network.

Categories:

- **Single Platform** – Entries in this category are for social executions that utilize a single social media platform including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn and Pinterest.
- **Multi-Platform** – Entries in this category are for social executions that utilize multiple social media platforms including but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, LinkedIn and Pinterest.
- **Social Video** – Entries in this category are for a single video created for gaining or engaging an audience through social sharing.
- **Social Post** – Entries in this category include single posts created for a social media platform. Note: This does not include Social Videos
- **Other** – An entry in this category is for work that is not defined by any of the available categories.

Required Media: Image (up to 10)

Optional Media: Video (up to 10), Audio (1), PDF (1), URL (up to 4)

Tip: *For the Social Video category, a content video upload is recommended.*

Payment Details

The following are accepted payment methods:

- Credit Card
- Bank Transfer*
(\$25 Bank Transfer fee)
- Check*

*Order total must exceed \$3,500 (USD), excluding media handling fees, to select Check or Bank Transfer as your payment method.

Credit Card

You can pay for your entries online using a VISA, Master Card, or American Express credit card. The Online Entry System will process the payment at the checkout. Upon completion of your order, you will receive a confirmation email with an attached PDF document containing your entry forms as well as an Invoice/Receipt for your records.

Bank Transfer

To pay for your entries by bank transfer please complete your entry forms, proceed to pay for your entries, and select "Bank Transfer" as your payment method. A \$25 Bank fee (for processing) will be added. The bank details including the account number will be displayed on the following page, and you will be asked to provide your bank name and the approximate date of your transfer to help us identify your payment correctly. Our bank details are as follows:

Name on Account:

Clio Awards LLC
J.P. Morgan Chase
New York, NY

Account Number: [Will be provided on your order confirmation page and PDF]

ABA Routing Number: 021-000-021

Swift Code: CHASUS33

Please include the Order ID number in the reference line of your transfer. The Order ID is assigned to your entries at the end of the entry process by the Entry System, and is included in the confirmation email you will receive.

Please note: Order total must exceed \$3,500 (USD), excluding media handling fees, to select Bank Transfer as your payment method.

Check

Please make the check payable to "Clio Awards LLC" and mail it to the address below (along with a copy of the summary page from the entry confirmation PDF that you received via email after placing your order):

Clio Awards LLC
104 West 27th St, 10th Floor
New York, NY 10001 U.S.A.
Phone: 212-683-4300

Please note: Order total must exceed \$3,500 (USD), excluding media handling fees, to select Check as your payment method.

Invoice

Regardless of the payment method you choose, the confirmation email will contain a PDF file with your entry forms and an invoice for your financial records.

Fees are non-refundable. Withdrawn entries (whether withdrawn by entrant or by the Clio Awards for entrant's failure to comply with the entry rules) will NOT be refunded.

2019 Clio Program Dates

	Entries Open	Final Deadline	Event Date
Clio Sports	December 3rd	March 15th	June 13th
Clio Awards	January 28th	June 28th	September 25th
Clio Music	January 28th	June 28th	September 25th
Clio Entertainment	April 29th	July 12th	November 14th
Clio Health	May 28th	September 20th	TBA

CLIO
AWARDS

The Clio Awards is the esteemed international awards competition for the creative business. Founded in 1959 to celebrate high achievement in advertising, the Clios annually and throughout the year recognize the work, the agencies and the talent that push boundaries and establish new precedent.

CLIO
MUSIC

Born of the original Clios and created in partnership with Billboard, Clio Music underscores the visceral power of music to connect consumers and brands. It lives as a section within the Clio Awards dedicated to honoring work that spans artist self-promotion, music marketing, brand collaborations and the use of music in advertising.

CLIO
FASHION
& BEAUTY

Clio Fashion & Beauty is the only awards program that honors the best of creativity behind the business of style. It brings together an all-star jury of executives and personalities, from all walks of the industry, to identify the best work and talent that put the final gloss on the world's most revered fashion and beauty brands.

CLIO
ENTERTAINMENT

Clio Entertainment, formerly The Clio Key Art Awards, is the original and definitive distinction in creative communications for the entertainment business. Born in 1971 to celebrate the best in film marketing, the awards program became a Clios property in 2015, and with partner The Hollywood Reporter continues expanding its reach -- across movies, TV and gaming. It reflects a field that through advances in technology and integration of new specialties, routinely recasts the notion of excellence in entertainment marketing.

CLIO
SPORTS

In 2014, Clio Sports was launched to honor the best in sports advertising and marketing. Annually, a veritable Who's Who of the sports business — marketing executives, commissioners, broadcasters and athletes alike — convenes to select from an international pool of submissions the breakthrough communications that elevated sports culture in the collective consciousness.

CLIO
HEALTH

Clio Health has been the touchstone of excellence in this highly specialized field, recognizing creativity that not only meets the advanced needs of consumers but addresses the sophisticated challenges, demands and opportunities of a fast-evolving, rapidly expanding marketplace and industry.