

# BAFTA Film Awards

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## Campaign Regulations FAQ 2024/25 Feature Film Categories

This FAQ document is designed to support those representing an entered film in understanding the key rules when campaigning, sending For Your Consideration (FYC) mails to voters and holding screenings and Q&As.

Please note that this is not the actual set of Campaign Regulations for the 2025 BAFTA Film Awards. The complete Campaign Regulations can be found at <https://awards.bafta.org/entry>.

For any questions relating to campaigning, please contact [campaigning@bafta.org](mailto:campaigning@bafta.org).

## FOR YOUR CONSIDERATION (FYC) MAILS TO VOTERS

### Q: How do I access voter information and mailing lists?

A: Approved distributors, studios and publicists can access voter information by contacting [campaigning@bafta.org](mailto:campaigning@bafta.org).

Entrants can also contact [campaigning@bafta.org](mailto:campaigning@bafta.org) to be connected with approved organisations, should they wish to inform voters of screenings of entered films.

### Q: What offering can my FYC mail contain?

A: A FYC mail can only be sent if it contains an invitation to a new in-person screening opportunity. Mails can also be shared if they include a link to a new virtual Q&A. Virtual screening links without a new virtual Q&A can only be sent before a film has been made available on BAFTA View.

### Q: How many mails can I send?

A: Without exception, a maximum of one email, per title, per mailing list, per week (Monday-Sunday) can be sent. Note that between Monday 2 September 2024 and Friday 20 December 2024 (Round One) a maximum of 10 emails can be sent to each list for a specific film.

### Q: When can I send FYC mails?

A:

<b><u>Round One</u></b> <b><u>Pre-longlisting</u></b>	<b><u>Round Two</u></b> <b><u>Pre-nominations</u></b>	<b><u>Round Three</u></b> <b><u>Post-nominations</u></b>
Mails to a maximum of 10 can be sent from:	Mails can be sent from:	Mails can be sent from:
<b>Monday 2 September 2024 at 00.00 BST</b>	<b>Saturday 4 January 2025 at 00.00 GMT</b>	<b>Wednesday 15 January at 18.00 GMT</b>
Up to and including:	Up to and including:	Up to and including:
<b>Friday 20 December 2024 at 12.00 GMT</b>	<b>Wednesday 8 January 2025 at 23:59 GMT</b>	<b>Friday 7 February 2025 at 23:59 GMT</b>

### Q: Can I send FYC mails about virtual screenings?

A: FYC mails specifically about virtual screenings can only be sent prior to the film being made available on BAFTA View. Once published on View, virtual screening links without a new virtual Q&A cannot be sent.

### Q: Can I inform voters that a film is now on general theatrical release?

A: Yes, entrants can specifically inform voters in the UK when a film is on UK general theatrical release, once per film – but only if members can access the cinema screen for free, using their BAFTA membership card. Contact [campaigning@bafta.org](mailto:campaigning@bafta.org) for more information of this cinema offering for members.

### Q: Can I inform voters that a film is available on BAFTA View?

A: Yes, entrants can specifically inform voters when a film has been made available on BAFTA View during Round One, once per film.

**Q: Do my mails need to adhere to a template?**

A: Yes, FYC mails should be plain text, use a white background, contain no images, and adhere to the templates outlined in the For Your Consideration (FYC) Mail Templates document at [awards.bafta.org/entry](https://awards.bafta.org/entry).

**Q: Does BAFTA need to approve my mails?**

A: It is not compulsory for BAFTA to approve before sending emails to voters, but if you are unsure about whether your planned communication is within the rules, please contact [campaigning@bafta.org](mailto:campaigning@bafta.org) before sending it to avoid possible penalties.

**Q: If I make a mistake in my invitation, can I reissue my mail?**

A: Where an error or mistake has been made, entrants do not have permission to automatically issue a corrected email. Contact [campaigning@bafta.org](mailto:campaigning@bafta.org) outlining the error. If a corrected email is issued without permission, penalties may be applied.

**Q: Can I invite voters to a screening of a short film submitted to either the British Short Film or British Short Animation categories?**

A: No, campaigning is not permitted for short films in competition. The British Short Film and British Short Animation Rulebook can be found at [awards.bafta.org/entry](https://awards.bafta.org/entry).

**Q: Can I invite voters to a screening of a feature film that is only submitted for Outstanding Debut by a British Writer, Director or Producer, and not in other categories?**

A: Yes, although as a jury-only category, BAFTA members do not vote in this category, so it is not necessary that voters should be invited to screenings of these films. This choice is at the discretion of the entrant.

## SCREENINGS, EVENTS, RESIDENTIAL GATHERINGS

**Q. Can I offer food and drink at a screening or event?**

A: Complimentary food and drink, but not on a scale where it could be seen as an inducement, are permitted during Round One and Round Two, but other than water, not during Round Three.

**Q: Can I offer a Q&A with no attached screening?**

A: Q&As can occur within one hour before or after a screening, but must be connected to a screening at the same venue. Links to virtual Q&A's should only be issued with a virtual screening or if the film is available on BAFTA View.

**Q: What is a residential gathering?**

A: Private events or screenings in private residences, organised by individual members, are of course permitted and encouraged. If organising or attending one of these screenings, members should be mindful of the rules around lobbying and the members' code of conduct, as they would attending any FYC screening. Entrants are not permitted to organise, fund or promote any private screenings or events, and as they are not considered a FYC screening, use of the BAFTA mailing list is not permitted to invite members to attend.

**Q: What is lobbying?**

A: Contacting BAFTA members, entrants, candidates for nomination or individuals associated with eligible films for reasons outside of the scope of the Campaign Regulations which can be found at [awards.bafta.org/entry](https://awards.bafta.org/entry).

**Q: What is the expectation of a BAFTA member at a FYC screening?**

A: Upon joining the Academy, and again upon every annual renewal, voting members agree to adhere to BAFTA's [Membership Codes](#) and [Academy Screening Codes](#). These codes relate directly to BAFTA's expectations of members when representing the British Academy, including at distributor screenings. If you have any questions or concerns about infringements of the membership codes, contact [campaigning@bafta.org](mailto:campaigning@bafta.org).

**Q: Can I invite BAFTA representatives to host or moderate my screening or event?**

A. BAFTA representatives, including staff, committee or Board members should not be invited to, nor accept, invitations to host or moderate events purely because of their involvement with BAFTA, unless they are directly associated with the film.

**Q: Can I film an in-person Q&A?**

A: It is permissible to film a BAFTA Q&A. The resultant footage may be made available online (audio or video) and on the film's website. A Q&A agreement must be signed and returned to. Download the agreement from [awards.bafta.org/entry](http://awards.bafta.org/entry).

## CONTACTS AND USEFUL LINKS

<p><b>Deirdre Hopkins</b>  <b>Head of Film</b>  <a href="mailto:awards@bafta.org">awards@bafta.org</a></p> <p><a href="mailto:campaigning@bafta.org">campaigning@bafta.org</a></p>	<p>Industry, Studio &amp; Stakeholder Relations  Eligibility Rules  All appeals</p> <p>Campaign Regulations</p>
<p><b>Edward Hubbard</b>  <b>Film Officer</b>  <a href="mailto:awards@bafta.org">awards@bafta.org</a></p>	<p>General enquiries – all award categories  Film entry and rules  Nominees  Mask enquiries</p>
<p><b>Timothy Hughes</b>  <b>Head of Membership</b>  <a href="mailto:campaigning@bafta.org">campaigning@bafta.org</a></p>	<p>Membership enquiries  Trade Agreements &amp; enquiries  Voter lists and information</p>
<p><b>Conor O'Hart</b>  <b>Global Membership Officer</b>  <a href="mailto:campaigning@bafta.org">campaigning@bafta.org</a></p>	<p>Voter lists and information  Data confidentiality agreements  FYC enquiries  Campaign Regulations</p>
<p><b>Catie Poust</b>  <b>Head of PR &amp; Communications</b>  <a href="mailto:pressoffice@bafta.org">pressoffice@bafta.org</a></p>	<p>Press &amp; communications enquiries</p>
<p><b>Mariayah Kaderbhai</b>  <b>Head of Programmes</b>  <a href="mailto:mariayahk@bafta.org">mariayahk@bafta.org</a></p>	<p>BAFTA Screening and Events programme (UK)</p>
<p><b>Lisa Gault</b>  <b>BAFTA Media Technology Product Manager</b>  <a href="mailto:lisag@bafta.org">lisag@bafta.org</a></p>	<p>Screeener Hub enquiries</p>
<p><b>Courtney LaBarge Bell</b>  <b>Executive Director &amp; Head of BAFTA North America</b>  <a href="mailto:CourtneyLB@Bafta.org">CourtneyLB@Bafta.org</a></p>	<p>Industry/Studio Relations  Partnership Opportunities</p>
<p><b>Arwen Barr</b>  <b>Program and Membership Manager, North America</b>  <a href="mailto:membership.us@bafta.org">membership.us@bafta.org</a></p>	<p>BAFTA Screening and Events Program (North America)</p>
<p><a href="http://entry.bafta.org">http://entry.bafta.org</a></p>	<p>Entry forms</p>
<p><a href="http://www.bafta.org/media-centre/logos">www.bafta.org/media-centre/logos</a></p>	<p>Logo use requests</p>
<p><a href="https://bit.ly/BAFTALonglistLaurels">https://bit.ly/BAFTALonglistLaurels</a></p>	<p>BAFTA Longlisted laurel available for download</p>

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