



THE 36TH ANNUAL

# IMAGEN

AWARDS



CALL FOR ENTRIES

MARCH 1 - MAY 1, 2021

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# 36<sup>TH</sup> ANNUAL IMAGEN AWARDS COMPETITION

## OBJECTIVE AND INVITATION

The Imagen Foundation seeks to recognize and reward creative excellence, positive or accurate images of Latinos in television and film, as well as to encourage and recognize the achievements of Latino talent in the entertainment and communications industries. In keeping with its mission, The Imagen Foundation cordially invites members of the entertainment and communication industries to participate in the 36<sup>th</sup> Annual Imagen Awards Competition.

The Foundation works to create, promote, and enhance opportunities for all Latinos in front of and behind the camera and throughout the entertainment industry, and serves as a liaison between the industry and the Latino community by providing access, education, and resources.

## QUALIFICATIONS

The Imagen Foundation invites submissions for appropriate and qualifying entries in English or Spanish language television programming, feature films, advertising, or documentaries that either:

- (a) portray Latinos and/or the Latino culture in an authentic manner
  - (b) demonstrates outstanding creative achievement by Latino talent
  - (c) serves to educate the public about Latino cultures
- and
- (d) are produced and/or distributed in the United States

All entries must have first-aired or released in a U.S. market (network, local, cable, first-run syndication, streaming/subscription service) between May 1, 2020 and April 30, 2021.

All entries must be postmarked, emailed, or submitted online by **May 1, 2021**.

## WHO CAN SUBMIT?

Writers, producers, directors, studios, networks, streaming providers, talent, talent agents, managers, publicists, production companies, and advertising agencies are eligible to submit entries.

Submissions will be judged by distinguished panels of entertainment industry executives and Latino community leaders.

## GENERAL GUIDELINES

In addition to the criteria listed under Qualifications and the individual Category criteria on page 5, all entries must abide by the following to be considered for the 36<sup>th</sup> Annual Imagen Awards Competition:

- Submit one full and complete entry form for each qualifying entry along with all required supplemental application materials. Submissions that do not include all required materials will not be considered complete and may be returned if required materials are not received by the deadline.
- Entry must include an **online screener that can be accessed through September 30, 2021**. Screeners must be easily accessible, although may require a password or code to access. In the event of an inaccessible or broken link, Imagen will attempt to contact the Primary Contact. However, an entry may be disqualified if inaccessible at the time of judging.
- You may submit using the Entry Form located on page 10 of this packet or you may submit through the Online Submission Portal located at [www.imagen.org](http://www.imagen.org).
- All Entry Forms include a Waiver and Release that must be signed before submitting. By signing the waiver, you are granting The Imagen Foundation the right to use a clip of the submission, the winners/finalists and/or the qualifying program, film, or project in connection with the Awards ceremony, and for other Imagen events and related purposes. For any questions about the Waiver and Release, please contact us at [awards@imagen.org](mailto:awards@imagen.org).
- A fee is required per entry, per category, per the **Submission Fees** schedule below. Payment of the submission fee must be received by the entry deadline for the entry to be considered complete.
- Review each category and ensure that your entry meets the qualifications for the category you are submitting. Incorrectly categorized entries may be disqualified from the competition at the discretion of the judges.
- **Once submitted, there are no refunds and entries are non-returnable.**
- The Imagen Foundation reserves the right to not present an award in a category if an insufficient number of entries are submitted.
- **All nominees agree to name an acceptor and inform the Imagen Foundation no less than two weeks prior to the Imagen Awards.**

## SUBMISSION FEES

**A submission fee of \$250 is required per entry, per category.**

**Independently produced documentaries are \$150 per entry, per category.** Only independently produced documentaries qualify for this special fee. Independent feature film productions are not eligible.

**Submission fee for Best Short Film is \$100 per entry, per category.** This special fee applies only to Best Short Film entries.

Payment of fees must be received prior to the submission deadline, otherwise entries will be rejected and returned to the submitter.

## DEADLINE

All entries must be postmarked, emailed, or submitted online by **May 1, 2021**.

## NOMINEES ANNOUNCEMENT

Nominees will be announced no later than July 31<sup>st</sup>. The individual listed as the Primary Contact will receive an email notification of when nominees will be announced, as well as the press release.

Nominees will be listed on the Imagen website: [www.imagen.org](http://www.imagen.org).

Nominees will be listed as described on the official Imagen Awards entry form. The accuracy of the information provided on the entry form is the responsibility of the submitter and is not the responsibility of the Imagen Foundation.

The Imagen Foundation will inform the Primary Contact listed on the entry form of nomination. The Primary Contact agrees to notify the nominee(s) and **to provide the Imagen Foundation with contact information for each nominee or the nominee's representative.**

**All nominees agree to name an acceptor and inform the Imagen Foundation no less than two weeks prior to the Imagen Awards.**

## AWARDS PRESENTATION

Winners will be announced at the 36<sup>th</sup> Annual Imagen Awards virtual event in late summer 2021.

**Winners are not announced in advance.**

## SPONSORSHIP OR PROGRAM ADVERTISING

For sponsorship opportunities or advertising in the Imagen Awards Program Book, please contact Yanira Leon by email at [yani@imagen.org](mailto:yani@imagen.org).



# SUBMISSION GUIDELINES & REQUIREMENTS

## CATEGORIES

Entries may qualify in the following categories.

### FILM

- **Best Feature Film:** Feature length film released or exhibited at a U.S. film festival, theatrically, or by a streaming/subscription service or cable channel.
- **Best Director – Feature Film:** For outstanding direction of a film with a focus on Latino themes or characters and/or a director of Latino descent.
- **Best Actor – Feature Film:** Actor of Latino descent and/or portraying a Latino character in a lead or supporting role in a feature film. The supporting cast member in a film must appear a minimum of 5% of the total film run time.
- **Best Actress – Feature Film:** Actress of Latino descent and/or portraying a Latino character in a lead or supporting role in a feature film. The supporting cast member in a film must appear a minimum of 5% of the total film run time.
- **Best Short Film:** Short films with a max length of 30 minutes. All short films must be submitted in their final format. A special reduced fee of \$100 per entry applies only to this category.

### INFORMATIONAL PROGRAMS

- **Best Documentary:** Long format (minimum 30 minutes in length) non-fiction program/series produced for film, television, or streaming/subscription service focused on the Latino community or a Latino theme.
- **Best Informational Program:** Local or national news stories or news specials (non-documentary) focused on the Latino community or a Latino theme. Individual news segments or compilation of news segments can be submitted.
- **Best Commercial Advertisement or Social Awareness Campaign:** Public service announcements, promotional campaigns, and commercials geared toward a Latino audience originally aired or transmitted on a network, cable, or streaming/subscription service.

### TELEVISION PROGRAMS

- **Best Primetime Program:** Must have originally aired or transmitted on a major network, cable network, or streaming/subscription service.
  - **Drama:** Programs can be either half-hour or full-hour format and includes limited series programs.
  - **Comedy:** Programs can be either half-hour or full-hour format and includes limited series programs.
  - **Specials and Television Movies:** Programs can be either one-time specials or movies made for television or streaming/subscription services.

- **Best Director:** For outstanding direction of a comedy, drama, variety, limited series, or movie for television or a streaming service. Director must be of Latino descent.
- **Best Youth Programming:** Programming with Latino characters or themes aimed at children under the age of 12.
- **Best Young Adult Programming:** Programming with Latino characters or themes aimed at children over the age of 12.
- **Best Variety or Reality Show:** For programs or series composed of musical acts, comedic acts, sketches, or unscripted content.

## TELEVISION PERFORMANCES

- **Best Actor - Drama:** Actor of Latino descent and/or portraying a Latino character in a lead role with a significant storyline where the overall tone of the program is dramatic.
- **Best Actress - Drama:** Actress of Latino descent and/or portraying a Latino character in a lead role with a significant storyline where the overall tone of the program is dramatic.
- **Best Supporting Actor - Drama:** Actor of Latino descent and/or portraying a Latino character in a supporting role where the overall tone of the program is dramatic. The supporting cast member in a program must appear a minimum of 5% of the total program run time.
- **Best Supporting Actress - Drama:** Actress of Latino descent and/or portraying a Latino character in a supporting role where the overall tone of the program is dramatic. The supporting cast member in a program must appear a minimum of 5% of the total program run time.
- **Best Actor - Comedy:** Actor of Latino descent and/or portraying a Latino character in a lead role with a significant storyline where the overall tone of the program is comedic.
- **Best Actress - Comedy:** Actress of Latino descent and/or portraying a Latino character in a lead role with a significant storyline where the overall tone of the program is comedic.
- **Best Supporting Actor - Comedy:** Actor of Latino descent and/or portraying a Latino character in a supporting role where the overall tone of the program is comedic. The supporting cast member in a program must appear a minimum of 5% of the total program run time.
- **Best Supporting Actress - Comedy:** Actress of Latino descent and/or portraying a Latino character in a supporting role where the overall tone of the program is comedic. The supporting cast member in a program must appear a minimum of 5% of the total program run time.
- **Best Voice-Over Actor:** For voice only performance by an actor/actress where a character is portrayed no matter how the visual is produced.
- **Best Young Actor:** Female or male actor under the age of 18 in a lead or supporting role.

## MUSIC

- **Best Music Composition for Film or Television:** For outstanding original music composition by music composer of Latin descent, and/or for a Latin-themed project.
- **Best Music Supervision for Film or Television:** For outstanding original music supervision for a Latin-themed project, and/or by a music supervisor of Latin descent.

## ENTRY FORM PROCEDURES & REQUIREMENTS

The following guidelines apply to both the PDF and Online Entry Form:

- **Entry Form:** Fill out one (1) entry form per category submission. For example, if you are submitting one production in multiple categories, i.e. Best Picture, Best Actor, each category needs to have its own entry form. **Select only one category per form.**
- **Primary Contact:** The Primary Contact will be the main point of contact for all matters related to the submission. The Imagen Foundation will inform the Primary Contact listed on the entry form of nomination. The Primary Contact agrees to notify the nominee(s) and **to provide the Imagen Foundation with contact information for each nominee or the nominee's representative.**
- If nominated, nominees will be listed as described on the official Imagen Awards entry form. The accuracy of the information provided on the entry form is the responsibility of the submitter and is not the responsibility of the Imagen Foundation.
- **For Television Programs & Television Acting Categories:** Select **ONE episode** that aired during the qualification period that best represents the series and/or talent that you are submitting for consideration.
- **For Actor Submissions:**
  - **Headshot & Resume:** You **MUST** include a headshot and resume (IMDB printout is acceptable) and the name of the character on the Entry Form.
  - For an actor in a television program/series, **please select one episode that best showcases the actor's character and talent.** An online screener to the **full episode** must be included with the submission.
  - **Description:** Include a short description on the actor's character and role.
- **For Music Submissions:** Include the **final cue sheet for the project** and a brief description of the candidate's involvement in the project, along with a screener of the project.
- **Summary:** A brief written summary describing the entry and episode (if applicable) **must** be included with the Entry Form to be considered. If submitting in a Performance or Music category, include a description of the candidate's involvement and/or role.
- **Broadcast Network/Service, Production, and Distribution Company:** The companies named under Broadcast Network/Service and Production/Distribution Companies in the Production Information section, will be listed next to the name of the nominated program. Make sure to write in the companies **exactly** as they should appear, in the event the production is nominated. The submitter needs to ensure to provide accurate information regarding network, production, and distribution companies.
- **Online Screener:** An online screener or file download link is required for all entries. **Links for online screeners must be active and accessible through September 15, 2021.** Links and any viewing instructions should be included with the **Entry Synopsis.** In the event we have difficulties with your links, we will make our best efforts to inform the **Primary Contact** listed on the entry form as soon as possible. **Physical DVDs or Blu-Rays will not be accepted.**



- **Signed Waiver & Release:** The Waiver and Release is located on the bottom of the Entry Form. Each Entry Form must be signed in order to be considered for the Imagen Awards. If you have questions regarding the Waiver & Release, please email Yanira Leon at [yani@imagen.org](mailto:yani@imagen.org).
- **Payment:** Each entry must include the appropriate payment for the category. Payment can be made via check (made out to “Imagen Foundation”), by credit card (Visa, MasterCard or American Express accepted) using the attached Credit Card Authorization Form, or online at [www.imagen.org/awards](http://www.imagen.org/awards). If your company requires an invoice, please contact us at [awards@imagen.org](mailto:awards@imagen.org). Entries submitted with a personal check must be received two weeks before the submission deadline. **All fees must be paid by the Call for Entries deadline or your entry will be disqualified.**
- **Nominees Announcement:** Nominees will be listed as described on the official Imagen Awards entry form. The accuracy of the information provided on the entry form is the responsibility of the submitter and is not the responsibility of the Imagen Foundation. Please ensure that all information is accurate before submitting.

All requirements must be fulfilled to be considered for the Imagen Awards.

## WHERE TO SUBMIT

**ONLINE:** The Online Entry Form & Guidelines are available at [www.imagen.org/awards](http://www.imagen.org/awards). Carefully read the Online Entry Form Guidelines to ensure that your entry is properly submitted and processed.

**EMAILED ENTRIES:** You may email the PDF Entry Form on page 10 of this packet and email the completed form, along with the Credit Card Authorization or invoice request to [awards@imagen.org](mailto:awards@imagen.org). All required materials must accompany your PDF Entry Form for your submission to be processed.

**MAILED-IN ENTRIES:** You may print and complete the PDF Entry Form on page 10 of this packet. Mailed-in entry forms must also include online screener information. **No physical DVDs or Blu-Rays will be accepted.** Mail or send via messenger your completed form and all required materials to:

**Imagen Awards Consideration Committee**  
18034 Ventura Blvd., #261  
Encino, CA 91316

## DEADLINE

Deadline to submit to the Imagen Awards Competition is **May 1, 2021.**

## QUESTIONS ABOUT THE IMAGEN AWARDS

If you have any questions regarding the Imagen Awards that are not answered in this document, please contact the Imagen Foundation by phone at (626) 376-9751 or by email at [awards@imagen.org](mailto:awards@imagen.org).

## FREQUENTLY ASKED QUESTIONS

1. I am an independent producer. How much do I need to pay for my submission?

Independently produced documentaries pay a \$150 fee per entry. Independent feature film productions do not qualify for this fee.

**2. I have produced a feature film and am an independent producer. How much do I pay for my submission?**

If you are submitting in a feature film category, you are required to pay the standard \$250 per entry fee. Keep in mind that your competition may be major studios.

**3. I am an actor in an independently produced feature film. How much do I pay for my submission?**

If you are submitting in an acting category, you are required to pay the standard \$250 per entry fee. Bear in mind that your competition may be actors from major productions.

**4. Do you waive any fees?**

As a not-for-profit organization, all fees collected from entry submissions go directly into the time spent processing your submission and the expenses for producing the Imagen Awards. Consequently, we cannot waive any fees. All submission fees are non-refundable.

**5. My submission is all in Spanish. Can I still submit it?**

Yes, Spanish language television programming, feature films, advertising, online series, and documentaries, can be submitted if they were produced and released or aired in a U.S. market.

**6. I am submitting online, but I am having technical issues or have a question. Who do I contact?**

Please email us at [awards@imagen.org](mailto:awards@imagen.org) with specific details on the issue you are encountering, and we will endeavor to assist you as expediently as possible.

**7. When will nominees be announced? How will I know if I am nominated?**

Nominees will be announced no later than July 31<sup>st</sup>. All Primary Contacts will receive email notification of when nominees will be announced, as well as the press release. Nominees will be listed on the Imagen website.

**8. I have a question that has not been answered here. Who should I contact?**

If you have any additional questions, please contact the Imagen Foundation at (626) 376-9751 or by email at [awards@imagen.org](mailto:awards@imagen.org).

**36<sup>TH</sup> ANNUAL IMAGEN AWARDS ENTRY FORM**

**Complete one entry form per submission.** Please enter information legibly. Online application available at [www.imagen.org/awards](http://www.imagen.org/awards). Entry materials will not be returned. Read the guidelines before submitting. For questions: [awards@imagen.org](mailto:awards@imagen.org) or (626) 376-9751.  
**Postmark Deadline:** May 1, 2021.

**1. Category: Please select ONLY one**

**I. Films**

- Best Feature Film
- Best Director – Feature Film
- Best Actor – Feature Film
- Best Actress – Feature Film
- Best Short Film

**II. Television/Streaming Programs**

- Best Primetime Program:
- Drama
  - Comedy
  - Special or Movie
  - Best Director
  - Best Variety or Reality Show
  - Best Youth Programming (Age 0 – 12)
  - Best Young Adult Programming (Age 12+)

**III. Television Performances**

- Best Actor - Drama
- Best Actress - Drama
- Best Supporting Actor - Drama
- Best Supporting Actress – Drama
- Best Actor - Comedy
- Best Actress - Comedy
- Best Supporting Actor - Comedy
- Best Supporting Actress - Comedy
- Best Voice-Over Actor
- Best Young Actor/Actress

**IV. Music**

- Best Music Composition for Film or Television
- Best Music Supervision for Film or Television

**V. Informational**

- Best Documentary
- Best Local or National News/Informational Program
- Best Commercial Advertisement or Social Awareness Campaign

**PRODUCTION INFORMATION (Required for all submissions)**

2A. Name of Production: \_\_\_\_\_

2B. Provide a Brief Synopsis of the Program: \_\_\_\_\_

3A. Title of Episode (if applicable): \_\_\_\_\_

3B. Provide One or Two-Sentence Summary of the Episode (if applicable): \_\_\_\_\_

4A. Language:  Eng.  Span. 4B. Original Release/Air/Distribution Date: \_\_\_\_\_ 4C. Running Time: \_\_\_\_\_

5A. Broadcast Network/Service: \_\_\_\_\_

5B. Production/Distribution Company: \_\_\_\_\_  
(ONLY companies listed in 5A & 5B will be included in Nominees Announcement if entry is nominated. Enter exactly as companies should be listed.)

6A. Exec. Producer/s: \_\_\_\_\_

6B. Producer/s: \_\_\_\_\_

6C. Director: \_\_\_\_\_ 6D. Writer/s: \_\_\_\_\_

7. Principal Cast: \_\_\_\_\_  
(if applicable)

**TALENT INFORMATION (Required for the talent categories in I & III)**

8A. Talent's Name: \_\_\_\_\_ 8B. Role:  Leading  Supporting

8C. Character's Name (if applicable): \_\_\_\_\_ 8D. Attach any required supporting materials.  
Provide a brief description of the actor's role in the project:

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**MUSIC CATEGORIES (Required for all categories in IV)**

- 9A. Name of Composer(s) or Supervisor(s): \_\_\_\_\_
- 9B. Provide a brief description of the candidate's involvement in the project: \_\_\_\_\_
- 9C. Attach the Final Cue Sheet to this form.

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**INFORMATIONAL CATEGORIES (Required for categories in V, except for Best Documentary)**

- 10A. Was the program Local or National?  Local  National 10B. If local, in which market? \_\_\_\_\_

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**SCREENER DETAILS** Link must be available until September 30, 2021.

- 11A. Screener Link: \_\_\_\_\_ 11B. Link Expiration Date: \_\_\_\_\_
- 11C. Screener Special Instructions: \_\_\_\_\_

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**12. PRIMARY CONTACT:**

The Primary Contact will be the main point of contact for all matters related to the submission. The Imagen Foundation will inform the Primary Contact listed on the entry form of nomination. The Primary Contact agrees to notify the nominee(s) and to provide the Imagen Foundation with contact information for each nominee or the nominee's representative. **If nominated, the submitter agrees to provide the Imagen Foundation with the name of the individual accepting on behalf of the entry no less than two weeks prior to the Imagen Awards.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**WAIVER AND RELEASE**

In consideration of the potential publicity, award, recognition and exposure this submission (the "Work") may receive, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the undersigned grants to The Imagen Foundation (the "Foundation") the non-exclusive right to use, display, reference and exhibit the above-referenced Work, in whole or in part, in connection with the Foundation's annual awards program and for purposes related to the awards program and/or other Foundation activities, including, without limitation, the right to include clips of the Work as part of and/or in connection with the Foundation's programs, and expressly waives any residual or other compensation that may otherwise be or become payable in connection with such use. The undersigned expressly acknowledges that the Foundation will proceed in reliance upon this waiver and release; however, under no circumstances shall the Foundation be obligated in any way to use the Work, or any portion thereof, or to exploit any of the rights granted hereunder. The undersigned represents and warrants that it has the full right and authority to grant the rights granted to the Foundation hereunder, and that no other consents, authorizations, or payments are necessary or required. The undersigned further acknowledges and agrees that it will not assert or maintain any claim, action, suit or demand of any kind or nature whatsoever arising out of or related to this waiver and release and will indemnify the Foundation against any and all claims, actions, losses, damages, judgments and liabilities resulting from any breach or alleged breach of its representations herein.

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**Print Name of Signatory / Title / Company**

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**Signature**

---

**Date**



Entry# \_\_\_\_\_  
(For Office Use)

## CREDIT CARD AUTHORIZATION FORM

To pay for your entries by credit card, please fill out the form below. You need only provide one credit card authorization form for all your entries. If you require an invoice, please contact Yanira Leon at [yani@imagen.org](mailto:yani@imagen.org).

### CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_  
(where a receipt will be emailed)

### # OF ENTRIES

Quantity of Entries: \_\_\_\_\_ x \$250.00                      Sub-Total: \$ \_\_\_\_\_

Quantity of Entries:\* \_\_\_\_\_ x \$150.00                      Sub-Total: \$ \_\_\_\_\_

\*For independently produced documentaries only.

Quantity of Entries:\*\* \_\_\_\_\_ X \$100.00                      Sub-Total: \$ \_\_\_\_\_

\*\* For Best Short Film category only.

Total: \$ \_\_\_\_\_

### CREDIT CARD AUTHORIZATION

Name on Credit Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card Type:     Visa             MasterCard             American Express

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

I authorize the Imagen Foundation to charge my credit card the Total amount listed above for my submission entries to The Imagen Awards.

Signature: \_\_\_\_\_

Please include this form with your entry(ies) if paying by credit card. **Only one completed credit card authorization form required if submitting multiple entries.**

### ADDITIONAL PAYMENT OPTIONS

**By Check:** To pay by check, please make the check payable to The Imagen Foundation. Check must be included with your entries for The Imagen Foundation to accept and process your entries. If you require an invoice, please email [yani@imagen.org](mailto:yani@imagen.org).

For questions, call (626) 376-9751 or email: [awards@imagen.org](mailto:awards@imagen.org)

Imagen Foundation Mailing Address: 18034 Ventura Blvd., #261 • Encino, CA 91316

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