

# EL Advertising Awards 2023



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY

The 11th EL Congress (June 4-7, 2023, Šibenik | Croatia) continues the tradition of the EL Advertising Awards, designed to acknowledge and promote best practice in lottery advertising.



## Categories

1. Corporate campaign commercial
2. Draw Based Game commercial
3. (Online) Instant Game commercial
4. Sports Betting commercial
5. Responsible Gaming (NEW!)

**One of the winning commercials will be awarded the EL Grand Prix 2023.**

## Eligibility

- Only EL Regular Members are eligible to enter.
- A maximum of three entries per EL Regular Member per category is allowed.
- Commercials should be valid within the last term of the EL ExCom (2021-2023).
- Commercials should be in English or with English subtitles.



### Entry fee

250 EUR (ex VAT) per submission.

One commercial = one submission.



### Judging procedure

A jury will assess submissions according to a criteria & select a shortlist.



### Your vote counts!

The shortlisted submissions will be available during the Congress for your vote.

Submissions can only be made via a dedicated webpage on MyEL.

**DEADLINE: May 26, 2023 @ 23:59 CET.**

