

Rules for Guldtärningen – Swedish Game of the Year

Which games are allowed to be included?

Games that have been launched or will be launched in 2026 are preferred, but games that came out on the market in 2025 can also participate. Likewise, newly leased games can participate if significant changes have taken place in the game since the previous release.

The games must have Swedish rules. It is very important that the games that are sent must be playable and complete. It can thus be a "dummy" as long as everything is included, including Swedish game rules. Each company can participate with an unlimited number of games.

The games must be available in the autumn and Christmas shopping for players in the play and baby industry.

Registration

The last day to register is **May 22** and the games must be **received by the jury no later than May 29, 2026**. Try to send the games as soon as possible, which makes the jury's work easier.

Registration is made to Lek- och babybranschen on the attached registration form or at our website. Addresses to the jury were sent after receiving the registration. You will be required to submit eight games.

Categories

Guldtärningen has four categories: Children's Game of the Year, Family Game of the Year, Adult Game of the Year and Party Game of the Year.

The boundaries between the categories are sometimes difficult to define precisely, which is why the game providers are asked to come up with a classification proposal in the notification. However, the jury has the right to change the category if they deem it appropriate. No other awards beyond the four categories above will be announced.

The winners and the nominated games in the categories of children's games, family games, adult games and party games will be selected by a jury.

Inventor

We would like to see the people behind the game idea and the idea highlighted. Therefore, the information about the game inventor for each game must be included on the registration form.

Pricing

Four prizes are awarded, one in each category. The award ceremony takes place in connection with appropriate industry activity.

Jury

The jury consists of impartial and knowledgeable people who put in a lot of work to achieve a fair assessment. A copy of each game must be sent to each jury member. In addition, an archive copy must be sent to Lek- och Babybranschen.

The jury's decision cannot be appealed.

Logotype

The logo is trademark registered® and must be ordered from us. The logos may be used freely in conjunction with the winning and nominated bets. No logos other than these may be used, nor may they be changed.

PR

Press releases on the nominated games will go out during week 35, and the winners during week 42. The winners will be presented to the public at the fair UnderbaraBarn. The winning games will also be presented at Lek- och Babybranschens stand during the fair.

Press information will be available on our website www.lekoby.se at corresponding times.

Marketing to consumers before week 35 and week 42 respectively takes place by agreement between the supplier and the retailer/chain.

Fees

The price per participating game is 3 500 SEK and for the games that are nominated there is a fee of 5 000 SEK. For the winning bets, an additional 15 000 SEK will be added.

The fee goes to activities, press releases and other media processing and for the use of the logo. All prices are excl. VAT.