

JUNE 2018

NO PURCHASE NECESSARY

OVERVIEW

The Canadian Country Music Association® (CCMA®) invites the Provincial Country Music Industry Associations (from British Columbia to Ontario) and the Provincial Music Industry Associations (from New Brunswick to Newfoundland) (MIAs) to take part in a contest where one (1) country music act/artist (Act) will win a performance spot at Country Music Week® 2018 in Hamilton, Ontario (September 6 - 9, 2018). The winner will receive one (1) performance spot at a public, official CCMA-sanctioned event.

HOW ACT(S) WERE CHOSEN FOR THE NATIONAL CONTEST

There were nine (9) provincial music associations (ACMA, BCCMA, CMAO, MCMA, Music NB, Music NL, Music NS, Music PEI, SCMA) (Associations) who were reached out to, to put a call out to artist/act(s) to submit to be considered in the CCMA Spotlight Performance Contest – Provincial Act Selection (Provincial Selection)(National Contest). Each association put forth one (1) Act to move forward in the National Contest.

HOW TO VOTE IN THE NATIONAL CONTEST

Starting Monday, June 11, 2018 at 9:00 a.m. E.T. there will be an online poll (which will not be administered through a social media platform, but rather a stand-alone URL). The CCMA will provide a link to the poll via a media advisory. To vote, the voter needs to click the link and simply select which Act on the poll they would like to see to perform at Country Music Week 2018 in Hamilton. The Act who receives the most votes on the poll by 5:00 p.m. E.T. on Friday, June 22, 2018 will win a performance spot at Country Music Week 2018 in Hamilton. Each voter can only place one (1) vote per IP address for whom they would like to see perform.

CONTEST PERIOD

Voting opens Monday, June 11, 2018 at 9:00 a.m. E.T. and closes on Friday, June 22, 2018 at 5:00 p.m. E.T.

SELECTION OF WINNER

The Act with the most votes on the poll by 5:00 p.m. E.T. on Friday, June 22, 2018 will be declared the winner. The CCMA will contact the winner by phone during the last week of June 2018. In the event of a tie, the CCMA will extend the CCMA Spotlight Performance Contest poll for an additional 24 hours with just the tied participants.

GRAND PRIZE

NATIONAL CONTEST WINNER PRIZING

There is only one (1) prize awarded, which goes to the National Contest winner. The prize consists of:

- One (1) performance spot at a public, official CCMA-sanctioned event during Country Music Week 2018 in Hamilton
- One (1) CCMA membership (one-year duration)
- One (1) MIA membership to the association the winner qualified through (one-year duration)
- One (1) complimentary delegate pass to Country Music Week 2018 in Hamilton (non-transferable)
- One (1) hotel room for four (4) nights of accommodation during Country Music Week 2018 in Hamilton (the evenings of September 6-9, 2018) at a Host Hotel in Hamilton
- Transportation (economy class) to and from the winner's hometown and Hamilton (up to a maximum of \$1,000 CDN)

Note: In the case that the winner is a duo or band, the CCMA will review the prize package on a case-by-case basis

CONDITIONS

The winner must be available to perform during Country Music Week in Hamilton between Thursday, September 6 to Sunday, September 9, 2018.

Booking travel and accommodations to Country Music Week 2018 in Hamilton is solely the responsibility of the winner, in consultation with the CCMA. Food and beverage is the responsibility of the winner.

The CCMA shall assume no liability whatsoever for any situation in which the Act's inability to perform results from an event or situation unforeseeable or beyond their control, including but not limited to force majeure, a strike, lockout, or any other labor dispute at their location or the locations of the businesses whose services are used to hold this event.

CODE OF CONDUCT AND RELEASE

Any attempt to damage or tamper with the National Contest, interfere with the proper administration of the contest, or undermine the legitimate operation of the contest is a violation of the criminal and civil laws, and should such an attempt be made, the CCMA reserves the right to seek remedies and damages to the fullest extent permitted by law. Violations include the purchase and use of Facebook voting lists through vendors who provide such services. The CCMA reserves the right to immediately disqualify any participants who violate such Codes of Conduct. Each Act participating in the National Contest is required to sign off on the Code of Conduct form. All contestants are required to sign a Release which terms release the CCMA from all liability and authorize the CCMA and Provincial Music Industry Associations to reproduce photographs of the contestants, record their voice and compositions, etc.