



CCMA Spotlight Performance Contest

Provincial Country Music and Provincial Music Associations

Overview:

The Canadian Country Music Association® (“CCMA”) invites the Provincial Country Music Associations (from British Columbia to Ontario) and the Provincial Music Industry Associations (from New Brunswick to Newfoundland) (“Associations”) to take part in a contest where an one Act will win two performance spots at Country Music Week® in Edmonton, Alberta. The winner will win a performance spot at the CCMA Industry Lunch & Awards taking place on Friday September 5 and the CCMA Pre-Show Party happening on September 7, 2014.

Each Association will select one country music act/artist (“Act”) who would then be a contender to win these performance spots at Country Music Week through a national public voting contest. This national contest managed by the CCMA will be called the “CCMA Spotlight Performance Contest” (“National Contest”).

How It Works:

The CCMA entrusts each Association with the responsibility of selecting one Act from their respective province to represent that province in this National Contest.

In 2014, the CCMA strongly encourages each Association to select their Act through a submission-based juried process (see Appendix A “CCMA Spotlight Performance Contest – Provincial Act Selection”). The Associations’ respective members, CCMA members from that province, and other Country Music Acts who belong to neither Association would be encouraged to submit.

When the provincial Acts are chosen, these Acts would move forward to online poll (not through Facebook). The CCMA will provide a link to the poll. 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 in Edmonton, Alberta. The Act who receives the most votes on the Poll by 5:00 pm EST on Thursday, July 3 will win two performance spots at Country Music Week. Each voter can only place one (1) vote for who they would like to see perform. The winner will be notified by 5 pm EST on July 4. The winner will be announced at 9:00 am EST on July, 10, 2014.

Timelines:

May 2- June 19	Provincial Association process
June 20	Name and contact information from each Associations sent to the CCMA
June 26	National Contest launches (open for 1 week)
July 3	National Contest closes
July 10	National Contest winner is announced

What the National Contest winner receives:

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

- A performance spot at the CCMA Industry Lunch & Awards
- A performance spot at the CCMA Pre-Show Party
- A free one (1) year CCMA membership
- A free one (1) year membership to the association the winner qualified
- One (1) complimentary Full Delegate Registration to Country Music Week in Edmonton, AB (non-transferable)
- One (1) \$450.00 honorarium from Radio Starmaker Fund
- One (1) hotel room for four (4) night accommodation (Thursday, Friday, Saturday and Sunday) at the Courtyard by Marriot in Edmonton
- Transportation (economy class) to and from hometown to Edmonton (to a maximum \$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

APPENDIX A

CCMA Spotlight Performance Contest – Provincial Act Selection

Below is how an Association could launch and promote this within their province to select that respective province's one act.

Calling all Country Music Artists!

(insert Association name) is running a contest in tandem with the Canadian Country Music Association ("CCMA") for your chance to win a once in a lifetime opportunity to play alongside Canada's Country Music greats at Country Music Week this year in Edmonton, AB from September 4-7.

How it works:

Each province has been asked to select one Country Music Artist/Act ("Act") to represent that province in the "CCMA Spotlight Performance Contest" ("National Contest").

When all the participating provincial Acts from across Canada are chosen for the National Contest, these Acts would be highlighted on an online poll (not through Facebook) and the public would be encouraged to vote on who they want to see perform at Country Music Week this year. These Acts must abide by the "CCMA Spotlight Performance Contest – OFFICIAL CONTEST RULES AND REGULATIONS". This National Contest will open on June 26, 2014 and close on July 3, 2014. The winner will be announced on July 10, 2014.

Acts who are interested in representing their province on this National Contest are required to email their submission (submission requirements below) to (insert Association name) at (contact info here) by June 3, 2014.

Submission Requirements (to be emailed to Association name)

- Two Songs (MP3 format or link to Soundcloud account) ****please specify****
- Fifty-word bio
- One Promotional Photo (JPEG or EPS format)
- Social Media Platforms (please include links to social media outlets you use (i.e., link to Facebook artist page, twitter account, website etc)

Your submissions will be juried by the (Insert ASSOCIATION) and one successful Act will be selected to move on to the National Contest for their chance to win two performance spots at Country Music Week® in Edmonton, Alberta. The winner will win a performance spot at the CCMA Industry Lunch taking place on Friday September 5 and the CCMA Pre-Show Party happening on September 7, 2014.

More Information on Country Music Week Events:

CCMA Industry Lunch & Awards

The first of four Canadian Country Music Association Award ceremonies, the CCMA industry Lunch & Awards recognizes some of Canada's most influential industry professionals in the areas of radio, retailer, album design, video director and record producer among other achievements. Always accompanied by great food and the promise of some enjoyable entertainment, the CCMA Industry Lunch & Awards is pleased to acknowledge those who work to promote the genre day in and day out, all year round. Be there to see the industry's key players from behind the scenes taking the stage to accept their honours and applaud them for all the hard work that they put into making country music an enticing market for all. The winning act will perform one (1) song on the CCMA Industry Lunch & Awards, the CCMA will work with the winner to ensure proper accompaniment at this event.

CCMA Pre-Show Party

The CCMA Awards John Deere branded Green Carpet will attract nominees, performers and presenters and national media. In 2013, there were over 35 media outlets present on the carpet including, print (photographers), television, radio and online. Bigger than that is the Fan Zone which in 2012 and 2013 attracted over 6,500 screaming fans excited to see their favourite stars as they arrived at the broadcast. We will be celebrating with these early arrivers with a Pre-Show party in the parking lot of Rexall Place. We are bringing in a portable stage, performers, an all-star host, food trucks, vendors and a photo booth to capture all the fun. The winning act will perform two (2) songs on the CCMA Pre-Show Party. The CCMA will work with the winner to ensure proper accompaniment at this event.

What the National Contest winner receives:

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

- A performance spot at the CCMA Industry Lunch & Awards
- A performance spot at the CCMA Pre-Show Party
- A free one (1) year CCMA membership
- A free one (1) year membership to the association the winner qualified
- One (1) complimentary Full Delegate Registration to Country Music Week in Edmonton, AB (non-transferable)
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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