



ARTS & BUSINESS COUNCIL *of* GREATER NASHVILLE

Music City Corporate Band Challenge – 2011

Rules & Guidelines

Finals – April 10, 2011

Why are we doing this?

Nashville! Music City! Everyone's a talent! We live in a city where music is its soul and creativity is alive in every person. The Arts & Business Council's Music City Corporate Band Challenge celebrates this creative spirit in a fun and welcoming format. Businesses are invited to share their talents and put together a company band to compete against other Nashville businesses – all for fun, pride and bragging rights! Plus, the winner gets to perform at the 2011 CMA Music Festival!

The Rules:

1. Fame comes at a small price. Entry into the Challenge is \$800 (You get lots of perks!!)
2. Your band must include at least one executive or person in any level of management (tambourine anyone?) from your company.
3. Your band must consist of a minimum of three (3) members and a maximum of ten (10).
4. Your band may have a member or members from a client or associate company or just friends, but the majority of the band members must be on your company's payroll, or, in the case of nonprofit businesses, board members may be considered part of the company portion of the band.
5. No member of your band may currently be earning their full time living by playing music. They can be in the music industry, but just not a full time performer.
6. All entries must play their own music... No karaoke or lip-synching permitted.
7. Entries should perform two (2) complete songs (or up to 10 minutes) of any genre (cover or original) at one of the preliminary rounds scheduled in and around Nashville.
8. By entering the challenge, all entries agree that all recorded material of the band performing on location before, during and after the event (i.e. sound, film, video, photography and the various formats – e.g. DVD) is the property of Arts & Business Council of Greater Nashville and can be used for promotional purposes for the ABC and the Band Challenge at no charge and without any further consent beyond entering the Challenge.
9. Your band, if selected for the Finals, will perform two songs (cover or original) (or up to 10 minutes of music) at the Band Challenge Finals to be held at 6:00 pm at the Wildhorse Saloon on April 10, 2011.

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Important Dates:

March 21, 2011 **BAND ENTRY DEADLINE**

March 28 – 31, 2011 **PRELIMINARIES** at Various Nashville Establishments (Bars!). The sooner you enter your band, the better your choice of preliminary time slots.

April 4, 2011 **FINALISTS ANNOUNCED**

April 10, 2011: **FINALS**, Wildhorse Saloon
(Gen. Admission tickets - \$21 - available at www.ABCnashville.org)

What Do You Win?

First Place

- \$1,000 in cash
- A plaque for your office proclaiming WE WON!
- An invitation to be a featured performer at the Arts & Business Council of Greater Nashville's annual Bowtie Awards – January 31, 2012
- An invitation to perform at the 2010 CMA Music Festival AND the 2012 ABC Music City Corporate Band Challenge.

Second Place

- \$750 in Cash
- A plaque for your office proclaiming WE ALMOST WON!

Third Place

- \$500 in cash
- A plaque for your office proclaiming WE FINISHED IN THE TOP THREE!

All finalists receive:

- A video (DVD) of your performance in the finals.
- Listing as a Band Challenge Finalist in a Nashville Business Journal Advertisement.

All bands receive:

- Listing as a Band Challenge Competitor in at least one Nashville Business Journal Advertisement (if registration is received by deadline).
- Recognition on Arts & Business Council Website
- Photo of Band in the Finals Program Book –whether or not you are in the finals.
- Opportunity to video your band's performance at the preliminaries.
- Certificate of participation.
- Two (2) complimentary tickets to the March 14, 2010 Finals.

Frequently Asked Questions

Q. So how can we participate?

A. You can "get the band back together again" or "start it fresh" and compete! Pay the entry fee and make your clients and corporate neighbors jealous! OR... if being a music superstar is just not your bag... you are welcome to join us as a corporate sponsor. With multiple opportunities to showcase your company's name and logo, this is a great way to support our community and expose your company to new and unknown prospective clients.

Q: How do we find band members?

A: Send out a company e-mail. You'll be amazed at the response. You may even need to hold an audition!

Q: Will we embarrass ourselves?

A: No, the event is about fun, camaraderie and making music together. So, even if you don't make the finals—you have a great night at the Preliminaries and get some terrific company press.

Q: Why should my company be involved?

A: You and your staff will have the best time! It's also great for staff morale and you'll have a chance to establish corporate groupies!

Q: How serious is the competition part?

A: First and foremost, it's about having fun. If you win, you get bragging rights. If you lose, you did a really good thing for your company and for the Arts in Nashville.

Q. How do I get more information on the Arts & Business Council Music City Corporate Band Challenge?

A: Contact the ABC at 615-743-3055 or visit www.ABCnashville.org. For Sponsorship information contact Connie Valentine at cvalentine@ABCnashville.org or 615-743-3055.

