



Takeover 4 Independent Artist Contest

Grind for the Shine

Rules and Guidelines

- To enter the contest, *individual* independent artists must comply with all guidelines stated herein. Compliance with these guidelines will be determined by Fusion Promotions in its sole discretion.

Contest Registration and Rules:

- Contest registration is now open. Slots are limited for the preliminary round. Spaces will fill up quickly.
- Submission of your entry into the contest must be emailed to below email ONLY:
NMTAKEOVER@GMAIL.COM
- **Contestants must submit the following items to the email address above no later than 5:00pm Friday, August 21, 2009:**
 - Two (2) songs/tracks for consideration in MP3 format
 - Bio (no more than 200 words)
 - One color photo

Limit 2 songs per artist. Please do not send any lead sheets, lyrics, publicity, press kits, etc. Recordings/MP3 files will not be returned.

- Contestants cannot be signed to a major label or publishing deal. This competition is meant for emerging and independent performing rap, hip-hop and R&B artists.
- All email submissions must be submitted by 5:00pm, Friday, August 21, 2009, to be eligible.
- The music should be Hip Hop, Rap, R&B or a blend of urban music styles.
- Recommended time limit: 3 minutes per song. The judges mark you down if a selection significantly exceeds 3 minutes.
- Each artist that is chosen for the final round will perform 1 song in the finals.
- No drum sets or standing percussion allowed.
- Twelve (12) finalists will be chosen by a panel of unbiased judges for the preliminary round. Notification of final contestants will take place on **August 25, 2009**.
- Each finalist will receive notification on a successful entry and will be invited to the live audition on August 28, 2009.
- Finalists will play 1 original song in the final round.
- Recommended time limit: 3 minutes per song. Points will be deducted for significantly exceeding this limit.
- Instruments are permitted as well as EQ devices but no effects.
- Instruments allowed are those that can be carried out to the mic with the performer. A DJ station will be provided if necessary.



Takeover 4 Independent Artist Contest Competition Schedule

- **Preliminary Round.**
 - Submissions due no later than 5:00pm, Friday August 21, 2009.
Judging to take place on August 22-24, 2009.
- Finalists notified by email on August 25, 2009. If you do not receive an email, you did not make the finals. Fusion Promotions may award a spot in the final round to a non-finalist in the event a finalist is disqualified, fails to appear for the final round or otherwise is unable to continue in the competition.
- **Final Round.** Friday, August 28, 2009, at Paparazzi. Time: TBA

Winner will be notified immediately after the contest.

- Check-in for final round at TBA.
- Final round performances start at TBA.
- The order of performance in the final round will be determined by a drawing of numbers.
- Judges for the final round will be representatives of MTV, BET and XXL Magazine. If available, a main stage artist will also be invited to serve as a judge.

Takeover 4 Independent Artist Contest Prizes

- **1st Place Prize:** a main stage slot on the 2009 New Mexico Takeover 4, on August 30, 2009 at Journal Pavilion in Albuquerque, New Mexico. Backstage access for winning artist and one manager the night of the Takeover 4 event.
- **2nd Place:** 4 free general admission tickets to the 2009 Takeover 4 event.
- **3rd Place:** 2 free general admission tickets to the 2009 Takeover 4 event.
- Runners up will be invited to perform at "The Countdown" pre-party prior to gates opening the day of the New Mexico Takeover 4 event.

For Preliminary and Final Rounds, Artists Score in These Categories

- 30 points - Material Selection (taste, difficulty, authenticity/originality...)
- 30 points - Lyrics (includes ability of soloists to convey the material lyrically)
- 30 points - Vocal Performance (lead and harmony)
- 10 points - Stage Presence



Tips from the Contest Judges

- Music competitions are a test of nerve as much as skill. Your ability to perform elegantly under pressure goes with the territory.
- Scores are not cumulative from the prelims to the finals. The finals are a new contest; everyone starts on a fresh and equal footing.
- Judges may confer to ensure fairness and consistency in the rating process.
- In the event of ties or virtual ties, the judges as a group will be allowed discretion to confer to reach a consensus regarding the winner. A virtual tie is defined as total scores within 5 points of each other. If a “tie-breaker” is called, you must play one song that is different from your previous songs. It’s a good idea to have a tie-breaker tune ready.
- The contestant order will be randomly assigned at the contest site prior to the start of the competition.
- Contestants should not talk to the judges or the clerks concerning their scores during or after the contest. The decision of the judges is final. Completed judging forms are not available to the contestants or the public. If you have a protest, bring it to Fusion Promotions first. Fusion Promotions will determine, in their sole discretion, whether to act on your protest.
- Winner and second and third place finalists announced after the final round.
- Straying too far from the boundaries of music that is out of the genre of “Hip Hop” or “Rap” will affect your score negatively. Idiom is important. The judges in the end, decide if your interpretation crosses over the sometimes fuzzy boundary into another world of music.
- Failure to adhere to the required song-types will result in a severe point reduction to your total score. Song medleys are NOT allowed to be used as one of the songs.