

# KK Talent Official Rules

(RESTRICTIONS MAY APPLY READ CAREFULLY BEFORE ENTERING)

## Event Summary

The KK TALENT 2009 Contest ("Contest"), which is sponsored by KK Music Store ("KK Music") consist of two rounds:

- Round 1: begins Monday, July 20, and ends 6 PM (Pacific Time), Monday, August 31, 2009. KK Music is calling musicians of band and orchestra instruments (see Section III for eligible categories), professionals and amateurs, in the United States and Canada, to participate in this special event for the opportunity to show off your talent to the world and win great prizes! To participate, submit a 2-5 minute video performance to YouTube of any song performed with a brand of musical instrument sold by KK Music Store. Winners will be announced on [www.kkmusicstore.com](http://www.kkmusicstore.com). Prizes for winners of Round 1 will be awarded as specified in Section I and will advance to Round 2 of the Contest.
- Round 2 ("Final Round"): begins Tuesday, September 1, and ends 6 PM (Pacific Time), Friday, October 29, 2009. Winners from Round 1 will advance on to this round and winners of the Final Round will be decided based on popularity votes. Prizes for Final Round winners will be awarded as specified in Section I.

## Section I: Prizes

The purpose of this Contest is to recognize outstanding musicians and instrumentalists. KK Music Store encourages originality and creativity. KK Music wants musicians to express their love of music and their enjoyment of their musical instrument in the most creative way possible. Prizes will be awarded as follows: and prizes will be awarded as follows:

Round 1 (one winner per entry; however, multiple winners may be chosen for each category to advance to Final Round)

- Alto Saxophones: 1 – [ASAXP-W](#) Sax Partner Alto Saxophone Mute
- All other instruments: any instrument sold on [www.kkmusicstore.com](http://www.kkmusicstore.com) up to \$300 (can be applied as credit towards purchase over \$300)

Round 2 (3 total winners, 1 prize per entry)

- First place: \$1000 in cash
- Second place: \$500 in cash
- Third place: \$300 in cash

Round 2 winners will be decided based on popularity votes. Cash prizes will be issued within 4 weeks of end date in the form of company checks.

## Section II: Eligible Countries

The Contest is open to eligible contestants from the United States and Canada (including residents from US territories such as Puerto Rico, Guam and US Virgin Islands).

### **Section III: Eligible Contestants**

The Contest is open to individuals that are musicians/instrumentalists who:

- Owns a brand of musical instrument sold by KK Music Store
- Are legal residents of one of the Eligible Countries
- Comply with these Contest Rules. For entries created in collaboration with more than one eligible contestant, each eligible contestant must comply with these Contest Rules.

Employees of KK Music Store, KK Music Store affiliates, subsidiaries, resellers, advertising and promotional agencies, and their immediate families are not eligible to participate in the Contest.

### **Section IV: Contest Categories**

Categories and eligible instruments include:

- Violins
- Violas
- Cellos
- Flutes
- Piccolos
- Clarinets
- Alto Saxophones
- Tenor Saxophones
- Soprano Saxophones
- Baritone Saxophones
- Drums
- Alto Horns
- Baritones
- Euphoniums
- French Horns
- Trumpets
- Pocket Trumpets
- Trombones

### **Section V: Eligible Entries**

Eligible Contest entries in all the categories:

1. To participate, submit a 2-5 minute video performance to YouTube of any song performed with a brand of musical instrument sold by KK Music Store.
2. Video performance must be between 2 to 5 minutes in length and cannot contain any accompaniment tracks or background music. Video cannot contain explicit or prohibited material and must follow the Terms of Service and guidelines set by YouTube.
3. Contestants must state his/her first and last name, location and name of the song at the beginning of the video.
4. Contestant must own a brand of musical instrument sold by KK Music Store and there must be a close up shot of the instrument's brand in the video indicating that the instrument can be found on [www.kkmusicstore.com](http://www.kkmusicstore.com).

5. Contest is open to participants of all ages.

**Section V: Submission Instructions**

1. All performance videos must be submitted to [www.youtube.com](http://www.youtube.com)
2. Participants must email [sales@kkmusicstore.com](mailto:sales@kkmusicstore.com) notifying KK Music once a video has been submitted to YouTube. Email must be received by or before 6 PM (Pacific Time), Monday, August 31, 2009 and must contain the following information:
  - Full name
  - Phone number
  - Address
  - Model number of instrument used
  - URL link of the video submitted to YouTube
3. If a participant's video performance is chosen to be featured on [www.kkmusicstore.com](http://www.kkmusicstore.com) and selected to be a winner, he/she will be asked to provide the original video file(s) used during production of the entry.
4. All winners are required to complete the Release and Waiver of Liability and Indemnity Agreement ("Adult Release") ; winners under 18 years of age are required to complete a Minor Release and Waiver of Liability and Indemnity Agreement ("Minor Release") by his/her parent or legal guardian . Adult Release and Minor Release must be completed and sent back to KK Music along with the original video file(s) before a prize can be issued.