

**Country 107.1 Big Break**  
**OFFICIAL CONTEST RULES AND REGULATIONS**  
**ARTIST CONTEST**

The Country 107.1 Big Break (the "Contest") is sponsored by Rogers Broadcasting Limited, ("Rogers") as represented by Country 107.1 FM and British Columbia Country Music Association ("BCCMA") (collectively the "Sponsors").

1. **CONTEST PERIOD** starts at 12:00am on February 26, 2010 and continues until 11:59pm on May 30th, 2010 the Contest Closing Date. All times are Pacific Times. No purchase necessary. One (1) entry per person. Deadline for video submissions: March 26, 2010 at 11:59pm the "Submission Date".
  
2. **CONTEST DESCRIPTION.** The Contest is a skill based competition in which entrants will compete for a chance to be selected as having the best audio/video music submission (each submission being referred herein as a "Demo") by visiting [www.country1071.com](http://www.country1071.com).
  
3. **ELIGIBILITY.** This Contest is open to residents of British Columbia, who are between the ages of 13-49, and who have not entered into any type of music distribution agreement and are unsigned to a record label, have never have been added into a regular rotation on a major market radio station in Canada or the United States, not be touring with an established road band and making money as a major source of income, must not have won any major Music Awards including but not limited to CCMA, Juno or Grammy, excluding: employees of the Sponsors, their respective parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, and any other parties engaged in the development, production or distribution of the Contest materials, or those living in the same household as any of the above. Finalists cannot be professionally affiliated with the Contest Judges.
  
4. **HOW TO ENTER**
  - **YOU must have or you are signed-up for a YouTube account**, and upload your video to that account. To enter go to [www.country1071.com](http://www.country1071.com) and complete the entry form, including your name, email address, a link to your YouTube video submission as well as consent that you are not a minor., Your video should be no longer than 5 minutes and must be submitted to YouTube, and that link and entry submitted at [www.country1071.com](http://www.country1071.com) by the Submission deadline Date. If the entrant is a minor, the parent or legal guardian, must consent to the entrant entering the Contest, by acknowledging consent at [www.country1071.com](http://www.country1071.com) on the contest entry form.
  
5. **SPONSORS' RIGHT TO DISQUALIFY.** At any time during the Contest, Sponsors reserve the right, in their sole discretion, to disqualify and remove any Demo they believe contains any inappropriate content, infringes the rights of any third party, includes anyone else in the video, or otherwise does not meet any other requirements in these Official Rules and Regulations. The decisions of the Sponsors on this and all matters relating to the Contest will be final and binding.

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6. **PRIZE.** There is one (1) Grand Prize, available to be won, having an approximate retail value of \$39,665.00 and consists of:
1. Airfare and hotel for two (2) to Nashville, USA at a date to be decided.
  2. Intimate songwriting session with a Nashville Songwriter, to be decided by the Sponsors.
  3. Learn how to write a hit song. Be given tips and techniques to write your own original music by industry professionals.
  4. Intimate songwriting session with British Columbia award winning songwriter.
  5. \$12,000 CDN. in studio time with award winning producers and musicians, to be decided by the Sponsors
  6. Professional photo shoot at a date to be decided.
  7. Hair, Makeup and outfits for photo shoot and showcase performance.
  8. Video of show performance.
  9. Professional Website including a year of hosting, updates and e-updates.
  10. One (1) Year BCCMA, CCMA and Music BC industry memberships.
  11. Work with renowned live music coach to learn stage presence and audience interaction, to be determined by the Sponsors
  12. Learn how, and have application made for grants and funding.
  13. Be given the tools to self promote and conduct yourself with media by industry professionals.
  14. Have full press package created for you including 10 full copies.
  15. Three (3) months of tracking for first single released to radio.
  16. Guaranteed airplay of first single on Today's Country Favourites Country 107.1.
  17. Full delegate package, hotel (based upon double occupancy) at a date to be decided, and return economy airfare for the 2010 CCMA's in Edmonton, at a date to be decided.
  18. Performance opportunity at the BCCMA Awards Show Weekend.

The Grand Prize as described is subject to availability, may not be exchanged for cash, is non-transferable, non-refundable, non-salable, and must be accepted as awarded without substitutions. At their election, and in the event the Grand Prize, or any portion thereof, cannot be awarded as described in these Official Rules, the Sponsors reserve the right to substitute a prize of equivalent or greater retail value.

For all applicable trips: Not included are gratuities. Black out dates may apply. We recommend the purchase of medical, accident and baggage insurance. It is the responsibility of the prize winner and traveling companion to obtain and pay for the required identification documents (i.e. passports, visas). Failing to provide the required documents may result in denied boarding by the air carrier/and or entry by immigration authorities to the visiting Country or re-entry into Canada. The Sponsors are not responsible in this respect and any unused portion of the prize will be forfeit. It is the prize winner's responsibility to check with the airline for baggage restrictions. Winner and

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traveling companion must travel together on the same itinerary. The Sponsors are not responsible for cancellation of any events and that part of the prize will be forfeited.

**7. SELECTION OF THE WINNING DEMO**

**There are Four (4) phases in the selection of the winning Demo:**

**Phase 1 – Preliminary Selection round**

All eligible Demos will be reviewed by the Sponsors, whereas the Sponsors will choose twenty (20) entrants, who will be deemed as “Quarter Finalists”, based upon singing skill & image on or around April 18, 2010 at the offices of Country 107.1 FM.

**Phase 2 – Quarter-Final round**

These Quarter Finalists will then be asked to attend a live audition on either April 27<sup>th</sup>, 2010 or May 4<sup>th</sup>, 2010, and will be asked to perform a song from a song list as approved by the Sponsors for a panel of industry representatives. The top ten (10) quarter Finalists will be chosen based upon their ability to perform, sing and their over-all image, and these ten (10) Semi Finalists will move on to Phase 3, The Semi Final Round.

**Phase 3 - Semi-Final round**

These ten (10) Semi Finalists will be asked to perform a different song than they performed in Phase 2 from a song list as approved by the Sponsors for a panel of industry representatives. on or around May 18th, 2010, whereas the Panel of expert Judges “Judges” will choose five (5) Semi Finalists, these Semi Finalists will move onto the Final round, and will be deemed as “Finalists” and will be chosen based upon what they learned in Phase 1 and whether it was executed correctly in this round.

**Phase 4 – Final Round**

These five (5) Finalists will be asked to perform one of the two (2) songs they performed in either Phase 2 or 3 and another song of their choosing, and the Finalist can also play an instrument if required at this stage, whereas the Judges will then pick a Finalist, based upon how well they sang both songs, and whether they used initiative and this Finalist will be deemed the selected Finalist for the Grand Prize. The Final round will take place on or around May 30th, 2010.

**8. CONDITIONS OF CONTEST ENTRY**

As a condition of entry into the Contest, each Contest Entrant warrants and represents as follows:

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THE CONTEST ENTRANT OWNS ALL RIGHTS TO THE AUDIO SUBMISSION(S) HE/SHE IS SUBMITTING (INCLUDING WITHOUT LIMITATION, ALL MASTER AND PUBLISHING RIGHTS) (COLLECTIVELY, THE “CONTEST ENTRY MATERIALS”);

THE CONTEST ENTRANT IS THE INDIVIDUAL HEARD IN THE RECORDING AND THAT HIS/HER CONTEST ENTRY MATERIALS ARE ORIGINAL AND HAVE BEEN LEGALLY OBTAINED AND CREATED, AND DO NOT INFRINGE THE INTELLECTUAL PROPERTY RIGHTS OR ANY OTHER LEGAL OR MORAL RIGHTS OF ANY THIRD PARTY;

**GENERAL**

9. In the event the selected entrant is a minor, the entrant’s parent or legal guardian will be deemed to be the entrant who must meet all Contest eligibility requirements and who may accept the prize on behalf of the minor. Contest judges’ rulings are final and without appeal in all matters related to the Contest and the awarding of prizes.
10. By entering the Contest, Contest Entrants consent to the use, in any manner whatsoever, of their Demo and any photo submitted, their name, city of residence and image on videotape and/or photograph in any publicity carried out by any one or all of the Sponsors with respect to this Contest, without further notice or compensation.
11. By entering this Contest, the Contest Entrants grant to the Sponsors: (i) the non-exclusive license to access the Demo through [www.country1071.com](http://www.country1071.com) and (ii) the non-exclusive license to use, reproduce, distribute, remix, prepare derivative works of and compilations, display and perform the Demo.
12. No communications will be entered into except with selected Contest Entrants. The Contest is subject to all applicable Federal, Provincial and Municipal laws.
13. Sponsors are collecting personal data about Contest Entrants for the purpose of administering this Contest. No further informational or marketing communications will be received by Contest Entrants unless Contest Entrants provide Sponsors with explicit permission to do. Please see Rogers’ Privacy Policy at [www.rogers.com](http://www.rogers.com) and BCCMA’s Privacy Policy at [www.bccountry.com](http://www.bccountry.com) for information on their policies towards maintaining the privacy and security of user information.
14. The Sponsors are not responsible for incorrect or inaccurate entry information which may affect a person’s ability to participate in the Contest or be awarded a prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries which fail to fully comply with these official Rules and Regulations. No responsibility will be taken by the Sponsors for lost, delayed, mutilated or misdirected entries or Declaration and Release Forms. Contest entry materials including but not limited to, the Demo, are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way.

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15. By entering this Contest, Contest Entrants release and hold harmless the Sponsors, their advertising and promotional agencies and the contest judge(s), their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns (collectively the "Releasees") from any liability in connection with this Contest or, if declared a winner, the prize. Before being declared a winner, the selected entrant will be required to sign and return, within a stipulated period of time, a Declaration of Compliance with the official Contest Rules and a full Liability and Publicity Release. By accepting a prize, winners consent to the use of their name, place of residence, voice, statements, and photographs or other likenesses for publicity, advertising or informational purposes in any medium or format without further compensation or notice.
16. This Contest will be run in accordance with these rules, subject to amendment by Sponsors. Contest Entrants must comply with these rules, and will be deemed to have received and understood the rules by participating in the Contest. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.
17. Sponsors assume no responsibility for failure of the internet or the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to a Contest Entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Sponsors reserve the right, in their sole discretion, to cancel or suspend this Contest, or any portion thereof, should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws. Should such an attempt be made, Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
18. If the identity of a Contest Entrant is disputed, the authorized account holder of the email address associated with the entry will be deemed to be the Contest Entrant. The individual assigned to the email address associated with the submitted e-mail address is considered the authorized account holder. A selected Contest Entrant may be required to provide proof of being the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the contest server machine(s).