



Howdy Participating Country Idol Bar Owners & Managers,

Arizona Gay Rodeo Association in association with SWAY Events are gearing up to start our first ever Country Idol Contest. This series of karaoke competitions will culminate with the finale at the Rawhide Rodeo Grounds at the start of the 25th Annual RoadRunner Regional Rodeo on Friday, February 12th. Country Idol will follow in the general *American Idol*-style karaoke steps, but with a boot-scootin', country western twist! This contest is merely one aspect of promotions for the Rodeo this year. The 2010 AGRA Rodeo will benefit the following charities: Joshua Tree Feeding Program, TIHAN (The Tucson Interfaith HIV/AIDS Network), the Phoenix affiliate of Susan G Komen for the Cure, Community Church of Hope, and PFLAG Phoenix. To learn more about these very worthy causes, check out the Charities tab on www.agra-phx.com

We are super-excited to promote the 25th Annual RoadRunner Regional Rodeo this year. SWAY hopes to introduce Rodeo to many who haven't experienced the thrill of watching someone remain on the bucking bull for their 8 seconds, as well as re-acquaint those who've forgotten the joy of watching teams dress goats. We are grateful for your help in assisting us get the word out and get the public pumped to pull out their cowboy hats and embrace the little bit in all of us that's Country!

In this document you'll find out more about Country Idol as well as other promotions SWAY has lined up for this Rodeo: Re-Wrangled!

If you have any questions or concerns, please do not hesitate to contact us at 602.277.SWAY.

On behalf of both the AGRA and SWAY Events we honor and appreciate your participation and commitment to community events.



COUNTRY IDOL

Each participating bar will host a preliminary Country Idol competition. Contestants will sing 1-2 (depending on each venue's amount of contestants) songs that are either from the country western genre OR mainstream songs with a country twist. The panel of 3 judges will select 2 participants who will go on to perform at the finale on February 12th. Each bar can choose their own panel of judges, have SWAY bring in judges, or a combination of both options. Judges should have some experience with music, singing, karaoke, the AGRA, or your bar. There is NO entry fee for contestants to participate in Country Idol. Each bar is *optionally* responsible for any additional prizes to the winners (beyond advancing to the finals). This can include a bar tab, promotional giveaways, etc.

QUESTIONS & ANSWERS:

What is my responsibility as a participating bar?

- Promotion of your event by hanging up posters and having postcards at your venue (to be produced and delivered by SWAY Events)
- Work with your current karaoke host to help gain customer interest and gather contact information for potential contestants (SWAY will be happy to make contacts and usher the process if your host simply wants to aid in getting possible participants' contacts)
- Accommodations for three judges including a table or space with chairs
- Cooperation for one of the following fundraisers during the contest with 100% of funds going to AGRA & their 5 charities: Jell-O shots, specialty shots, raffle, etc.
- Permission for AGRA members to sell additional \$1 belt buckles during the contest.
- Provide karaoke equipment with operator, and microphones. (if you are in need of equipment please contact Nancy Nunez at nancy@wetdogpromo.com)



How long will each country idol contest last?

- Ultimately it depends on the number of contestants per venue, but we anticipate approximately two hours.

How are the winners determined?

- The judges will score each contestant's song(s) in the areas of talent, voice, and showmanship.
- Two winners will be selected from each venue to sing at the finale which will determine the winner in a similar fashion
- Each participating bar will receive two complimentary admission tickets for the Country Idol finale at Rawhide on Friday, February 12th.

What is the bar-wide schedule?

- Apollo's: Saturday, Jan. 16th, 9PM
- Kobalt: Sunday, Jan. 17th, 7:30PM
- BS West: Thursday, Jan. 21st, 9PM
- The Rock: Friday, Jan. 22nd, 9PM
- Charlie's: Wednesday, Jan. 27th, 7PM
- Cash Inn: Sunday, January 31st, 8PM

What are the contestant rules?

- Choose two songs that are part of the country genre or that you can give a country flare. You MUST choose your songs from your participating bar's catalog.
- Make certain you are available for a performance on Friday, February 12th and possibly Saturday, February 13th if you are selected as the winner.
- You may compete at as many bar contests as you like until you win.



What do the winners receive?

- Opportunity to be showcased at the 2010 Arizona Gay Rodeo
- Recognition in *ECHO Magazine*
- Other prizes to be announced

BUCKLES FOR A BUCK

Another promotional fundraising component this year is our Buckles for a Buck Program. Participating Country Idol bars and other businesses will be given pads of Belt Buckles to sell for a dollar each for patrons to fill out with their names, team or social group names, favorite quotes, etc. to be hung around the bar/business (much like the Walgreens AIDS Walk Ribbons this year). 100% of the money raised by the Belt Buckles will go to the 5 AGRA Charities.

QUESTIONS & ANSWERS:

What dates does the “Buckles for a Buck” promotion extend through?

The promotion is currently running now thru February 8th (If your venue doesn't have belt buckles they will soon).

How will funds be collected?

A SWAY or AGRA representative will visit your bar every couple weeks from now until the promotion finishes to collect and record your funds. *ECHO Magazine* will be running an advertisement post-promotion to honor the number of belt buckles your venue sold along with any other AGRA fundraising totals.

What if my bar/business needs more buckles?

Please contact gary@swayevents.com or call 602.277.SWAY (7929) as soon as possible for a prompt delivery.