



2018 HOPE Jingle Contest

The Georgia Lottery is giving Georgia high schools the opportunity to win additional money for their theatre department by performing the “HOPE” Jingle and submitting their own, original version of the song! Groups of two or more people are invited to put their talents to the test, creating videos of themselves performing the jingle in their own creative, unique way. Ten semi-finalist groups will be posted online for Georgia to help choose five winning favorites.

OFFICIAL RULES - NO PURCHASE NECESSARY

ELIGIBILITY:

- This contest is open to all accredited Georgia High School Musical Theatre or Dramatic Arts Programs.
- Only one entry per school will be permitted.
- Theatre departments may utilize any individuals and resources from their school community. (Examples: Band, Orchestra, Athletic Teams, Faculty, Parents, Students, etc.)
- Any individuals or resources that are not affiliated with the school are not eligible.

CONTEST DETAILS:

- Contest will be announced July 2, 2018
- Schools must submit their video by September 7, 2018 to the ArtsBridge Foundation.
- Contest Adjudication Panel will choose the ten semi-finalists to be posted online to social media for public vote.
- Contest Panel consists of Georgia Lottery Representatives, Georgia High School Musical Theatre Awards Adjudicators, and ArtsBridge Staff.
- Semi-finalist schools, family, and friends will share their videos from the Georgia Lottery branded social media ArtsBridge page to promote themselves and to gain votes.
- Georgia Lottery will award the top five winners a scholarship prize to support their dramatic arts program for the 2018 - 2019 school year.
- The school with the highest score will be awarded a grand prize scholarship for their dramatic arts department and their video will be featured on the 2019 Georgia High School Musical Theatre Awards Show.
- The winners will be announced via live stream on the Georgia Lottery branded ArtsBridge Social Media page on the same day that Shuler Participating schools are announced for the 2018 - 2019 season mid October 2018.



SCORING:

- Scoring for first round submissions will be based on the following percentages and will be scored with the attached rubric:
 - 25% Creativity
 - 25% Performance Skills & Execution
 - 25% Production Quality
 - 25% School's Community Involvement
- Scoring for semi-finalists will be based on the following:
 - 60% First Round Score
 - 40% Public Vote

PRIZES:

1. Grand Prize winners receive a \$5,000 dollar prize for their theatre department, and also have their video featured in the 2019 Georgia High School Musical Theatre Awards.
2. Second Place Winners receive a \$2,500 prize for their theatre program.
3. Third Place Winners receive a \$1,500 prize for their theatre program.
4. Fourth and Fifth Place Winners receive a \$1,000 prize for their theatre programs.

HOW TO ENTER:

1. Download the HOPE Jingle Lyrics, Sheet Music, Demo, and required GA Lottery Peach Logo at artsbridgega.org.
2. Create YOUR unique version of the Jingle using the same lyrics, melody, and chord structure. Consider various musical genres, instrumentation, theming, and more.
3. You MUST creatively include the GA Lottery Peach Logo in your video - we look forward to seeing your unique ideas!
4. Using the guidelines for recording, record your unique creation, upload it to YouTube, and submit your video link along with your school information application to www.artsbridgega.org by September 7, 2018 at 5:00 PM.
5. If your video is chosen as a semi-finalist, share your video and the voting poll on social media to collect as many votes as possible to be counted as part of your score.
6. Watch for the winners mid October 2018 on social media and www.artsbridgega.org!