**A Proven In-Market Promotional Concept Designed to Increase Revenues and Create Public Awareness for Your Organization**

*An Ingenious multi-week In-market marketing strategy that made Lip Sync a National Sensation*

America’s Lip Sync Star Talent Search is a highly successful and proven promotional concept for small, medium, and large venues. The marketing concept for this promotion generated millions of dollars in free local and national publicity for licensees and launched the promotional concept into *Hit* television series status. Now it’s about to happen all over again, Are you in?

Hello, my name is Wm. Randy Wood creator of the hit TV series Puttin’ On the Hits which aired from 1984-88. The series was the first number one syndicated music variety show in history, generating an impressive 9.0 rating the very first year on television and was nominated twice for a Daytime Emmy Award. The rapid success of the series was the result of a well executed in-market marketing campaign designed and implemented on a national scale by my company in nightclubs and other venues in 1982.

If you don't remember the premise of the show, Puttin' on the Hits was based on a contest format where ordinary people lip-sync the hit recordings of artists from yesterday and today recreating in spectacular fashion the make-up, the hairstyles, the costumes… every movement and every gesture of their favorite performers. Just imagine, seeing look-a-like recreations of your favorite artist or group in concert on your stage.

<http://www.youtube.com/puttinonthehits>

As the consulting producer for the series, My company not only provided quality contestants to the show from across the country but traveled extensively meeting with venue operators, television station executives, sponsors, and the media perfecting every aspect of the project. My organization licensed over 1500 preliminary contests in over 50 cities in the U.S. and Canada. In fact this marketing concept was so successful the national media called the National Lip-Sync Talent Search contests a national phenomenon in early 1983 a full year before *Puttin’ on the Hits* first appeared on television. The national and local media loved covering these contests, and shows all of which generated tremendous exposure and record revenues for the participating licensees. For the contestants, they couldn’t get enough.

In today’s era of reality music shows with American Idol leading the way, we can tune into “The Voice”, “Rising Star”, and if you remember, “The Next Best Thing” that featured karaoke or singing look-a-likes completing head to head with full costume, make-up, and hairstyles. For the 90% of us who can’t sing the lip sync contest provides the best of worlds, original recorded music and look-a-like performers that mouth the words to the original recording in a concert atmosphere. It doesn’t get better than that! The excitement and the electricity in a SRO room makes “America’s Lip Sync Star” high energy entertainment at its very best.

Let’s face it, we will never have another opportunity to see Elvis, Michael Jackson, The Supremes, Prince and the Revolution, Madonna and the like perform again as they did at the height of their careers. Lip Sync performers offer the viewing audience that opportunity to see recreations of their favorite artist or group from the past and present on stage creating the excitement of seeing the real thing.

We have assembled all the contest, promotional, and marketing materials and put together a complete and affordable turn-key promotional package that will make it easy to implement in just a matter of weeks. Whether this promotion is held in a club, at a mall, fair, college, university or as a radio station fundraiser event it’s a win win for all involved.

***America’s Lip Sync Star is a unique eight (8) week promotion designed to provide the venue operator and sponsoring organizations with increased market share, higher revenues and greater public awareness with a low risk investment.***

# BENEFITS TO THE VENUE OPERATOR

America’s Lip Sync Star Talent Search was designed to provide the venue operator a unique opportunity to build customer traffic on a slow night over the (8) eight week contest period. Under normal circumstances (with a modest advertising budget), standing room only (SRO) audiences can be obtained by week number five (5) and will hold at peak levels thereafter, provided the event is promoted and operated according to the national guidelines.

Clearly, the attendance of the contestants, their friends, supporters, and curious spectators will greatly increase revenues on the night of the event, particularly if the contest is held on one of the traditionally slower nights of the week.

Few events exist that offers the opportunity to provide a highly successful entertainment promotion and enjoy a low risk profile at the same time. America’s Lip Sync Star Talent Search offers a low risk profile and high energy entertainment as a routine. The benefits are:

* Attract New Customers to Your Event
* Increased Sales on the Day of the Event
* Stimulate Word of Mouth Advertising
* Attract Capacity Crowds Consistently
* Attract Free Media Exposure
* Increase Traffic on Other Nights of the Week
* Increased Profits

An added benefit to venue operators is the entertainment possibilities of your contest winners performing on other nights of the week. These performances not only promotes contest night but will draw new customers on other nights of the week that normally would not attend. Usually these performers will happy to come in to entertain your customers for very little pay or a drink tab. Other possibilities are that your contest winners may be asked to perform at other local events such as half time at sports events, or corporate gatherings and the like. Each time they are representing your establishment. It all adds up to free publicity for you.

# BENEFITS TO CONTESTSANTS

You’re customers, as Lip Sync contestants may appear on national television, win cash and prizes as well as become the “Star they always wanted to be”. They may have the opportunity to be paid to perform and represent your establishment at special events in your community as well as giving television and radio interviews or even seeing their name in the newspaper which is exciting and again, great advertising for your business. Thousands of contestants from all over the country have proven that there are no limits to what they will do to impress the audiences and celebrity judges in their quest for national stardom.

# BENEFITS TO AUDIENCES

Audiences will enjoy seeing the recreations of famous artists on your stage. Many customers attend not only for the entertainment value, but cheer on and support their favorite act. The audience is actually a part of the judging criteria *“Audience Response”* which promotes audience participation in the event, as well as creating “Stars” in your establishment. Very few people have the opportunity to see their favorite recording artists in concert because of cost, touring schedules, and some no longer tour. Lip Sync fills that void by illusion. Imagine seeing recreations of ten or more of your favorite recording artists in concert all in the same night on your stage. This promotion provides your establishment and your customers’ quality entertainment at an affordable price.

# STRUCTURE OF THE PROMOTION

America’s lip Sync Star has teamed up with Thunderball Films to produce the all new and up-dated version of the Lip Sync series. You can view video samples of the earlier performances at: http://www.youtube.com/puttinonthehits

Show contestants from all across the country will represent your club and compete head to head by lip syncing, performing and recreating on live television the sounds, looks, and moves of a popular artist or music group in search of being “the star they always wanted to be.”

Preliminary contests will be held at nightclubs and malls (for the kids) with the grand final winners from these venues advancing to the next higher level (city finals) of competition. Show producers will be on hand (at selected venues) to tape up close and personal interviews of your contestants. Contest winners will earn the right to be flown to Hollywood and compete at a major concert venue for a chance to win $100,000.00 in cash and prizes.

Show producers have structured a multiple city marketing campaign (city list attached) to find the very best Lip Sync acts from around the country. This promotion is unique in that, other national promotions are usually conducted in one or two days (such as the American Idol auditions) but the America’s Lip Sync Star contests/auditions are conducted as an eight week promotion, seven (7) weeks of preliminary contests with a "Grand Finale" on week eight, renewable at the same terms and conditions, thus creating ongoing hoopla in the market. This marketing concept has been proven to provide the venue operator and associated sponsors consistent brand awareness in the marketplace over this extended period of time. The promotional hook of course is the Lip Sync contest format; can’t sing? Everyone wants to be a star.

# Contest Structure

Club Preliminary eight (8) Week Contests in the150 ADI Markets.

* Two Weeks of Pre-Contest In-Market Advertising and Promotions.
* Seven (7) Weeks of Preliminary Contests.
* One (1) Grand Final

City Finals:

When two or more eight week contest cycles have been conducted in a market, the market becomes eligible for hosting of a city-wide grand final contest. The venue operator hosting this event may also be selected by show producers for videotaping of the event for series segment on the national show.

National Finals:

The National Finals will be held one each year at a venue and city to be announced.

**WHAT DO I GET?**

To maintain the integrity of the promotion each venue operator is licensed to conduct the promotion within the national guidelines. A standard license agreement applies to an eight (8) week contest cycle and is renewable on the same terms and conditions for as long as the host establishment wants to host the promotion. The number of licenses to be granted in each city is limited.

Each licensee receives what we call the "Black Box" containing all the promotional and marketing materials, outlined as follows:

* Promotional Flyer's, Table Tents
* Judges Score Sheets, and Related Forms
* Emcee Outline Show Script
* Contestant Entry/Liability Release Forms/flyer's
* Detailed “How To” Training Manual/Organizational Binder
* Contestant Reporting Forms
* In-House Promotional Videos
* Sample Radio & Television Spots
* Press Release To the Media in Your Market
* On Site Consulting and Operating Assistance (optional)

***Participating venues must meet and maintain the following requirements to be eligible to host the America’s Lip Sync Star:***

* Have a Stage and/or Dance Floor with Good Visibility
* Have a Disc Jockey and Emcee
* Have a Sound System and Lighting
* Have a Lip Sync Event Coordinator
* Provide Prizes to Contestants
* Current on BMI and ASCAP Music Royalties
* Sign Eight (8) Week License Agreement
* Pay an Affordable License Fee

Return on investment is up to you. Revenues are based on money, effort and sponsorship participation. Your commitment up front with advertising is critical; the order of importance is television, radio and newspaper. You will get back what you put in. I recommend a strong radio ad budget with an on air radio personality hosting the first 8 weeks.

Few promotions exist that offers the opportunity to provide a highly successful entertainment event and enjoy a low risk profile at the same time. Lip Sync offers a low risk profile and high-energy entertainment as a routine. “Lip Sync is high energy entertainment at its very best” It just puts money in your bank!

# GETTING STARTED

Now that you have decided to commit to this exciting promotion, it’s time to call together your key people and enlist their support and assigning responsibilities to ensure a profitable and successful event.

# WHAT DAY OF THE WEEK TO CONDUCT THE PROMOTION

Other than a weekend night the next best to worse day of the week to hold the event is on Thursday, Wednesday, Tuesday, and Monday. Select the day of the week that works best for your, schedule at least four weeks to set up the advertising, contact sponsors, etc. Plan at least two weeks before preliminary week number one for pre-contest advertising on radio and in-house etc.

***Next fill out the information requested in the attached License Agreement, sign it, attach a check and mail it to the address in the Agreement.***

# ADVERTISING THE EVENT

You will want to contact your local radio station and sponsors to help advertise the promotion or donate prizes. A one-time initial advertising budget is highly suggested over a two to three week period to inform potential contestants and the public of the upcoming contest. Any additional (television or print) you would like to run will just add to the success of the promotion. With the proper advertising, the promotion will attract the media which means significant public exposure and hoopla for your organization. After the initial advertising ends, word of mouth and free publicity takes over, building each week, and continuing for as long as you wish to continue with the promotion.

# PROMOTIONAL PRIZES

Now that the dates have been set, you need to decide on prizes for the preliminary contests and Grand Final contest (If you use the option of two (2) semifinals, prizes are optional as well) for inclusion on the promotional spots and print materials. The following are minimal suggestions as prizes for preliminary weeks, $100.00 cash prize for first place, $50.00 for second, and $25.00 for third place. A minimum of a $1,000.00 cash prize or an equal value (sponsor donated) travel package to a luxury destination is always an exciting incentive. We can arrange for these travel packages at cost if you prefer. In most cases a donation by a sponsor can be obtained for consideration on advertising materials, radio spots, and on voice announcements in house. They too will benefit by free name recognition from free press coverage.

After deciding on the prizes, and obtaining the radio station and sponsor logos etc. it’s now time to overprint the promotional materials as well as the flyer's/entry forms, to distribute to contestants and the public. These entry forms can be placed in sponsor business locations and other businesses for contestant sign up. Don’t forget to inform all your wait staff on promoting the contests. A prize can also be given to the employee who signs up the most contestants.

*Prize values are again only suggestions however; cash awards are preferred by contestants. Many contestants will use their winnings to upgrade costumes, purchase props etc. greatly enhancing the entertainment value in your establishment.*

**ATTENTION
VENUE OPERATORS**

***INTERESTED IN YOUR CLUB OR VENUE
BECOMING AN***

*America’s Lip Sync Star™*

 ***AUDITION SITE?***

[**Sign-Up Today**](http://www.americaslipsyncstar.com/hostacontest.html#myAnchor)

The Search is on for the Very Best Lip-Sync Tribute Bands, Solo, Artist, Duo or Group Performers in the America

**INTRODUCTION**

America’s Lip Sync Star National Search ™ is a proven and successful promotion for any club atmosphere including: country western, oldies, adult contemporary, rock and roll, top 40, and classic rock. The promotion has been designed to provide the venue operator with a proven opportunity to increase revenues over each eight week contest cycle.

***Participating venues must meet the following requirements to be eligible to host*****America’s Lip Sync Star National Search™**

* + Have a Stage and/or Dance Floor with Good Visibility
	+ DJ and MC
	+ Have a Sound System and Lighting
	+ Have a Lip Sync Promotions Coordinator
	+ Provide Prizes to Contestants
	+ Current on BMI and ASCAP Music Royalties
	+ Execute an Eight (8) Week License Agreement
	+ Pay an Affordable License Fee

**The** **Audition Structure

Club Contests will begin immediately. Each operator may conduct as many eight week contests as they wish, with Grand Final winners on week eight eligible to compete in the Regional and National Finals.**

 Club auditions are conducted as an 8-week in-market club promotion, and will be marketed and advertised as America’s LipSync StarNational Search™.Only Licensed venue operators will have exclusive rights in their market to host the National Search.

Each participating club will be licensed to conduct the promotion for (8) consecutive weeks, seven preliminary rounds and a grand final contest on week eight. The first place winner from each of the seven preliminary rounds will receive a minimum cash award of one hundred dollars ($100.00) and second place will receive a minimum cash award of fifty dollars ($50.00), both provided by Licensee or the participating sponsor. The top three winners from each of the seven weekly rounds will advance to compete in the grand final contest. The first place grand final winner will be awarded a grand prize with a cash value of at least Five Hundred Dollars. *The Grand Prize can also be a trip for one (including and hotel accommodations) to the National Finals Competition.*  **Ranwood Productions will produce the America’s Lip Sync Star™ Regional and National Finals at a venue to be announced. The selected venue must be ideal to host the national finals and showcasing talented look-a-like lip-sync performers and tribute bands. The venue must have appropriate lighting, and props for taping of tv series segments. If you feel your venue is appropriate to host one or more of these events, let us know.**

**Markets**[**Click Here to View Participating Club Venue**](http://www.americaslipsyncstar.com/clubs.html)

  **BENEFITS TO THE VENUE OPERATOR**

America’s Lip Sync Star National Search™was designed to provide the venue operator with a unique opportunity to receive free publicity and build customer on a slow night over the eight-week contest period. Under normal circumstances (with an appropriate advertising), standing room only (SRO) audiences can be obtained by week number five (5) and should hold at peak levels thereafter, provided the event is promoted and conducted according to the national guidelines.

*Once you have established SRO the first eight week contest cycle the next cycle should begin (week one) with a significant crowd without any additional external advertising.*

Few events exist that offers the opportunity to provide a highly successful entertainment promotion and enjoy a low risk profile at the same time. America’s Lip Sync Star National Search™ offers a low risk profile and high [energy](http://www.americaslipsyncstar.com/hostacontest.html) entertainment as a routine. The benefits are:

               Attract New Customers

               Increased Revenues

               Winners Represent Your Venue in all Appearances

               Attract Capacity Crowds Consistently

               Attract Free Press and Media Exposure

               Increase Traffic on Other Nights of the Week

               All Contest Materials Supplied

Clearly, the attendance of the contestants, their friends, supporters, curious spectators and media exposure will greatly increase revenues on the night of the event, particularly if the contest is held on one of the traditionally slower nights of the week.

An added benefit to venue operators is the entertainment possibilities of your contest winners performing on other nights of the week. These lip sync performances will not only promote contest night, but will draw additional customers on other nights of the week just to see their favorite look-a-like performers on your stage. Usually these performers will be happy to come and entertain your customers for the experience and exposure.

 **Club Presentation Video**[**Club Testimonials**](http://www.americaslipsyncstar.com/club_testimonials.html)

WHAT DO I GET?

Years of experience has proven that our multi-week lip-sync contests generate tens of thousands of dollars in free publicity for participating operators and associated sponsors. We have implemented the same marketing campaign that was so successful in the past to today’s new search.

To maintain the integrity of the promotion each venue operator is licensed to conduct the promotion according to the national guidelines. A standard license applies to an eight (8) week contest cycle and is renewable for as long as you wish to host the promotion. The number of licenses granted in each city is limited in your area.

Each venue operator will receive a digital ZIP file containing all the promotional and marketing materials needed to host your contest.



The standard package of contest materials are described as follows:

* **Weekly Organizational Binder**
* **Detailed “How To” Training Manual**
* **Judges Score Sheets, and Related Forms**
* **Emcee Outline Show Script Sheets**
* **Official Entry/Liability Release Form/Flyer**
* **In-House Promotional Posters**
* **Promotional (4x6) 2-Sided Hand Outs**
* **Sample Radio & Television Ad Scripts**
* **In-House Promotional Lip Sync Videos (Optional)**
* **Banners**
* **Press Releases to the Media**
* **On Site Consulting and Assistance (Extra Cost)**

**GETTING STARTED**

If you are a club or venue owner interested in becoming an audition site for America’s Lip Sync Star Talent Search, tell us about your venue.