



**Supporting Music Education
in our Schools**

General Information for Judges and Sponsors

For more information about participating in the National Music Bee as a judge or a sponsor, please contact:

**Marketing Representatives:
Mark Landon or Raquel Figlo, Figlo & Landon, 800-405-2636 or nationalmusicbee@figloandlandon.com**

NATIONAL MUSIC BEE

General Information



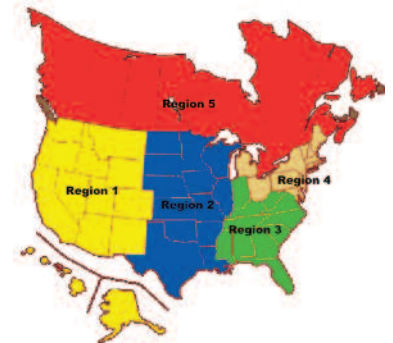
About the National Music Bee

The National Music Bee was created to advance music education in both the United States and Canada and to build music literacy while giving kids the experience and thrill of creating their own music. Consisting of three exciting rounds, its focus is on music theory and composition and has been designed to be both fun and highly educational, using the award-winning Breezin' Thru® software, so students learn as they compete.



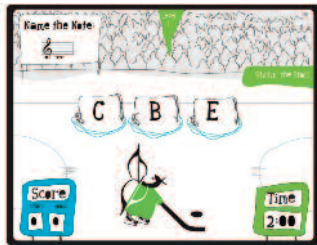
The Competition

The competition is divided into two divisions. The Junior Division is for students in 5th grade through 8th grade. The senior division is for students in 9th grade through 12th grade. Local entrants will compete to reach the second round within one of the five regions. Regional winners in each division will move on to the national finals.



Round One (Local Competition)

March 1 - 11, 2016



The first round will focus on music theory. Students will compete in classes of up to 30 students against other classes in their region. Each student will have access to a special competition version of the fun, interactive online theory game. They will do timed drills on music theory concepts, moving up to harder levels as they compete. Regional leader boards will show their progress online and the winning classes will be determined as those with the best combined scores and times.

Round Two (Regional Competition)

Competition: March 15 - April 18, 2016; Judging: April 19-25, 2016

The top five classes in the Junior and Senior Divisions within each region (a total of 50 classes) will advance to the second round which focuses on composition. Classes will be required to complete a composition activity as instructed in the Award-Winning Breezin' Thru software. Their teachers will select the best composition to represent their team and send it to the national competition headquarters.

A team of professional musicians, college music educators and/or music industry executives will judge each of those compositions who will determine the regional winners within each division.

Since the goal of the competition is to encourage music education, those classes who do not advance to the second round will still have the opportunity to participate in the composition activity – so all students can experience the thrill of creating their own music. They are however, not eligible for the awards or competition judging.

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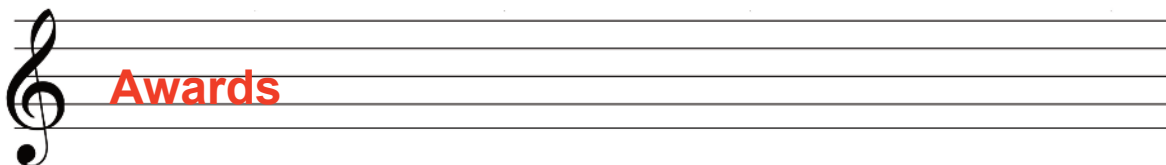
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Round Three (National Competition)

Competition: May 14, 2016

The first place winner in the Junior and Senior Divisions in each region (a total of ten individuals) will represent their class/school and advance to the national finals. Finalists will be given an expanded version of the composition activity from round two which must be completed in a short period of time. National judges will include composers, recording industry executives, celebrity performers, classically trained music professionals and/or highly respected music educators. Top winners will receive scholarships and other awards.



In addition to awards at the local and regional rounds, the following are the awards to be presented to the national winners:

Sr. Division:

1st place: \$10,000 scholarship plus physical award

2nd place: \$2,000 scholarship plus physical award

3rd place: \$1,000 scholarship plus physical award

Class Award

Jr. Division :

1st place: \$5,000 scholarship plus physical award

2nd place: \$2,000 scholarship plus physical award

3rd place: \$1,000 scholarship plus physical award

Class Award

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Judging Information



Judging Process

Round One (Local Competition):

The first round is a team round. The theory software will determine the top team scores within each region. Classes will have fun seeing how they're progressing through the online leader board as they compete. After the competition is closed, the National Music Bee office will officially inform each of the winning classes or teams. Results will be tabulated by the software so individual judges are not required in the first round.

Round Two (Regional Competition):

On each winning team, the instructor will select the top composition on the team to be advanced to the regional final judging. A judging panel will be appointed in each of the five regions to choose the top winners in the junior and senior divisions within the region. Competitors will complete Round Two from their homes or schools.

Judges will include Music Professors and Instructors at major universities, Conductors/Artistic Directors at regional Symphonies and Operas, professional musicians, record industry executives and other appropriate judges. Each judge in Round Two will be asked to judge a total of ten compositions within one region: five Junior Division compositions and five Senior Division compositions. Judging will be based on the criteria given to the judges. Three to Five judges will be assigned to each region. Based on the scores provided by the judges, First, Second, and Third place awards will be given in each division within each region. Judges will receive compositions via email and judging may take place wherever they choose between April 19 and April 25, 2016.

Round Three (National Finals):

The five Senior Division winners and five Junior Division winners will be flown to the National Finals, anticipated to be in the Los Angeles area. Each student will be given a fixed amount of time to complete their final composition.

Five judges will be selected for the national finals that will include Composers, National Record Industry Executives, Celebrity Performers who write their own music, Classically Trained Music Professionals, highly respected music educators, and other appropriate judges. Judging will be based on the criteria given to the judges. Judges will review all ten compositions from the finalists: five from the Junior Division and five from the Senior Division. Based on the scores provided by the judges and verbal deliberation, First, Second, and Third place scholarships and awards will be given in each division. Judges will be asked to be available on May 14, 2016 during the afternoon to judge the final compositions.

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NATIONAL MUSIC BEE

Sponsorship Information



Thoughts for Potential Sponsors

Since the National Music Bee is targeting students in grades 5 through 12 in both the United States and Canada, along with their instructors, we anticipate that your sponsorship will be noticed by tens of thousands of instructors and a potential of hundreds of thousands of students. With a modest goal of only 200 schools participating per state and throughout Canada, this alone would result in over 10,000 classes with up to 30 students per class, or up to 300,000 students. And if the modest goals are exceeded, your sponsorship will reach many more people.



Title Sponsorship (one available)

Benefits:

- ❖ Title Sponsor name or logo above the title of the competition: "Sponsor Name" Presents National Music Bee
- ❖ Promotion of the competition, along with the sponsorship will be targeted at the approximately 140,000 public and private schools in the United States and Canada, private music education organizations and music schools. We will be reaching out to music teachers, principals, district education administrators and others.
- ❖ 1st Place Scholarship Award in sponsor's name in one division
- ❖ Logo included on competition Landing Page seen by all entrants
- ❖ Inclusion in all press releases before, during and after the competition
- ❖ Photos and/or logos and prominent presence on the National Music Bee Website.
- ❖ Logo and video clips to be included in Videos created to promote the National Music Bee
- ❖ Photos and mentions of sponsorship in social media campaign including Facebook, Twitter, YouTube and Linked In. Photos to be provided by sponsor.
- ❖ Sponsor may present First Place award to national winners
- ❖ Logo on all awards
- ❖ Logo on all participation certificates
- ❖ Sponsor will be mentioned in all emails about the competition
- ❖ Sponsor name included in competition letterhead
- ❖ Sponsor Logo used in on-line banner ads
- ❖ Sponsor logo will be on the backdrop to be behind awards ceremony. Backdrop to be used for publicity photos

Title Sponsorship: \$50,000

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Sponsorship Information



Gold Sponsorship

Gold Sponsor Benefits:

- ❖ Promotion of the competition, along with the sponsorship will be targeted at the approximately 140,000 public and private schools in the United States and Canada, private music education organizations and music schools. We will be reaching out to teachers, principals, district education administrators and others.
- ❖ 2nd Place Scholarship Award in sponsor's name for one division
- ❖ Logo included on competition Landing Page seen by all entrants
- ❖ Inclusion in all press releases before, during and after the competition
- ❖ Photos and/or logos and prominent presence on the National Music Bee Website.
- ❖ Logo and video clips to be included in Videos created to promote the National Music Bee
- ❖ Photos and mentions of sponsorship in social media campaign including Facebook, Twitter, YouTube and Linked In.
- ❖ Company Name on all emails
- ❖ Title Sponsor may present 2nd place award to national winner
- ❖ Logo on all participation certificates
- ❖ Sponsor logo will be on the backdrop to be behind awards ceremony. Backdrop to be used for publicity photos

Gold Sponsorship: \$25,000

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Sponsorship Information



Silver Sponsorship

Silver Sponsor Benefits:

- ❖ Promotion of the competition, along with the sponsorship will be targeted at the approximately 140,000 public and private schools in the United States and Canada, private music education organizations and music schools. We will be reaching out to music teachers, principals, district education administrators and others.
- ❖ Logo included on competition Landing Page seen by all entrants
- ❖ Inclusion in all press releases before, during and after the competition
- ❖ Logos and prominent presence on the National Music Bee Website.
- ❖ Logo and video clips to be included in Videos created to promote the National Music Bee
- ❖ Photos and mentions of sponsorship in social media campaign including Facebook, Twitter, YouTube and Linked In.

Silver Sponsorship: \$15,000



Bronze Sponsorship

Bronze Sponsor Benefits:

- ❖ Promotion of the competition, along with the sponsorship will be targeted at the approximately 140,000 public and private schools in the United States and Canada, private music education organizations and music schools. We will be reaching out to music teachers, principals, district education administrators and others.
- ❖ Inclusion in all press releases before, during and after the competition
- ❖ Logos and prominent presence on the National Music Bee Website.
- ❖ Logo and video clips to be included in Videos created to promote the National Music Bee
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Bronze Sponsorship: \$10,000

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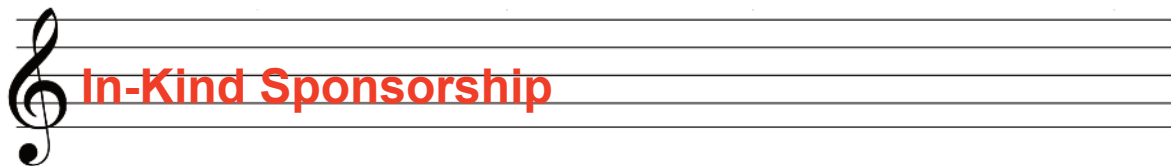
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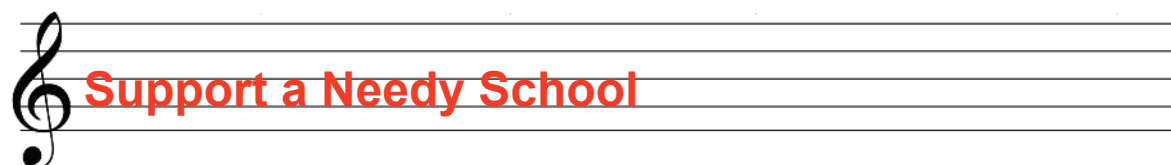
Sponsorship Information



In-Kind Sponsorship

In addition to cash sponsorships, the National Music Bee is looking for In-Kind Sponsorships. Benefits for the In-Kind sponsorships will depend on the nature and amount of the sponsorship. We are currently in need of:

- ❖ Hotel Rooms
- ❖ Air Travel
- ❖ Prizes for winning classes
- ❖ Prizes for Regional Winners
- ❖ Studio session/recording of winning compositions
- ❖ National Awards Banquet
- ❖ Activities for National Winners
- ❖ Printing
- ❖ Other items for winners/entrants



Support a Needy School

Many schools would like to participate in the National Music Bee for the benefit of their students, but they are unable to secure funding. After the opening of registrations in the fall, we will be accepting support from those who would like to pay for the entry registration for one to 100 schools. You can contribute the entry fees for a particular school or school district or schools in particular cities, states or provinces. You can request that your contributions support schools in low-income areas or any other demographic. More details on how to support will be available in late August.

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