

Midtown Community Services Lip Sync Battle Competitor Handbook



Thank you for stepping up and raising your mic to help **Midtown Community Services!** With proceeds from our second annual Lip Sync Battle, we can continue delivering our lineup of services, including our summer camp, afterschool, Family PRIDE, and other programs, to our neighbors in need across St. Louis!

THE JUDGEMENT

Teams will be evaluated by our judges in 3 categories with 10 points each:

- **Lip Sync Abilities** - How well your team knows and performs the lyrics.
- **Creativity** - Your choice of costumes, props and other out-of-the-box ideas that set your performance apart.
- **Choreography** - Show your fans how you move and groove. *All teams get 2 free rehearsals with a professional choreographer!*

Awards will be given for **Judges' Choice**, **Fan Favorite** (based on audience voting) and **Top Fundraising Team**.

AUDIENCE VOTE

\$1 per vote. Fans can vote as many times as they want the night of the event or on the team's page through the Bidr app (additional fees apply). Midtown will alert teams of their Bidr page in the month leading up to the event.



PLAY BY THE RULES

1. Registration is open to the first 10 teams that return completed form by **January 25, 2020**. The Battle will take place on Friday, May 1 at Schlafly Tap Room. Doors open at 6 p.m., and the show starts at 7 p.m.
2. All participants must be 21 years or older. Teams can range in size from 1 to 5 people.
3. As the Lip Sync battle is an event to benefit our families in need, Midtown is asking **each team to raise a minimum of \$500** (this will also cover your food for the night). Fundraising can be done in a variety of ways (see page 3 for suggestions), and an award will be given for Top Fundraising Team. *(If you would like to participate, but this commitment is an issue, please contact Midtown at 314-534-1180, and we can work on an alternative option).*
4. Each act is responsible for their own props and culturally-sensitive costumes, and both *must be approved by Midtown*. Fog machines, bubbles, water, fire, and glitter are prohibited.
5. Performers pick their own song, and it must be no more than 4 minutes long. Songs that are explicit or in poor taste are not permitted.
6. The audience is here to see a show! While your act in no way has to be professional, it needs to be polished. Teams are **required to attend 2 free 45-minute rehearsals** with our choreographer at Midtown's headquarters - 1202 S. Boyle in The Grove neighborhood. Your performance will not be fully choreographed, but she will offer a variety of helpful tips and suggestions to make it the best it can be. Teams are asked to **choose 1 rehearsal time in March and 1 in April**, and spots are on a **first-come, first-served** basis:

MARCH 2020 REHEARSAL OPTIONS:

Sat., March 7: 12 p.m., 1 p.m., 2 p.m., 3 p.m., 4 p.m.

Mon., March 9: 6 p.m., 7 p.m., 8 p.m.

Sat. March 21: 3 p.m., 4 p.m.

Sun., March 22: 9 a.m., 10 a.m., 11 a.m.

Mon., March 23: 6 p.m., 7 p.m., 8 p.m.

Sat., March 28: 12 p.m., 1 p.m., 2 p.m., 3 p.m., 4 p.m.

APRIL 2020 REHEARSAL OPTIONS:

Sat., April 4: 12 p.m., 1 p.m., 2 p.m., 3 p.m., 4 p.m.

Mon., April 6: 6 p.m., 7 p.m., 8 p.m.

Sat., April 11: 12 p.m., 1 p.m., 2 p.m., 3 p.m., 4 p.m.

Sat., April 18: 9 a.m., 10 a.m., 11 a.m.

Sun., April 19: 11 a.m., 12 p.m., 1 p.m., 2 p.m.

Mon., April 20: 6 p.m., 7 p.m., 8 p.m.



FUNDRAISING

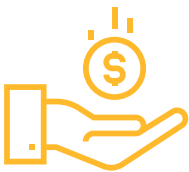
Raising \$500 to support Midtown in its effort to strengthen both St. Louis families and neighborhoods is not only easy, it's fun. Your team will also be provided with a personal fundraising coach who can help you easily reach your goals. In the meantime, here are some simple options to get started:



Facebook Campaign: Start a fundraiser on social media by logging into your Facebook account and clicking "Fundraisers" in the left-hand menu. Then click "Raise Money," choose Midtown Neighborhood Opportunities Corporation as your cause, and start promoting your fundraiser!



Team Sponsorship: Ask your employer, any professional/social organizations you belong to, or businesses you frequent if they would consider sponsoring your team. Their sponsorship of \$250 or more will be featured in our program and their company name announced before you perform. Just be sure to let Midtown know before the event that you're sponsored so we can recognize their donation!



Matching Gift: Many companies in St. Louis will match donations made by their employees. If your team members are able to donate \$250 of their own money, talk to your HR department to see if you are eligible to receive the other \$250 from your employer.



GoFundMe: GoFundMe.com offers a free, simple platform to set up a fundraising page. Just search for Midtown Neighborhood Opportunities Corporation and start your campaign. A small processing fee is charged on all credit card donations.



Raffle Baskets: Create gift baskets you can raffle off at work or at a social event. Better yet - bring a basket filled with goodies to the night of the Lip Sync Battle, and let us handle the raffle portion of your fundraiser.

Your coach will contact you in the month of March to provide easy-to-implement fundraising tips. For questions, please feel free to contact Nicole at Midtown at 314-534-1180 or nicole.plegge@midtownncs.org.



REGISTRATION

Please complete the form below and return by Jan. 25, 2020 to:

Midtown Community Services

Attn: Nicole Plegge

1202 S. Boyle

St. Louis MO 63110

nicole.plegge@midtowncs.org

Team Name _____

Team Member Names (up to 5 people) _____

Main Contact _____

Phone Number _____

Email _____

Song Choice #1 _____

Backup Song Choice _____

Possible Props and Costumes _____

Rehearsal Date/Time for March - Option One _____ Option Two _____

Rehearsal Date/Time for April - Option One _____ Option Two _____

☐

Yes, our team agrees to raise a minimum \$500 to participate in this event.

Our fundraising goal is \$_____.