

February 1, 2025

Song Sharks Challenge Rules and Regulations

Eligibility:

The contest is open to songwriters and musicians of all ages and nationalities.

Both solo artists and teams/groups are eligible to participate.

Use one entry form for each piece of music. Each will be assigned their own unique identifier.

All members are eligible for the Music Alliance YouTube Challenge. If you are not, or cease to be, a full member of Music Alliance your entry cannot move forward from the YouTube Challenge to the Analysts and Adjudicators for the main Song Sharks event.

The Four Categories for Entry

Under 21: If You Turn 21 the year you enter you are not eligible for the under 21-year-old category. If you are a minor (under 18) You must have a parent or guardian sign your entry documentation.

Emergent: If you are NOT under 21, a professional, or a team, then you are Emergent.

Professional: Entrants who make a significant part of their income from streaming and/or professional music placement with artists and synchronization placements. Have established social media followers. Had or currently have pro contracts. intentional in their pursuit of brand, fan base and music content for a number of years. Consistently released music for an extended period.

Bands/Teams: You are either an individual or a team. If every member of your team is under 21, you will enter that category.

This is not a contest it is an investor challenge. You are not trying to win a prize, you are trying to find an investor for your music.

Generally original material is far more attractive than cover songs as the publishing rights can be lucrative. That does not mean never do a cover song, that is a strategic decision. The strength of a great cover song has been known to sell albums. Consider everything from the eyes of an investor.

Understand how artists earn, what basic deals look like and how your brand fits that goal.

Submission Guidelines:

Each contestant/team may submit up to 4 (updated) original songs. Original songs only; You may reenter a song that was not selected. It will be treated as a new entry. But you must note this as a *resubmission* on the entry form and explain what has *been improved or changed*. (re-mix new tracks, different singer etc). This will count as one of your allowable submissions. Essentially you can improve and resubmit one song as many times as your allowable entries

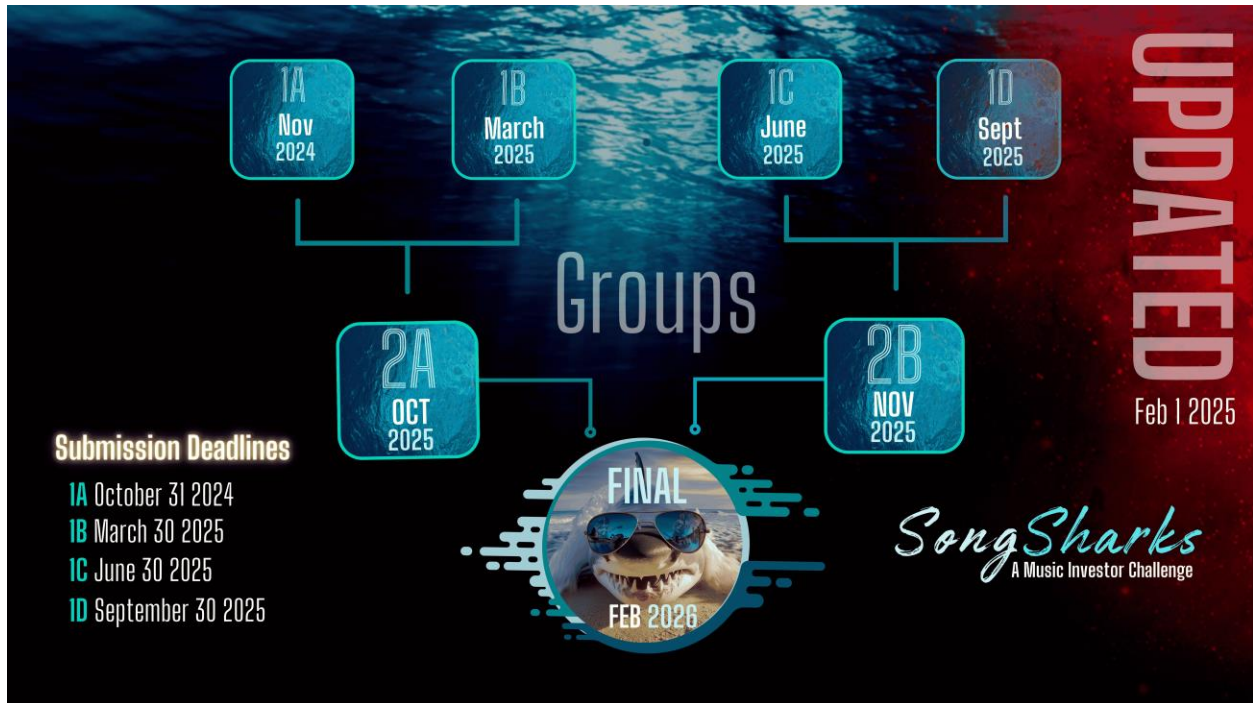
Submissions must be made in digital format (MP3, WAV) via the official contest webpage. Each submission must include the song's title, lyrics, and a brief description or inspiration behind the song.

Use one entry form for each piece of music. Each will be assigned their own unique identifier and posted and playlisted to the Music Alliance Youtube site under that name. Your song will remain anonymous to the public but we will send you a link to it.

There are multiple submission deadlines as there are 4 primary live adjudication events followed by two secondary and one final event. The projected schedule is below. Submissions are due by the posted submission deadline.

Submissions received after the submission date will be directed to the next event, unless this was the final event, in which case the submission would be rejected.

It is advisable for you to submit as early as possible to maximize your YouTube Challenge Results



Song Requirements:

Songs must be original and composed by the submitting artist(s).

Songs must not exceed five minutes in length.

Lyrics must be provided and should be clear, audible, and free of offensive language or content.

Song Sharks Adjudicated Criteria: Your Music, Your Presence, Your Work Ethic, Your Traction, Your Trajectory

Your music will be assessed based on the following criteria: Originality and creativity, Lyrics and composition, Melodic and harmonic structure, Overall impact and performance

Your Presence, will be assessed based on the following criteria:

Your existing fan base, Your online and social media presence

Your Work Ethic will be assessed based on the following criteria:

What you have built so far. What you have committed to succeed

Measurables and Tangibles so far, Strategic Action Plan(s)

Your Traction, will be assessed based on the following criteria:

Your existing catalogue of songs, Performances, Streams, Social Media and more

Your Trajectory: will be assessed based on the following criteria:

The recency of your activities/results, Recent growth that indicates growing momentum, sustained interest and increasing positive metrics

Voting and Selection Process:

All songs will be posted anonymously with lyrics, on the Music Alliance YouTube site, for public voting.

Thumbs up, comments and view time will influence adjudication in this category. This information will be reviewed by analysts and investors. Entries will be submitted through the closing of the final or 4th preliminary event finalists.

A panel of analysts will review submissions and select a shortlist. These results will be factored by analysts and investors where applicable. Qualifiers will be announced at the live “reveal” event.

9 artists are selected consisting of 3x Finalists 3x Wildcards and 3x Honorable mentions chosen. Should a Finalist berth be vacated, a Wildcard berth will be advanced to fill that spot and an Honorable mention advanced to then fill the vacated Wildcard berth



There are several reasons for a finalist berth to be vacated 1) More than one song from the same artist has been selected as a finalist 2) More than one judge selected the same song 3) *Disqualification or Withdrawal

Replacing a Finalist

Should a finalist berth be vacated, the judges will agree by at least a majority (2-1) which Wildcard entry should advance to finalist status and which Honorable Mention entry should be elevated to replace the

vacated Wildcard position. Except that a poll of event participants shall be undertaken and presented to the judges and may influence their choice.

***Disqualification or Withdrawal**

There are several reasons an entry can be disqualified or be considered as “withdrawn”.

Failure to represent the song particulars honestly (ai content, co-writers, artist history etc)

Lack of availability to attend and comply with the final event and its requirements

Unable to communicate with event organizers in a timely fashion

No longer a full member of Music Alliance

Unwilling to agree to terms

if you are one of the 9 finalists selected (3x Finalists 3x Wildcards and 3x Honorable Mentions) your song will be played and you may be asked to answer questions from the analysts.

Round Two

After the 4 preliminary events are complete and delegates chosen. They will be entered into 2 separate Round Two events.

Rounds 1 and 2 face off in **Round Two A** and Rounds 3 and 4 Face off in **Round Two B**

3x Winners and 3x Wildcards will be chosen to move to the finals

If are a delegate from Round one, you can expect to be interviewed as part of the information gathering process for selecting the best candidates to go before the investors.

Finalists will present to a panel of investors and pitch for a deal. Investors will be apprised of all pertinent information and evaluation metrics.

This is **NOT** a Song Contest. This is **an Investor Challenge**. Investors are the final process. We will appoint appropriately skilled analysts to curate all entrants and select those most favorable to getting a deal. 4 preliminary events will each result in the selection of 3 Primary Delegates. 12 delegates will move on to two round 2 events and 6 finalists and 6 wildcards will emerge. A Wildcard delegate can be advanced to the finals by majority agreement of the analysts, as required to fill vacancies should they occur.

Your songs are totally relevant and *a critical component* but not the *only* component in Song Sharks. We seek to engage investors relevant to the final group so we cannot announce that roster immediately. We will invite several investors as we become aware of the music genre balance and the most eligible investors to suit those needs. The Analysts will be professionals who have experience in Artist and Repertoire (A&R), Music Production and Management.

Rewards:

Though there are reward packages. they are designed to support any offer you may receive from an investor and are often bundles of services such as Music Video production, mixing, mastering recording packages, travel costs to Las Vegas for the final and other promotional rewards rewarded via Music

Alliance from our affiliates.

Rights and Usage:

By entering the contest, contestants grant the organizers the right to use their submitted songs for promotional purposes related to the contest. All Participants must grant permission for their entries to be used in promotional and informational materials of Digital Music Alliance inc.

Contestants retain all copyright and ownership of their original works. Notwithstanding what may be given for an Investor Deal. Music Alliance does not retain rights to any aspect of your work other than to talk about it, play it and otherwise promote it. However, the nature of an investor challenge is that investment will be made in exchange for something. This is what you will be negotiating should you make it to the finals. Typically, artists give up 50% of their publishing but this is not set in stone. Make sure you attend our pre-event workshops on these subjects.

Song Sharks AI Policy

1. Originality & AI-Assisted Content

- All entries must be **original works** created by the participant(s).
- AI **can be used as a tool** for inspiration, production, or enhancement, but the core **melody, lyrics, or performance must include significant human input**.
- Fully AI-generated songs **without human creative contribution** are **not allowed**.

2. Disclosure & Transparency

- Contestants must **disclose** any AI tools used in the creation process (e.g., ChatGPT for lyrics, Suno for melody, AI mastering tools).
- Judges may request a **brief explanation** of how AI was integrated into the entry.

3. Fairness & Ethical Use

- AI should **not be used** to generate music that violates copyright laws (e.g., mimicking famous artists' voices, using copyrighted melodies).
- AI-generated vocals are **allowed only if legally obtained** (e.g., AI-generated voices must have proper licensing if commercially used).

4. Judging Criteria & AI Influence

- The contest will evaluate **creativity, originality, and artistic skill**—not just production quality.
- Heavy AI-assisted songs will be judged on **how well AI was used as a creative tool rather than a replacement for human artistry**.

Disqualification:

Contestants who violate the rules or engage in unethical behavior may be disqualified at the discretion of the organizers.

If you submit false or inaccurate information, you will be disqualified.

If you are found to have infringed on someone's copyright or fail to submit additional information as required that may also cause you to be disqualified.

Any form of plagiarism or submission of previously released songs will result in immediate disqualification.

Contestants who violate the rules or engage in unethical behavior may be disqualified at the discretion of the organizers.

Material is Obscene, Vulgar, or hateful.

Did not meet legal requirements as defined in rules and regulations

Applicant not eligible in category applied or is disqualified or does not meet criteria

Was not original content

Appeals:

if your song or entry is rejected and you wish to appeal that decision please contact Hometeam@MusicAlliance.com with **Appeals** in the subjectline

Acceptance of Rules:

By entering the contest, contestants agree to abide by all rules and regulations.

Contestants acknowledge the decisions of the analysts. Investors and organizers are final and binding.

Additional Rules:

The organizers reserve the right to modify or amend the rules as necessary to ensure the fairness and integrity of the contest.

Any changes to the rules will be communicated to contestants in a timely manner.

Contact Information:

For any inquiries or further information, please contact Hometeam@MusicAlliance.com with Song Sharks in the subject line or visit www.MusicAlliance.com