



SPECIAL CHALLENGES 2020: THEME SONG PRODUCTION

As a company that celebrates teen creativity and passions, The Verge Awards employ a “By Teens, for Teens™” sourcing philosophy whenever possible. Our Verge Awards Special Challenges seek creative submissions for very specific deliverables. Winners will be selected by The Verge Awards and may or may not employ public voting or market research for final selection.

Special challenge: Music Production for The Verge Awards Theme Song

When you read: “THIS! is American Idol”, are you impersonating Ryan Seacrest and then hearing the theme music?

And when you see: “*This is the Voice*,” do you sing the rising notes?

THAT’s what we’re looking for! A memorable theme song, with or without words, using any instrument(s), that everyone will recognize. This theme song will be used for the television show intro, and a shorter version will be used for transition to and from commercials. Both will also be used at live events and in video content.

- **15-30 sec. Verge Awards theme song**– to be used on contest web page, at live events television intro (e.g. <https://www.youtube.com/watch?v=WWJJAA2BC6o>) and more.

This may include vocals as instruments and/or with words (ala The Voice) but does not have to (ala American Idol). If vocals with words are used, they must include or connote being “on the verge of greatness”.

- **5 sec. Verge Awards intro music** – to be used on custom video content, at live events, before/after TV commercials and more. This would likely be a derivation of the longer theme song.

RESTRICTIONS: Your music may not include vulgar or indecent lyrics of any kind or content that is degrading, hurtful or potentially harmful to any person or group

Work must be 100% original unless you receive written permission for its use.

Finished works may be used by The Verge Awards for marketing, promotions, live events, television and/or commercial activity. The student will receive proper public recognition and creative credit, however the original submission and final product will be the property of The Verge Awards. We may use winning theme song concepts in their original format as submitted by the contestant or be used to guide a final composition, which may evolve a great deal. Whenever possible, we will invite winners to work with professionals and access the most current resources to experience first-hand all that goes into music production.

If final music is used to generate a commercial return, students will receive a flat fee aligned with today’s music production standards.

DEADLINE: Entries are due March 22nd by midnight.

UPLOAD ENTRY TO: <https://verge.awardsplatform.com>

Questions? Contact contestantsupport@thevergeawards.com!

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