

# Win \$500 CASH!

Enter the SISTA HOOD Movie Poster Contest!

Deadline: August 31, 2006



**Who?** This contest is open to young people ages, 14 to 30.

**Who?** E-Fierce is adapting her book THE SISTA HOOD: ON THE MIC into a screenplay for film. She is creating a contest to allow her audience the opportunity to conceptualize a movie poster for THE SISTA HOOD film and then work with URBAN ENVY the dope artist that designed THE SISTA HOOD website and all the characters for MY SPACE to shape final sketches for the three semi-finalists.

THE SISTA HOOD movie poster contest is an opportunity for (3) semi-finalist to work with a professional artist to shape the final version of their poster and for (1) winner to receive a \$500 cash prize. The winner will also have the opportunity to have his/her poster used for promotional purposes of THE SISTA HOOD film.

## What must I do?

- 1) Buy a copy of THE SISTA HOOD: ON THE MIC. Read the book so you have an idea of what it's about before you can conceptualize a movie poster and logline.
- 2) Complete the attached submission form or download and fill out the contest cover sheet posted on THE SISTA HOOD website at [www.thesistahood.com](http://www.thesistahood.com). Download and sign the release form on the website.
- 3) You must write a one to two sentence logline for the film. Examples of loglines and how to write them are below and will also be posted on the website.
- 4) Design a sketch for what the poster would look like. Examples of final movie posters are posted below or on the website. This can be sketch as we are really looking for concept and artistic ability.

## By When?

- 1) By August 31<sup>st</sup> at 5PM EST you must either snail mail or email your sketch and logline to the addresses below. Meaning the sketch and logline must be in the office by 5PM, not POSTMARKED.
- 2) By September 8<sup>h</sup> three semi-finalist will be chosen. Those three people will work with professional artist/designer Urban Envy to create a more professional



**2006 SISTAHOOD MOVIE POSTER CONTEST**  
**ELIGIBILITY REQUIREMENTS**  
**\*\*PLEASE READ CAREFULLY!\*\***



1. No purchase necessary to enter or win.
2. Entrant must be 14 to 30 years old.
3. Design and logline must touch upon the theme of the SISTAHOOD and the experience of urban girls of color in hip-hop.
4. Competition is open to artists who reside in the U.S.
5. Loglines must be written in the English language.
6. Sketches should only be on one page. But you may submit more than one per page.
7. Each entry must arrive at the E-Fierce offices by the August 31, 2006 deadline.
8. Sketches must be original with Entrant, Entrant must own all rights to the artwork and logline. May not be based upon any other work, unless all rights in such work are owned by Entrant.
9. Employees of Sister Outsider Entertainment, Chica Luna Productions, E-Fierce/ChicaSol Multimedia and their immediate family members are not eligible to participate.
10. Each entry must be submitted and received as follows:
  - (1) copy of completed submission form
  - (1) copy of sketch and logline
  - Artist bio and photo (.jpg)
11. Entry title and name of entrant must be on all materials and containers.
12. There is no limit to the number of entries; however, paragraph 10, above, applies to each entry.
13. Mail entry to: THE SISTAHOOD MOVIE POSTER CONTEST, 1690 Lexington Ave, 2<sup>nd</sup> Fl, New York, NY 10029
14. Applicants will be notified of the three SEMI-Finalists by September 8, 2006. **\*\*Semi-Finalists must submit a final sketch by September 29<sup>th</sup>, 2006 in order to advance to the Finalist Round. All semi-finalist sketches will be posted THE SISTAHOOD website.**
15. One winner will be selected and will win the \$500 cash prize and will have the opportunity to have his or her poster used to promote the film.
16. Any incomplete submission (see paragraph 10) shall be disqualified from the competition.

**\*\*NOTE: MATERIALS WILL NOT BE RETURNED\*\***

**2006 SISTAHOOD SUBMISSION FORM**



NAME: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Cell/Pager: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

THE SISTAHOOD MOVIE POSTER RELEASE MUST ACCOMPANY THIS FORM. Application must ARRIVE, with all supporting material, by August 31, 2006 at: THE SISTAHOOD MOVIE POSTER, 1690 Lexington Ave, 2<sup>nd</sup> Fl, New York, NY 10029. For further question see the website at [www.thesistahood.com](http://www.thesistahood.com). Or call 212.410.3544 or email [info@thesistahood.com](mailto:info@thesistahood.com).

## RELEASE FORM FOR THE SISTAHOOD MOVIE POSTER

Title of Sketch: \_\_\_\_\_

I certify that the screenplay I am submitting (“Sketch”) to the THE SISTAHOOD MOVIE POSTER Contest. This is an original Sketch/Logline and that I hold all rights to the design necessary for the submission and that the Sketch and I meet all of the Eligibility Requirements for the THE SISTA HOOD MOVIE POSTER CONTEST Submission Form. I acknowledge that E-Fierce/Chica Sol Multi-Media may receive other Sketches/Loglines that are similar to the Sketches/Loglines or the ideas expressed in the Sketch/Loglines that I am submitting. I further certify that no rights in the Sketch/Logline have been transferred. I understand that I may not transfer any rights in the Sketch prior to the selection of the final Movie Poster.

I further understand that if my Sketch/Logline is selected as a finalist, in consideration for mutual promises and other good and valuable consideration, including the award of a monetary prize, I hereby irrevocably grant to E-Fierce/Chica Sol Multi-Media (a) from the date set forth below my signature hereto and continuing through August 30, 2010, the exclusive right, but not the obligation, to exhibit, exploit, transmit, broadcast, advertise, publicize and promote from my Sketch’ Logline and (b) from October 1, 2007 through June 30, 2017, the non-exclusive right to exhibit the Sketch/Logline in connection with THE SISTA HOOD: ON THE MIC promotions, and (c) all customary advertising, publicity and promotional rights in connection with the THE SISTA HOOD: ON THE MIC from the date set for the immediately below my signature hereto and continuing through June 30, 2017.

In addition, I hereby irrevocably grant to E-Fierce/Chica Sol Multi-Media (without additional consideration or cost) the right to use my name, image, likeness, voice and biographical materials about me, and the right to use the name, image, to advertise, publicize and promote and otherwise in connection with the THE SISTA HOOD: ON THE MIC book or film, in the event that I am a Finalist prize recipient.

I further hereby authorize E-Fierce/Chica Sol Multi-Media to exhibit the Final Sketch at exclusive for publicity information and photos submitted by me or on my behalf in their marketing and publicity efforts in connection with THE SISTA HOOD: ON THE MIC.

I UNDERSTAND THAT EXCEPT AS PROVIDED FOR UNDER THE ELIGIBILITY REQUIREMENTS AND REGULATIONS OF THE THE SISTA HOOD: ON THE MIC, NEITHER E-FIERCE/CHICA SOL MULTI-MEDIA, ATRIA/SIMON & SCHUSTER, NOR ANY OTHER PARTY SHALL BE UNDER ANY OBLIGATION TO COMPENSATE ME IN ANY WAY FOR THE USE OF MY SKETCH AND I HEREBY IRREVOCABLE RELEASE AND DISCHARGE E-FIERCE/CHICA SOL MULTI-MEDIA FROM ANY CLAIMS WHICH I NOW HAVE OR MAY EVER HAVE FROM OR RELATING TO THE COMPETITION.

GENERAL CONDITIONS / RELEASE

By participating, I agree to (a) release E-Fierce/Chica Sol Multi-Media, their respective directors, officers, agents and employees from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) if the prize winner, except where prohibited by law consents to the use by Sponsor of winner's name, hometown, likeness, statements and other personally identifiable information for promotion, advertising and marketing purposes in I HAVE READ THIS RELEASE CAREFULLY AND I UNDERSTAND ITS CONTENTS.

No representations have been made to me other than those set forth in this Release and this Release states my entire understanding with reference to the final movie poster any media throughout the world without additional consideration and consent or prior review, and upon request will provide written consent to such use; and (c) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to a prize including, but not limited to, its quality or availability, except in regard to Sponsor for any express written warranty provided with Sponsor's products.

Date: \_\_\_\_\_ Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Address: \_\_\_\_\_

If releasor is not yet 18 years old, complete the following form:

I, the undersigned, hereby warrant that I am the

\_\_\_\_\_ \*

of \_\_\_\_\_, a minor and have full authority to

authorize the above Release, which I have read and approved. I hereby release and agree to indemnify the licensed parties and their respective successors and assigns, from and against any and all liability arising out of the exercise of the rights granted by the above Release.

\_\_\_\_\_  
DATE

\_\_\_\_\_  
Signature of Parent or Guardian

\_\_\_\_\_  
WITNESS

\_\_\_\_\_  
ADDRESS

\* insert the word "parent" or "guardian" as appropriate.