



September 2019

Dear Tribute Artists:

As you may or may not know, Sherry Management LLC and the ElvisFestival.com series of events has evolved into **Tribute Promotions** and the **TributeFestival.Rocks** series of events. As part of this evolution, we are no longer licensing our events with EPE and are therefore no longer hosting preliminaries to the UETAC. Instead, we are reinvesting in our brand, **Images of the King**. It's our goal to bring the Images of the King Contest back to the forefront in the ETA industry as the preeminent opportunity for ETAs from around the world to showcase their talents.

In 1987 Elvis' veterinarian **Edward "Doc" Franklin** made the modern ETA community a reality when he established the event known as **IMAGES**. The event, which includes an internationally recognized ETA contest and showcases, has crowned thirty-two World Champions who have gone on to be recognized as the top ETAs performing today.

As part of our goal to return Images of the King to its former glory, we have developed the following pledge in order to outline our intent:

THE IMAGES OF THE KING PLEDGE

- *We pledge to always put the fans first, it's because of them that we do what we do.*
- *We pledge to treat the performers, be they headliners or contestants, with respect and dignity.*
- *We pledge that our contests will always be fair and that our judges will be as professional, knowledgeable and as prepared as possible.*
- *We pledge that we will treat anyone producing an Images of the King preliminary, our Sponsors and Patrons, as partners.*
- *We pledge to treat our champions as champions, promote them and help them advance their careers.*
- *We pledge to **#BringBackTheKing**. Celebrating his life, legacy and music is the reason we have these events in the first place.*

Throughout the **2019-2020 Season** (the season runs from EW in Memphis to EW in Memphis each year), several preliminary contests will be hosted around the US and internationally. It is not necessary for you to compete in a preliminary contest in order to compete in Memphis during 2020, but by winning one of the preliminaries you get a bye in the first round in Memphis, your registration fee is waived, and you may receive other benefits as part of the prize package you win at the preliminary. Currently, four events are planned (in Ocean City-Maryland, Brunswick-Georgia, Lake George-New York, and in the UK) with more preliminaries to be added.

The World Championship has three divisions, professional, non-professional and youth. Monetary prizes are awarded to the top five in the professional and non-professional division. All participants in the youth division will leave with a small monetary stipend and recognition of their participation.

The 2020 Images of the King World Champion will receive a **Prize Package** including:

- \$5,000
- A new jumpsuit from B&K
- A \$10,000 appearance contract for shows throughout the following season
- Media and promotional assistance from Tribute Promotions

The 2020 Images of the King World Championship will offer the following monetary prizes:

Professional Division

1. \$5,000
2. \$1,000
3. \$750
4. \$500
5. \$250

Non-Professional Division

1. \$1,000
2. \$500
3. \$325
4. \$250
5. \$125

Three of the 2019-2020 preliminaries will be produced by Tribute Promotions and are likely familiar to you if you've competed with us in the past. Below, please find the changes to the 2019 Ocean City Tribute Festival, 2020 Georgia Tribute Festival, and 2020 Lake George Tribute Festival. For information on the preliminary currently scheduled for the UK, please visit www.ticketor.com/3577productions. Also please note that updated rules for the Images of the King World Championship and Preliminaries will be posted on www.ImagesoftheKing.com very shortly and as new preliminaries are added they will be posted on the Images of the King Facebook page at www.facebook.com/ImagesoftheKingWoldChampionship.

2019 Ocean City Tribute Festival: Images of the King Preliminary Contest

The Preliminary Contest held as part of the Ocean City Tribute Festival will continue to be the only preliminary which is an invitation only contest. We invite some of the top ETAs from around the world along with some of the most sensational up and comers to participate. Registration for this contest is still \$150 and your registration still includes your overnight accommodations for Friday & Saturday night at our host hotel. At Ocean City our volunteers provide meals in the hospitality room throughout the weekend saving you on food expenses as well. Between 10 and 20 ETAs will compete in only one division. Five ETAs will go home with a share of the monetary prizes:

1. \$2,000
2. \$1,000
3. \$750
4. \$500
5. \$250

In addition, the winner of the contest will go on to represent Ocean City at the Images of the King World Championship in Memphis, will receive free registration, a bye in the first round and will receive a \$500 travel stipend and a hotel room at our host hotel in Memphis during the contest.

2020 Georgia Tribute Festival: Images of the King Preliminary Contest

The Preliminary Contest held as part of the Georgia Tribute Festival will be open to any ETA to register (as approved by our Talent Director). Registration for this contest is still \$150 (\$125 if you register prior to December 31). ETAs will compete in one division. Five ETAs will go home with a share of the monetary prizes:

1. \$2,000
2. \$1,000
3. \$750
4. \$500
5. \$250

In addition, the winner of the contest will go on to represent Georgia at the Images of the King World Championship in Memphis, will receive free registration, a bye in the first round and will receive a \$500 travel stipend and a hotel room at our host hotel in Memphis during the contest.

Furthermore, all contestants will have \$100 of their registration fee returned if they live up to all their contest obligations.

2020 Lake George Tribute Festival: Images of the King Preliminary Contest

The Preliminary Contest held as part of the Lake George Tribute Festival will be open to any ETA to register (as approved by our Talent Director). ETAs will compete in three divisions, Professional, Non-Professional and Youth. Registration for this contest is still \$150 (\$125 if you register prior to February 28). In Lake George our volunteers provide meals in the hospitality room throughout the weekend saving you on food expenses as well. Monetary prizes are awarded to the top five in the professional and non-professional division. All participants in the youth division will leave with a small monetary stipend and recognition of their participation.

Professional Division

1. \$2,000
2. \$1,000
3. \$750
4. \$500

5. \$250

Non-Professional Division

1. \$1,000
2. \$500
3. \$325
4. \$250
5. \$125

In addition, the winner of the contest will go on to represent Lake George at the Images of the King World Championship in Memphis, will receive free registration, a bye in the first round and will receive a \$500 travel stipend and a hotel room at our host hotel in Memphis during the contest.

Furthermore, all contestants will have \$100 of their registration fee returned if they live up to all their contest obligations.

We hope you will consider being part of the future of the ETA industry by supporting the Images of the King World Championship and our preliminary events. We know there are a lot of ETA contests held each year and that the cost of coming and competing at these events is high. As always we will strive to give the ETAs the best possible experience.

Sincerely,

Jason L Sherry
Executive Producer

Terry Collins
Talent Director

Terri Futreal
Producer

Adam Sherry
Box Office Manager



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ETA's seeking more information can contact **TERRY COLLINS**,
Tribute Promotions Talent Director, at (518) 796-4986 or
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