



2010 Promotions Handbook

Your guide to a successful event...

Table of Contents

| | |
|---|----|
| Event Coordinator Checklist | 3 |
| Operational Guidelines | 7 |
| Where do I start? | 7 |
| What will I receive to help support this event? | 7 |
| Judges/Master of Ceremonies | 8 |
| Judging Format | 9 |
| Prizes | 11 |
| Production | 12 |
| Competition Format – Round 2 through Final | 14 |
| Promotional Materials | 15 |
| Additional Marketing Support | 15 |
| MWR Radio Announcement Submission Form | 17 |
| Menu Options, Information and Recipes | 18 |
| After Action Report | 20 |
| Contact Us: | 21 |
| Appendix A: Guide to Scoring Rounds | 22 |
| Appendix B: Judges Rating Sheet | 26 |
| Appendix C: Spirit Award Judges Rating Sheet | 27 |
| Appendix D: Menu Recipes | 28 |
| Appendix E: Food Recap Spreadsheet | 42 |
| Appendix F: Official Rules | 43 |

Event Coordinator Checklist

30 to 60 days out

- Meet with Installation Senior Leadership to obtain audience support for contestants. (The winner will receive \$300 in unit or family readiness funds.)
- Meet with your marketing team to develop a promotional plan.
- Where applicable forward radio and television spots to attract contestants.
- Send out Operation Rising Star news releases for local newspapers and newsletters.
- Start thinking about your panel of judges; two out of your three judges must have extensive musical backgrounds. See the section on [Judges/Host](#) for more details.
- Promote karaoke / warm up nights in your club to spark interest.
- Review your available resources for staging.
- Contact your Sponsorship Coordinator for soliciting local sponsors to enhance your program.

30 days out

- It's time to start thinking about applications. Meet with marketing and BOSS to get a street team together to maximize participation.
- Schedule your Operation Rising Star contests based on guestimated contestants. The promotion can run no more than eight weeks and not shorter than two weeks based on number of performers.
- Make sure promotional materials are in high traffic areas.
- Confirm and schedule your (3) judges.
- Complete a check on your sound system, microphones and stage equipment.
- Confirm with your PAO that they will support you with video coverage of the singers. (You'll need to send in a video of your local winner, upon contest completion).

- Seek out some volunteers that will help you the night of your contests. Depending on your audience size you will need help in sorting the ballots for entry into the scoring database.
- Put your Operation Rising Star menu together. Work out a plan for getting appetizers and/or dinners available fast. Meet with the club staff and make sure they know how the contest works and the importance in having good food fast.
- Speak with your prime vendor; they may have product suggestions that would be great add-ins for your Operation Rising Star menu. See suggested menu.

August 1 – September 30, 2010

- It's Operation Rising Star time. Schedule your contests based on number of participants. Send an email to Kristen.Kea@us.army.mil detailing how many contestants you have and when your contests will be held.
- Keep the applications on hand; you will need to forward your winner's application to FMWRC.
- Meet with your event volunteers or staff to review the scoring spreadsheet in advance of the 2nd round event.
- Print ballots in different colors for each round. This makes it more difficult for an audience member to falsify the ballot process.
- Make sure someone is video taping the contestants. Review the video after the first night to verify sound is working. Don't forget you have to forward your winner's video to FMWRC.
- Meet with Marketing to produce an oversized check to award the prize money for your local finals.
- Make sure to have a camera on-hand that can take high resolution (300 dpi) photos for documentation of local and national sponsorships.

Post Event

- Forward your winner's application and video to Army Entertainment Division by close of business on 6 October 2010.
- Forward paperwork to your DMWR to get prize money awarded to your local 1st - 3rd place winner. (FMWRC will transfer funds mid-SEP 2010).
- Forward paperwork to your DMWR to transfer unit or family readiness group funds to the 1st place winner's unit. (FMWRC will transfer funds mid-SEP 2010).
- Submit the completed after action report to FMWRC. Make sure to include photos of your event that showcase any sponsor logos. (November 30, 2010)

Key Milestones at a Glance

| | |
|-------------------|--|
| Aug 1 - Sept 30: | Local contests |
| Oct. 6, 2010: | Video submission deadline |
| Oct 8, 2010 | Video Selection at USAED |
| Oct. 13, 2010: | Announcement of 2010 top 12 finalists |
| Nov. 6/7, 2010: | Finalists travel to Fort Belvoir, VA |
| Nov. 13, 2010 | Live Taping/Show at Wallace Theatre |
| Nov. 14, 2010: | Pentagon Channel airs round 1 finals |
| Nov. 15, 2010: | Live Taping/Show at Wallace Theatre |
| Nov. 16, 2010: | Pentagon Channel airs semi-final round |
| Nov. 17, 2010: | Live Taping/Show at Wallace Theatre |
| Nov. 18, 2010: | Pentagon Channel airs finals |
| Nov. 19, 2010: | Live Taping/Show at Wallace Theatre |
| Nov. 20, 2010: | Pentagon Channel airs reveal show |
| Nov. 20/21, 2010: | Contestants return home |
| Nov. 30, 2010: | After action report submission due |

Event Elements

FMWRC Events division is excited to announce the 2010 Operation Rising Star program. Official rules for 2010 will be consistent with 2009.



Family member and Veteran Joyce Dodson announced as the 2008 Rising Star. Family members 18 years and older with valid military ID card are eligible contestants again for 2010!

Time Frame: Installation competitions must take place 1 August – September 30, 2010 (see www.OpRisingStar.com for a list of participating locations.) Installations will be allowed eight weeks for competition to determine their local finalist. Installations must have a minimum of four contestants and/or a minimum of two separate event nights to forward a winner to the finals.

Round 1 will be an elimination round, done a cappella, with no props or music accompaniment. A panel of three judges will determine who moves forward. Depending on the level of participation; round 1 eliminations might require 1-3 weeks or more.

Rounds 2 through the finals will be judged by your local panel of judges and audience. Audience votes will make up 50% of the determination as to who becomes your local Operation Rising Star. Event coordinators have the responsibility to insure that each round is scored correctly; more information about scoring is included in this guidebook. Note that the official rules changed in 2008; contestants may play a musical instrument as part of their performance. This rule will remain for 2010.

Installations will be **required** to provide DV (Digital Video) of the installation finals which will include the installation winner's performance. In addition, the winner must record an additional a cappella performance. A combination of the two songs from the installation winner should be recorded and forwarded to FMWRC. Additional details on how the files should be uploaded will be available prior to the start of the competition. (See **PRODUCTION** section for specifics).

All local winner videos will be uploaded to www.OpRisingStar.com and available for view. However, only the top 12 will continue on in the Army-wide finals.

Promotional materials, templates for ballots, prizes and advertisement copy will be provided by the US Army's Family and Morale Welfare and Recreation Command (FMWRC).

The Operation Rising Star promotion will take a lot of **hard work from everyone on your team** at the local level. The FMWRC Operation Rising Star Promotion team will provide guidelines, answer questions and provide help along the way. Congratulations on hosting this exciting promotion.

Operational Guidelines

The objective of Operation Rising Star is to increase food and beverage sales in your MWR facility, create a fun and exciting show that highlights the talent at your local installation and also identify potential talent for the U.S. Army Soldier Show. You won't be able to pull this off alone. It will take a team of professionals to make this promotion successful at your location. Installations are encouraged to make this a combined effort between their food and beverage facility, recreation program (non-facility based or special events) and the BOSS program...with (a lot of) assistance from your marketing team!

Where do I start?

You start by promoting the Operation Rising Star contest to get contestants interested in the promotion. (Without singers you have no competition.) Start at the top, get your Senior Army Leadership involved. The local Operation Rising Star winner will receive \$500 cash for themselves. Make sure to promote the \$300 spirit award for the best supportive unit or family readiness group. This award should be used as an incentive for units and family readiness group that attend your weekly competitions. Make sure the word gets out! Use the promotional materials that FMWRC sends to you and advertise Operation Rising Star in high traffic areas on your installation and on your installation website.

What will I receive to help support this event?

FMWRC will fund and provide the following:

- Electronic Official Rules Poster
- Contestant Applications & Official Rules
- Outdoor Banners
- Posters
- Television/Web Advertisement (29 seconds)
- \$300 Spirit Award for the most supportive FRG or Unit.
- Contestant Prizes (\$500 – 1st place, \$250 – 2nd place, \$100 – 3rd place)
- Ultimate Grand Prize trip for Overall Winner (Studio Trip with three song demo CD for two)
- Scoring Database (found on www.brandcentral.com)
- Judges Scoring Guide
- Template for Ballots
- Event t-shirts (minimum of 36 per site)

Please display banners, posters and distribute flyers upon receipt. Be sure and print event specific information with dates, times and sign up information. Work with local radio stations to advertise the event. Work with the command channel to advertise Operation Rising Star (support your local Soldiers).

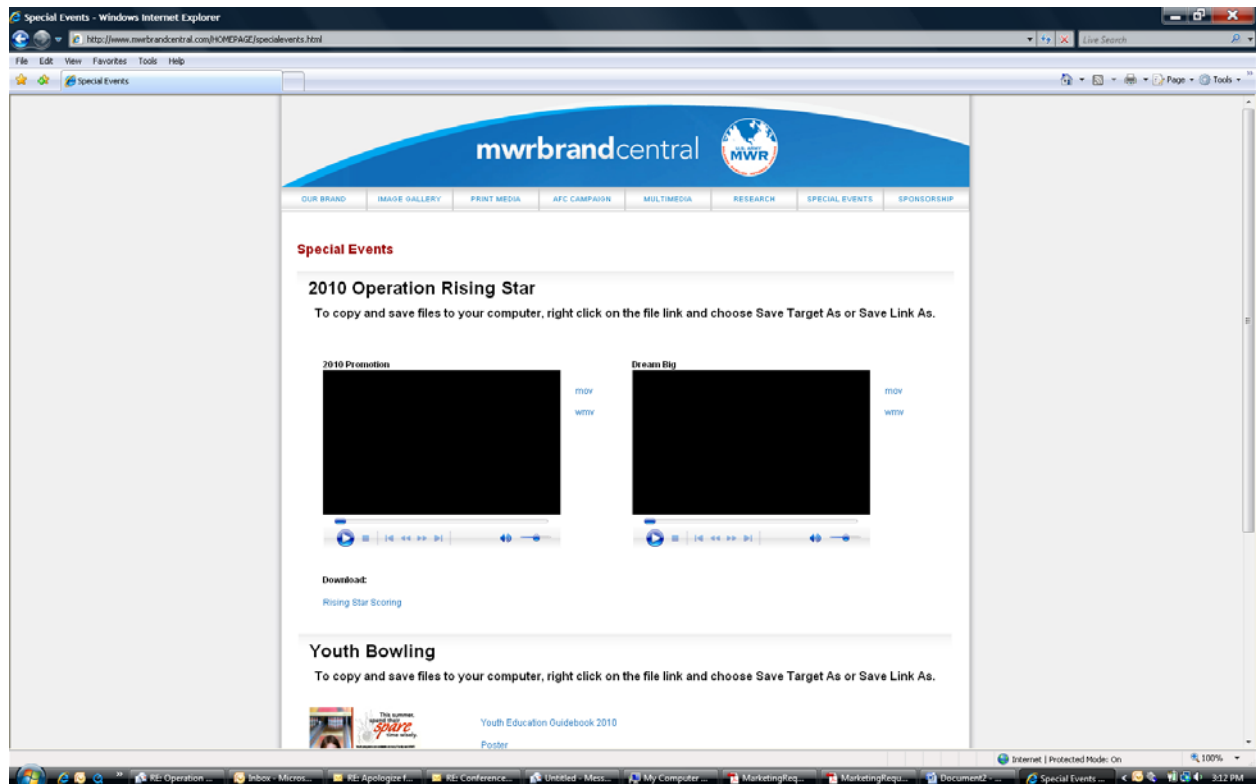
Contestants must sign a copy of the official rules with their application.

Judges/Master of Ceremonies

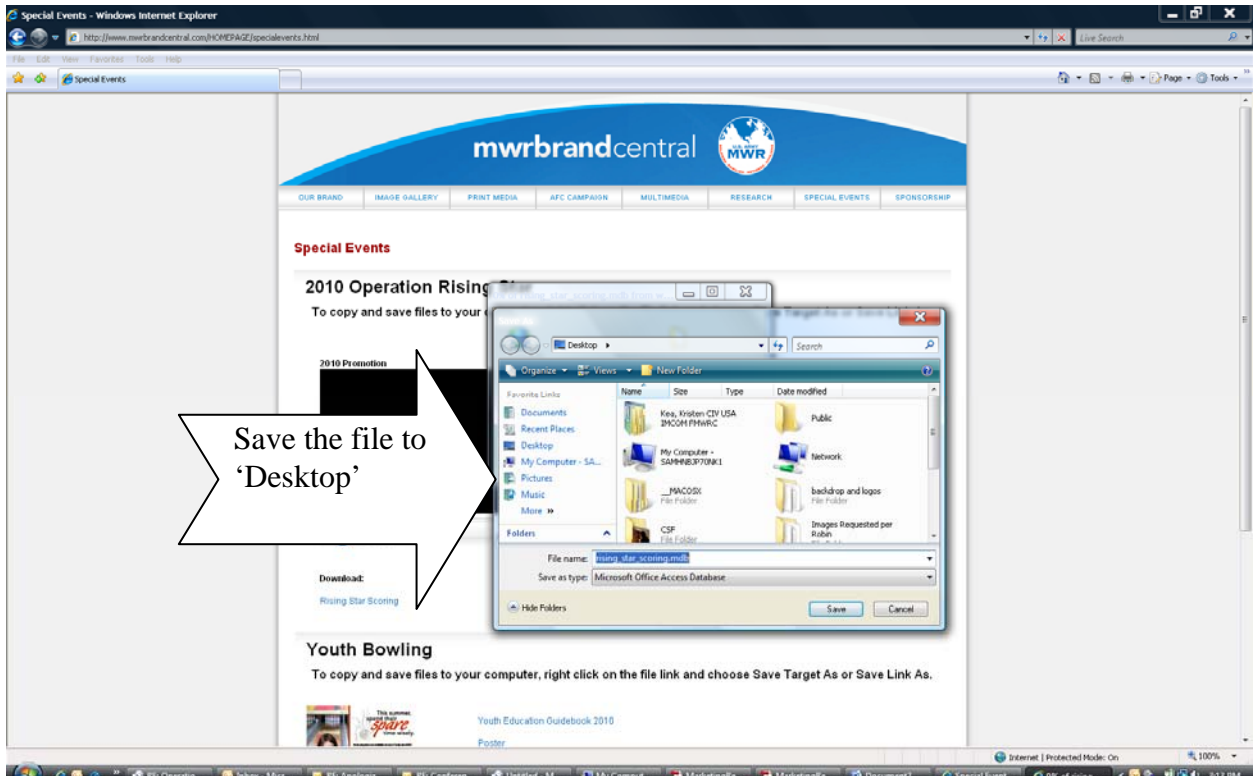
1. Installations must provide three judges. In addition to judging the contestants performance, this non-partial group of judges will award \$300 to the most supportive unit or FRG that comes to support the contestants weekly.
2. Two of your three judges must have extensive music backgrounds with local and/or regional music experience and references. It is highly encouraged that these judges remain for all levels and rounds of competition for qualified continuity of competition. Examples of good judges include: music professionals, band or chorus leaders, music teachers, radio DJ's and musicians.
3. Recommend one judge be from the installation chain of command, i.e. Installation CSM or their spouse. Just ensure there is no conflict of interest between the judge and the contestants.
4. Recommend one event emcee is available throughout the duration of the contest. The emcee should have good speaking skills, stage presence and the ability to relate to your audience. Host could be a Family and MWR staff member, local celebrity or community theater participant.
5. All judges, as well as the competition host/emcee, must practice candor in their critiques of the performers. Comments should focus on the positive and contribute to the overall spirit of the competition.

Judging Format

1. Round 1 – Judged based on a cappella performance. Only the panel of three judges votes to narrow the field of talent.
2. Round 2 through semi-finals/finals – Judges and the audience determine who moves to the semi-finals/finals. Judges critique each performance immediately following and then score the performance. Refer to the [Judges Rating Sheet](#) posted in the appendix of this guide. Event coordinators should download a copy and reproduce for local competitions. The audience votes by written ballot after all performances are completed and judges have made their critiques. Audience vote will count for 50% of the determination as to who moves forward. The judge's vote will count as 50% of the determination. **Ballots must be sorted at the close of the nightly competition. FMWRC has provided a scoring database to enter both the audience votes and the judges' contestant score. This database can be found on www.brandcentral.com. In order to utilize the database, some users may be asked to authorize/enable content (see print screen below). Scoring directions can also be found in Appendix A ([Appendix A: Guide to Scoring Rounds](#)) for more information on how to score your event.**



Log onto www.mwrbrandcentral.com , under the tab Operation Rising Star right click on Rising Star Scoring.



Save the file to your desktop for easy reference. Click save.

3. Upon entering the facility on the night of the event, each patron will receive a ballot to vote once. Make sure you have a plan in advance for distribution and collection of the ballots (ie staff member or volunteer at the door). One additional ballot may be obtained with **each purchase of an appetizer or a meal during the event**. No beverage purchases are eligible for additional ballots.

4. Ballots will allow audience members to vote for their favorite contestant and will be tallied immediately following the evening's competition to determine who moves forward. This could take some time if you have a large audience, you may want to have scheduled entertainment between final contestant and announcement of next round. Keep the intrigue and announce the winner's at the next scheduled event night similar to how reality music shows make the announcement. Consider in advance a method to pre-sort ballots coming in by numbering ballot boxes that correspond to the singer's number. For a more private option, have multiple contestants, up to three, share a box.

5. Spirit Award. The judges will have the final determination on who wins the Spirit Award. This should be done each night, at the end of the performances. The emcee/master of ceremony should make announcements throughout the night that the judges will base their decision on level of applause at the end of the night. The emcee should make an announcement at the beginning of the night. "Please make sure you stop by the judges table to sign your unit or family readiness group up for the competition. The judges have the final determination for the Spirit Award competition." At the end of the night, take the list and randomly go down the list of units signed up. As each one claps and cheers, the judges will give them a score between 1 and 5 for their effort. The cumulative score will carry over each night until the finals, where one unit or family readiness group wins the \$300.

Prizes

Installation Competition contestant prizes will be funded by FMWRC. Funds will be transferred to the local installations in mid-September. Installations will be transferred the competition prize money for the top three winners and in addition the Spirit Award for the most supportive unit/FRG as identified below. A total of \$1150 will be transferred to your unearned income account. Prize money should be cut against those funds. Local installations should distribute the prize money by either check or electronic fund transfer to individual winners. In the case that an installation does not award the three places, the transfer of funds will be repaid to FMWRC. Prizes will be awarded in the following amounts;

- 1st place \$500 to the contestant and advancement to the 2010 Finals.
- 2nd place \$250
- 3rd place \$100

- Spirit Award: \$300 for the unit/FRG

1. Funds will be transferred by FMWRC to the installations by mid-September 2010 and installations should proceed in transferring prize money to the appropriate winners and unit immediately following contest completion.

2. Event POC's are responsible for providing installation winner packet which must include; video and application to United States Army Entertainment Division (US AED).

3. FMWRC will ship a minimum quantity of thirty-six t-shirts to all participating locations. At a minimum all contestants will receive a t-shirt. Additional shirts should be used as audience prizes throughout the competition.

5. Local Audience Prizes: FMWRC will provide each participating location with new 2010 promo items (t-shirts and stainless steel water bottles).

6. The Spirit Award. Units and/or family readiness groups will compete each week for the coveted Spirit Award grand prize of \$300 for their unit or FRG. The award will be selected by the judges and should be awarded the night of the finals before the winning contestant is announced.

7. Operation Rising Star Finals. Each local winner will advance to the Army-wide finals. Each installation is responsible for forwarding a video of their winner's final performance, an a cappella selection, application, and hi-res head shot of contestant to FMWRC Army Entertainment Division for consideration to advance to the semi-final live round. Only (12) contestants will advance to the live semi-final round. Each contestant selected for advancement will be put on travel orders to spend two weeks, rehearsing and performing for a live finals broadcast on the Pentagon Channel. Contestants that advance to the finals will travel to Fort Belvoir, VA on or about Nov. 6/7, 2010. The Finals will begin airing on the Pentagon Channel on or about Nov. 14 and the winner will be revealed on or about Nov 20/21, 2010. Travel, lodging, and meals will be funded by FMWRC.

Production

While the goal is to keep the logistics as simple as possible for the host venue, the following should be taken into consideration:

1. Audio. Amplification of voices and accompaniment must be appropriate to the venue and audience size. If you have a large, crowded room...the audience must be able to hear the performers in order to vote.

2. Lighting. Appropriate and effective lighting must be provided to clearly see each contestant.
3. Staging. Is encouraged to allow for clear viewing of the competitors and the panel of judges.
4. Props. Microphone stand and stool can be supplied to contestant if installation has them available. No other props allowed. Note: Musical instruments are not considered props and are allowed in the competition.
5. Video.
 - a. Installations will be required to provide DV (Digital Video) footage of the installation winner's final performance, acappella performance and photo headshot by October 6, 2010 at 2:00 p.m. EST. The footage must include the installation winner's performance. Following the finals add to the footage an additional a cappella performance, and song of choice of the installation winner. Due to an overwhelming problem with online submissions of videos, please mail your footage to the following address.

Mailing via United States Postal Service

Army Entertainment Division
Attn: Operation Rising Star Entry
PO Box 439
Fort Belvoir, VA 22060

Commercial Shipping Address (FEDEX, UPS, or DHL)

Army Entertainment Division
Attn: Operation Rising Star Entry
6091 Jackson Loop BLDG 1434
Fort Belvoir, VA 22060
(703) 806-3703

Please note, DV cameras are fairly inexpensive and widely available and will be a necessary investment on the part of the installation activity hosting the event if one is not already available. Check with installation event partners or your PAO for availability. Failure to provide DV footage as required will result in hosting installation winner exclusion in the Operation Rising Star Finals.

6. Media Day. It is highly encouraged that installations host a "media day" in conjunction with the semi-final round of the competition. This is an opportunity for semi-finalists, judges, host and organization interviews and press events prior to the installation finals the following week.
 - a. Installation TASC, PAO, local print and TV media outlets should be invited or asked to participate.

b. Installation TASC should be scheduled to provide video interviews and headshots of each finalist to be forwarded to US AED.

Competition Format – Round 2 through Final

1. All contestants should be announced and referred to by their formal name. All Active Duty Contestants should be announced and referred to by rank and name at all times.
2. Initial introduction by emcee will include name, unit or family readiness group, and contestant # issued through draw of the hat. Before each individual performance, host should give short interview of contestant, i.e. where from, how long singing, why competing. Additional bio information is available on the contestant's application.
3. Emcee should introduce and give short bio of each judge.
4. A 15-minute intermission should be scheduled half way through the competition to allow for restroom and food & beverage breaks.
5. Voting Ballots will be handed out at entrance to competition, one per person. Ballots will give audience members the option to vote for their favorite contestant. You may want to have a list of contestants and their corresponding number on each table to make voting easier for the audience. One additional ballot may be obtained with the purchase of each appetizer or a meal during the event.
6. Immediately following the evening's last performer, all contestants are invited back on stage for follow up introductions and contestant #s. The audience is then invited to complete their ballots. Completed ballots are collected by the Family and MWR staff. There should be as many volunteers as possible sorting ballots to expedite the process. Once you have sorted the ballots for each contestant you are ready to enter the information into the Scoring Database. It is encouraged during that time you provide additional entertainment or events to fill the time ie; audience karaoke, local or regional entertainment act, audience games, something to keep your audience engaged. Encourage food and beverage sales and promote sponsors during this intermission.
7. After tallying is completed, emcee announces contestants by # and states whether they are safe or not. There's lots of room here for drama & special effects, tell your emcee to ham it up.
8. Each week/round, ballots should be color-coded to ensure there isn't duplication of ballots by anyone.

Promotional Materials

All high resolution promotional materials will be posted on www.brandcentral.com however we will still dual post information on www.mwrpromotions.org. Resources can be found at either mwrpromotions.org/mwrbrandcentral.com.

The installation event POC and marketing director can access advance electronic copies of all materials, event rules, press releases and ads (including taped radio and TV spots).

Each participating installation will receive a promotions package, which will include:

Banner(s) - 3' x 5' – Two outdoor banners will be sent to each installation, one banner should be used to get contestants and the other banner should be used to get audience members.

Posters – Quantity of 15 - 18" x 24" full color poster professionally designed and printed. Artwork will be available online for anyone wanting to reproduce the poster. A formatted area will be available on the poster to print local telephone information and local event information.

Official rules electronic poster – Each installation should visit www.mwrpromotions.org to download an electronic copy of the official rules and make this available on their local website.

Official Rules & Registration – Each site will receive 50 copies of the official rules registration forms. The four page form outlines the official rules for the competition and serves as the application for contestants. An electronic copy of the rules will be provided for download on the Operation Rising Star website.

Ads – Electronic ads will be available for customization for local advertisement.

Website – www.OpRisingStar.com will list all the locations hosting Operation Rising Star as well as important event information- official rules, local POCs and application forms. The www.mwrpromotions.org should be used for all behind the scenes inquires for promo materials, event help and forms.

Additional Marketing Support

All items listed below will be available on www.mwrpromotions.org.

- Electronic template/artwork for placing local ads

- Electronic template/artwork to produce ballots
- Electronic template/artwork for contestant application
- Electronic template of AAR
- Electronic logo's to use on any locally produced materials
- Sample press releases
- Video to use on local command channels
- Electronic schedule of FMWRC social media schedule
- Digital ad panels (.JPG panels)
- Flyer: BW/Color



MWR Radio Announcement Submission Form

| Guidelines for Announcement |
|--|
| <ol style="list-style-type: none"> 1) Be Brief- Limit 30 Seconds or Five Written Lines 2) Be Polite-No Slang or Improper Grammar 3) Be Respectful-Understand Vendor Relationships and Sponsorship Conflicts of Interest 4) Be Patient-Takes Seven Days to Broadcast an Announcement 5) Be Creative-Try Writing the Announcement Yourself |

| Your Contact Information | |
|---------------------------------|--|
| Name: | |
| Phone: | |
| Email | |
| Agency/Department/Office: | |

| |
|--|
| <p><u>Air Dates?</u> From: To:</p> |
| <p><u>Where This Airls?</u> List Post(s) or Base(s) :</p> |
| <p><u>Announcement Information?</u> Include event, location, dates, times, days, special emphasis items, and other important information like pronunciations if necessary. State your call to action at least twice in the announcement.</p> |
| <p>Sample Script for Operation Rising Star:</p> <p>It's time to shine at the 2010 Operation Rising Star Competition - hosted at (Garrison Name, Facility Name). Local competitions begin (dates / time). The 1st place winner will receive \$500 and will advance to the 2010 finals, 2nd place will receive \$250 and 3rd place \$100! So sign up before (date) at (Garrison Name, Facility name) to be a part of the Operation Rising Star 2010 competition. We look forward to seeing you!</p> |

**Complete and submit to radio@aafes.com, cc copy to Robin.Stapp@us.army.mil
 Dial 214.312.3370 or 800.367.6185 if you need assistance.**

Menu Options, Information and Recipes

2010 Rising Star Memo for Food Offerings

There are 11 food choices that can be cut to about six. Nothing takes more than five minutes to cook. One way to do this is by using a printed menu. The guest can put a check mark by what they want to order, pay and get a number that goes on the stand on the table where they are sitting (like reservation stands). When the food is ready you can have a server deliver the food to them, and the server will collect their number.

Another way is to print a sign number on the guest order form by the cashier. They may be able to order the food at the bar where drinks are served. This can be done throughout the program without any noise or disturbance to the program.

Recipes have been provided in this guide for Garrisons to select which items they want to use to enhance their menus during the Rising Star Program.

Not all items need to be selected but it is recommended that at least three or more items are used and to offer items that will increase food sales during the event. Pricing and promotion of the items are the responsibility of the hosting facility.

- Note that the recipe specifications are items used in almost all the Army Branded Restaurants (Strike Zones, Primo's, Reggie's Express, Mulligan's). If the facility that is hosting the Rising Star Program finds that the specified items cannot be obtained through the Prime Vendor, that the amount to purchase the specified item is excessive, the equipment needed is not available or the facility offers items similar to the item specified without compromising the recipe, then substitutions of those items is approved.

The items recipes selected for the program will be tracked for number sold, sale price and total sales during the program. This information should be taken from the POS reports and listed on the form provided in the guide (Appendix E).

Our Point of Contact for the food portion of the event is Tony Marko, Executive Chef, Family and MWRC, FSD. He can be contacted at 703-681-0658 (office), 571-217-8651 (cell), or email at Anthony.marko@us.army.mil.

Marketing Promos 2010 Rising Star Menu

- Fish Tacos
- Chili & Cheese Nacho Combo
- Chicken Twist Combo w/ Fries
- Wings w/ Chipotle BBQ Sauce/Mango Habanero Sauce/Honey Roasted Garlic
- Burger
- Gyro
- Chicken Chipotle Poppers
- Onion Rings
- Patty Melt
- Chicken Twist Hoagie
- Chicken Twist Salad

After Action Report

AARs are a requirement for each installation. AAR's are due NLT 30 November 2010. An AAR template will be posted on the www.mwrpromotions.org website. Please include details and description of anything you did in addition to the required program. Please include photos and copies of any marketing materials created locally. Please keep in mind that this AAR will help us sell the program to sponsors next year.

Submitting AAR to Wiki

AARs are a requirement for each installation. AARs are due no later than 30 November 2010.

Submitting photos:

1. Please upload all photos to the MWR Academy Wiki Hut www.mwraonline.com (also found at www.mwrpromotions.org).
2. Post your photos on the www.mwraonline.com website, in the wiki hut under MWR Marketing Promotions; Operation Rising Star folder.
3. Create a folder in the wiki hut to place all of your photos.
4. Name the folder your garrison's name so it is easily identifiable.
5. Deadline for all AAR submissions is no later than 30 November 2010.

Contact Us:

US Army Entertainment Division: Tim Higdon

Operation Rising Star

Army Community Entertainment

Phone: (703) 806-3698 DSN: 656-3698

Fax: (703) 806-5251

Cell: (703) 380-4115

Email: timothy.b.higdon@us.army.mil

U.S. Army FMWRC Marketing Events and Promotions Division: Kristen Kea

Phone: (210) 424-8539

Email: Kristen.Kea@us.army.mil

US Army FMWRC Corporate Partnerships Division: Gabriele K. Drechsel

Senior Client Relations Manager

4700 King Street, 3rd Floor

Alexandria, VA 22302-4403

Phone: (703) 681-7290 DSN: 761-7290

Cell: (703) 380-4185

Fax: (703) 681-7353

Email: Gabriele.Drechsel@us.army.mil

Shipping Addresses;

For packages sent through United States Postal Service;

USAED,

Attn: Operation Rising Star Footage,

P.O. Box 439,

Fort Belvoir, VA 22060.

For packages sent through Fed-Ex;

USAED,

Attn: Tim Higdon,

6091 Jackson Loop, Bldg. 1434,

Fort Belvoir, VA 22060

Appendix A: Guide to Scoring Rounds

1st Round Scoring / Judges Only

What You'll Need:

- ❑ Copies of the “Judges Rating Sheet” for each contestant per judge. (Rating sheet available for download from www.mwrpromotions.org)
- ❑ Pen and paper at the judges table for notes.
- ❑ Laptop computer or computer access within the club with the Operation Rising Star Scoring Database loaded. *The Operation Rising Star Scoring Database can be found on www.brandcentral.com. You must have Microsoft Access to operate the database.
- ❑ One person (MWR Staff or Volunteer) to input the judge’s rating sheets into the scoring database.
- ❑ List of contestants with assigned numbers available for the judges.

Description:

Round 1 scoring is done by judges only. This is a requirement of the Operation Rising Star format. This format insures that the truly talented contestants advance to the next round of competition where the audience popularity vote will count.

How to Score this Round:

Step 1: Judges must enter a score for each contestant on the “[Judges Rating Sheet](#)”. This step will be done manually by each judge. Maximum vote for each criterion is 25. Maximum overall score for each contestant is 75.

Step 2: Open the Operation Rising Star Scoring Database on your computer and click on the “contestants” button and enter the names of all your contestants. The number you assign to each contestant will be their number throughout the entire Operation Rising Star promotion regardless of what order they perform at in the actual event. When done with entering the names, click the “close form” button. Information automatically saves.

Step 3: MWR Staff or volunteer should collect the judges rating sheets for each contestant for each judge. In the Operation Rising Star Scoring Database you will input data under the “Judge’s Score” button. *Note: Collect the judges’ rating sheets throughout the evening and enter their scores, to keep things moving at the end of the night.*

Step 4: Upon completion of entering each judge’s score for each contestant the database will automatically rank the contestants for you. Click on the “View Results” button to view. Use this rank to determine who will move to the next round. For help on determining how many contestants to move

forward see the event guidebook. *Do not announce rank of contestants as determined by the judges – this contest is not about rank it's about who gets eliminated only.

What You'll Need:

- ❑ Copies of the “Judges Rating Sheet” for each contestant per judge.
- ❑ Pen and paper at the judges table for notes.
- ❑ Pen or pencils at each table for audience members to cast their vote.
- ❑ Copies of the “Audience Ballots” for each audience member + additional ballots with every purchase made available through the wait staff and/or cash register.
- ❑ Laptop computer or computer access within the club with the Operation Rising Star Scoring Database loaded.
- ❑ A minimum of one person (MWR Staff or Volunteer) to input the judge’s rating sheets into the database and the audience ballots.
- ❑ List of contestants with assigned numbers available for the judges.
- ❑ You may want to have individual “coffee cans” or entry boxes for each contestant so that audience members can drop their ballot into the correct can for easy sorting at the end of the night. If not, have plenty of volunteers available to quickly sort and tally each contestant’s ballots.

Description:

These rounds determine who will advance to the final round competition. The number of contestants will determine how many rounds or nights of competition you will schedule. In this round the judges and the audience input are given a 50/50 weighted score.

How to Score this Round:

Step 1: For the judge’s score follow steps 1 – 3 as described in Round 1 instructions.

Step 2: Collect the ballots from your audience at the end of the night. To expedite sorting of the ballots you may want to have individual boxes for each contestant, or have multiple folks on staff to do the hand count quickly. You should tally up each contestants total number of ballots prior to moving to the next step.

Step 3: Inside the Operation Rising Star Scoring Database click on the “Audience Score” button. Enter the date and week number of your event or choose the date of your event from the drop down box. Enter the total number of ballots received from each contestant. Data is automatically saved as you enter it. When done, click “Close Form” button.

Step 4: Click on the “view results” button. You now have the final results of your contest, select the contestants you plan to eliminate from the button of the list. You can view or print this page for your records. Close window when done. *Tip – The results page is not intended for you to post or read to your audience. This information is provided for you to check your data entry accuracy before you select the contestants that will advance. Do not announce the ranking order, only who is safe and who is eliminated.

**The weighted score is based on percentages of audience and percentage of judges vote. It is possible for a contestant to have more votes but lose due to not having the most percentage of votes for both audience and judges.



JUDGES RATING SHEET

Appendix B: Judges Rating Sheet

Week #: _____

Judge Initials: _____

Contestant Name: _____

| SCORING CRITERIA (Circle one number/row) | BELOW AVERAGE | AVERAGE | VERY GOOD AMATEUR | EXCELLENT SEMI-PRO | OUTSTANDING PROFESSIONAL | TOTAL |
|--|------------------|------------|-------------------------|-----------------------|---|-------|
| TECHNICAL EXCELLENCE (Intonation / pitch, Tonal quality, Range) | 1 2 3 4 5 | 6 7 8 9 10 | 11 12 13 14 15 | 16 17 18 19 20 | 21 22 23 24 25 | |
| SHOWMANSHIP (Use of theme, Physical appearance, Poise, Personality, Body control, Enthusiasm, Polish of Performer, Communicates with audience) | 1 2 3 4 5 | 6 7 8 9 10 | 11 12 13 14 15 | 16 17 18 19 20 | 21 22 23 24 25 | |
| TREATMENT/ INTERPRETATION OF MATERIAL (Style, Originality, Suitability of selection, Vocal enunciation, Vocal interpretation) | 1 2 3 4 5 | 6 7 8 9 10 | 11 12 13 14 15 | 16 17 18 19 20 | 21 22 23 24 25 | |
| Comments: _____ | | | | | Judges Cummulative Score: | |



SPIRIT AWARD JUDGES RATING SHEET

Appendix C: Spirit Award Judges Rating Sheet

Judges Initials: _____

| Spirit Award Judges instruction: Rate each category between 1 to 5 (1 = poor, 5 = excellent) | The Unit or Family Readiness Group Spirit Award of \$300 in funds should be awarded to the Unit or FRG that has the loudest applause level. The panel of judges should be the deciding factor. Each night, a roll call of who's competing for the Spirit Award should be established at the beginning of each competition. | | | | | |
|--|--|-----------|-----------|-----------|-----------|-----------|
| Unit or Family Readiness Group Name | Week #___ | Week #___ | Week #___ | Week #___ | Week #___ | Total Pts |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Comments: | | | | | | |

Appendix D: Menu Recipes

FISH TACOS

Makes 1.0 portion

Product Specifications:

Melfry Shortening Fry Oil #40013 or #192068

Mrs. Friday's Beer Battered Cod Fillets 2oz #078052

Mission 6" Flour Tortillas #10300

Prime Vendor Shredded Green Cabbage (cole slaw shred)

Schreiber Cheddar Cheese, Feather Shred #07335

Or

Land of Lakes Cheddar Cheese, Shredded #41789

Prime Vendor Sour Cream

Pace Picante Sauce #14170

| Qty | Recipe Unit | Ingredient Name |
|-----|-------------|-------------------------|
| 1 | ounce | Melfry |
| 3 | each | Cod, Beer Battered |
| 3 | each | Tortillas, Flour 6" |
| 1/2 | ounce | Shredded Cabbage |
| 1/2 | ounce | Shredded Cheddar Cheese |
| 1/4 | cup | Sour Cream |
| 1/4 | cup | Sauce, Picante |

1. Mix sour cream and Picante sauce together and hold in refrigerator until needed.
2. Deep fry fish at 350° F for 4 1/2 to 5 minutes until internal temperature of fish reaches 165° F for at least 15 seconds.
3. Heat tortillas on flat top griddle.
4. In each tortilla place fish in center, spoon sauce over fish, top with cabbage and cheese. Fold tortillas in half and serve in #500 boat with deli paper.

Note: To make as Combo, serve with fries or onion rings can be substituted for fries for additional charge.

CHILI & CHEESE NACHOS

Makes 1.0 portion

Product Specifications:

Frito Lay Tostitos Tortilla Chips, Round #11080

Or

Pasado Tortilla Chips, Round #11163

Chef Mate Golden Cheese Sauce #05068

Or

Chef Mate Sharp Cheddar Cheese Sauce #05038

Prime Vendor Jalapenos, Sliced

Pace Picante Sauce #14170

Chef Mate Chili with Beans #00-5000-05208-00

Schreiber's Cheddar Cheese, Feather Shred #07335

Or

Land of Lakes Cheddar Cheese, Shredded #41789

Prime Vendor Red Onions

| Qty | Recipe Unit | Ingredient Name |
|-------|-------------|--------------------------|
| 4 1/2 | ounce | Chips, Tortilla |
| 3 | ounce | Sauce, Cheese |
| 2 | ounce | Pepper, Jalapeno, Sliced |
| 2 | ounce | Sauce, Picante |
| 14 | ounce | Chili with Beans |
| 1/4 | ounce | Cheddar Cheese, Shredded |
| 1/4 | ounce | Red Onion, Diced Small |

For Nachos:

5. Place deli paper in a #500 boat.
6. Place tortilla chips in boat.
7. Cover chips with melted cheese sauce.
8. Scatter jalapenos over chips.
9. Serve with side of Picante sauce in soufflé cup.

Note: Jalapenos served on side per request.

For Chili Bowl:

1. Place chili in bowl.
2. Garnish with shredded cheddar and diced onions and serve.

CHICKEN TWIST COMBO W/ FRIES

Makes 1.0 portion

Product Specifications:

Melfry Shortening Fry Oil #40013 or #192068

Tyson Chicken Twists #15907-928

Hellman's Honey Mustard Dipping Sauce #25630

Lamb-Weston Stealth Fries #S57 straight or #S19 skin on or #S10 curly or #S15 criss-cut

| Qty | Recipe Unit | Ingredient Name |
|------------|--------------------|------------------------------|
| 1 | ounce | Melfry |
| 6 | ounce | Chicken Twists |
| 1 | each | Sauce, Honey Mustard Dipping |
| 7 | ounce | French Fries |

1. Place fries and chicken twists in separate fry baskets. Cook fries 4 minutes or until golden brown shaking basket twice in first minute of cooking, and cook chicken twists for 2 minutes until temperature reaches 165° F for 15 seconds and golden brown.
2. Lift basket and put fries and twists in heated dump station and let drain for 30 seconds
3. Put deli paper in #500 boat and pile fries on one side of boat and put twists on other side and serve with honey mustard dipping sauce.

Note: onion rings can be substituted for fries for additional charge.

These can be made Hot by coating with Frank's Buffalo Wing Sauce, and served with Celery Sticks and Bleu Cheese Dipping Sauce.

WINGS

Makes 1.0 portion

Product Specifications:

Melfry Shortening Fry Oil #40013 or #192068

Tyson Chicken Wings, Jumbo, Fully Cooked #2638 or #3303

Frank's Red Hot Buffalo Wing Hot Sauce #74161

Or

Knorr Chipotle BBQ Wing Sauce #4800191665

Or

Knorr Mango Habanero Wing Sauce #4800191666

Or

Knorr Honey Roasted Garlic Wing Sauce #4800191689

Hellman's Blue Cheese Dipping Sauce #25631

Prime Vendor Celery

| Qty | Recipe Unit | Ingredient Name |
|-----|-------------|---|
| 1 | ounce | Melfry |
| 12 | each | Chicken Wings, Thawed |
| 2 | ounces | Sauce, Buffalo Wing or Chipotle BBQ or Mango Habanero or Honey Roasted Garlic |
| 5 | sticks | Celery |
| 2 | each | Sauce, Blue Cheese Dipping (for wings) |

1. Place wings in fryer shaking basket twice in first minute off cooking, and cook until internal temperature reaches 165° F for 15 seconds.
2. Lift basket and put wings in heated dump station and let drain for 30 seconds
3. Place wings in bowl and toss, coating evenly with choice of sauce.
4. Put deli paper in #500 boat and pile wings on one side of boat.
5. Place celery sticks and dipping sauce on other side of boat and serve.

BURGER

Makes 1.0 portion

Product Specifications:

Prime Vendor Hamburger Bun Seeded

Prime Vendor Hamburger Pattie 4 oz

Lawry's Seasoning Salt #80620

Schreiber's White American Cheese 120 count #7485

ACH Whirl #38515 or #35015

Prime Vendor Sauerkraut

Prime Vendor Shredded Lettuce

Prime Vendor Tomatoes

Prime Vendor Red Onions

French's Chipotle Mayonnaise #4150000055

Schwartz Pickle Spears #296-5502

Or

Clausen Pickle Spears #9236

| Qty | Recipe Unit | Ingredient Name |
|------------|--------------------|--------------------------|
| 1 | each | Roll, Hamburger Seeded |
| 1 | ounce | Chipotle Mayonnaise |
| 4 | shakes | Lawry's seasoning Salt |
| 2 | each | Hamburger Pattie |
| 2 | slice | Cheese, White American |
| 1/2 | ounce | Whirl |
| 2 | ounces | Sauerkraut, drained well |
| 1/4 | ounce | Lettuce Shredded |
| 2 | slice | Tomato |
| 1/4 | ounce | Red Onion Rings |
| 1 | each | Pickle Spear |

1. Place bun in toaster and toast until golden brown.
2. Place burger patties on griddle and season with seasoning salt. Cook until internal temperature of burger reaches 165°F for at least 15 seconds. Melt cheese on burgers.
3. Put whirl on griddle and heat sauerkraut turning often.
4. Stack burgers on top of each other and put sauerkraut on top burger.
5. Place the toasted bun in paper lined #500 boat open-faced. On the top and bottom bun spread Chipotle mayo. On the top bun, place lettuce, tomato, and red onion rings.
6. Place burgers on top of the Chipotle mayo on bottom bun.
7. Serve with pickle spear.

Note: For Combo, serve with fries or onion rings for additional charge.

GYROS

Makes 1.0 portion

Product Specifications:

Grecian Delight Foods Gyro Meat #065

Grecian Delight Foods Pita Folds #023

Grecian Delight Foods Tzatziki Sauce #028

Prime Vendor Shredded Lettuce

Prime Vendor Tomatoes

Prime Vendor Red Onions

Prime Vendor Feta Cheese, Crumbled

| Qty | Recipe Unit | Ingredient Name |
|------------|--------------------|------------------------|
| 5 | ounce | Gyro Meat |
| 1 | each | Pita Fold |
| 1/8 | ounce | Lettuce, Shredded |
| 1 | ounce | Tomatoes, Diced |
| 1/8 | ounce | Red Onion, Sliced Thin |
| 2 | Tablespoon | Tzatziki Sauce |
| 1/2 | Tablespoon | Feta Cheese |

1. Cook meat on hot griddle until internal temperature reaches 145° F for 15 seconds.
2. Warm pita bread on griddle or in microwave.
3. Place meat in center of pita. Top with tzatziki sauce, shredded lettuce, diced tomatoes, sliced red onions, and crumbled feta cheese.
4. Fold pita and secure with a toothpick.
5. Serve in #500 boat with deli paper.

Note: For Combo, serve with fries or onion rings for additional charge.

CHICKEN CHIPOTLE POPPERS

Makes 1.0 portion

Product Specifications:

Melfry Shortening Fry Oil #40013 or #192068

Tyson Chicken Chipotle Poppers #30004611

Pace Picante Sauce #14170

| Qty | Recipe Unit | Ingredient Name |
|------------|--------------------|--------------------------|
| 1 | ounce | Melfry |
| 5 | each | Chicken Chipotle Poppers |
| 2 | ounces | Sauce, Picante |

1. Place poppers in fryer shaking basket twice in first minute off cooking, and cook until internal temperature reaches 165° F for 15 seconds.
2. Lift basket and put poppers in heated dump station and let drain for 30 seconds
3. Put deli paper in #300 boat and pile poppers on one side of boat.
4. Place soufflé cup of Picante sauce on other side of boat and serve.

ONION RINGS

Makes 1.0 portion

Product Specifications:

Melfry Shortening Fry Oil #40013 or #192068

Brew City Black & Tan Onion Rings #70010677

Hellman's Ranch Dipping Sauce #25637

| Qty | Recipe Unit | Ingredient Name |
|------------|--------------------|-------------------------|
| 1 | ounce | Melfry |
| 7 | ounce | Black & Tan Onion Rings |
| 1 | each | Sauce, Ranch Dipping |

1. Place onion rings in fryer shaking basket twice in first minute off cooking, and cook for 2 1/2 minutes or until golden brown.
2. Lift basket and put onion rings in heated dump station and let drain for 30 seconds
3. Put deli paper in #200 boat and pile onion rings in boat and serve with ranch dipping sauce.

PATTY MELT

Makes 1.0 portion

Product Specifications:

Prime Vendor Rye Bread

Hellman's Mayonnaise Heavy Duty #26574

Or

Kraft Mayonnaise #42184

Prime Vendor Beef Hamburger Patty 4-1

Lawry's Seasoning Salt #80620

ACH Whirl #38515

Or

ACH Whirl #35015

Prime Vendor Yellow Onions

Schreiber's White American Cheese 120 count #7485

Schwartz Pickle Spears #296-5502

Or

Claussens Pickle Spear #9236

| Qty | Recipe Unit | Ingredient Name |
|------------|--------------------|-------------------------|
| 2 | slice | Rye Bread |
| 2 | ounce | Mayonnaise |
| 1 | each | Hamburger patty |
| 2 | shake | Seasoning Salt |
| 1 | slice | White American Cheese |
| 1/2 | ounce | Yellow Onions, julienne |
| 1 | each | Pickle Spear |

1. Spread mayonnaise on one side of each piece of bread. Place on griddle mayonnaise side down and grill until browned.
2. Put burger on griddle, season with seasoning salt and cook until internal temperature reaches 165° F for 15 seconds.
3. Add whirl to griddle and grill onions until browned (these can be done in advance and held until needed).
4. Place cheese on burger and melt.
5. Top cheese with onions.
6. Place burger on ungrilled side of one slice of bread and top with other slice of bread grilled side up.
7. Cut sandwich in half and put into #500 boat with deli paper.
8. Serve with pickle spear.

Note: For Combo, serve with fries or onion rings for additional charge.

CHICKEN TWIST SALAD

Makes 1.0 portion

Product Specifications:

Melfry Shortening Fry Oil #40013 or #192068

Tyson Chicken Twists #15907-928

Prime Vendor Salad Mix w/ carrots and red cabbage

Prime Vendor Tomatoes

Prime Vendor Cucumbers

Schreiber Cheddar Cheese, Feather Shred #07335

Or

Land of Lakes Cheddar Cheese, Shredded #41789

Prime Vendor Sliced Black Olives

Prime Vendor Red Onions

Prime Vendor Celery

Hellman's Dressing 1.5 oz packets

Ranch #26320 or #25340

Italian Fat Free #26329 or 25348

1000 Isle #26322 or 25343

Blue Cheese #26323 or #25344

Keebler Saltine Crackers 2 pack #01008

| Qty | Recipe Unit | Ingredient Name |
|-------|-------------|-----------------------------------|
| 1 | ounce | Melfry |
| 4 | ounce | Chicken Twists |
| 5 1/2 | ounce | Lettuce Mix |
| 4 | slice | Tomatoes |
| 4 | slice | Cucumbers |
| 1/2 | ounce | Shredded Cheddar Cheese |
| 1/2 | ounce | Black Olives, Sliced |
| 1/8 | ounce | Red Onion, Sliced into Thin Rings |
| 4 | each | Celery, cut into sticks |
| 2 | each | Salad Dressing packets |
| 2 | each | Cracker packets |

1. Place chicken twists in fry basket. Cook chicken twists for 2 minutes until temperature reaches 165° F for 15 seconds and golden brown.
2. Place salad mix in clear clamshell container.
3. Place 1 tomato slice in each corner of container. Place 1 cucumber slice on each tomato slice.
4. Place 2 celery sticks on each side of container (between tomatoes on left and right sides).
5. Sprinkle shredded cheese on top in center of salad.

6. Sprinkle black olives over salad.
7. Top with onions rings.
8. Place chicken twists in center and on top of salad
9. Serve with dressing and crackers.

CHICKEN TWIST HOAGIE

Makes 1.0 portion

Product Specifications:

Melfry Shortening Fry Oil #40013 or #192068

Tyson Chicken Twists #15907-928

Frank's Red Hot Buffalo Wing Sauce #74161

Amoroso Hoagie Roll #810 unsliced or #800 sliced

Schreiber's White American Cheese

Prime Vendor Shredded Lettuce

Prime Vendor Tomatoes

Prime Vendor Red Onions

Hellman's Bleu Cheese Dipping Sauce #25630

| Qty | Recipe Unit | Ingredient Name |
|-----|-------------|-----------------------------------|
| 1 | ounce | Melfry |
| 6 | ounce | Chicken Twists |
| 2 | ounce | Hot Sauce |
| 1 | each | Hoagie Roll |
| 2 | slice | White American Cheese |
| 1/2 | ounce | Shredded lettuce |
| 2 | slice | Tomatoes |
| 1/8 | ounce | Red Onion, Sliced into Thin Rings |
| 1 | each | Sauce, Bleu Cheese Dipping |

1. Place fries and chicken twists in separate fry baskets. Cook fries 4 minutes or until golden brown shaking basket twice in first minute of cooking, and cook chicken twists for 2 minutes until temperature reaches 165° F for 15 seconds and golden brown.
2. Put hoagie roll, closed on warm part of griddle and heat turning on both sides.
3. Lift basket and put fries and twists in heated dump station and let drain for 30 seconds.
4. In mixing bowl toss and coat twists with hot sauce.
5. Open hoagie roll and place 2 slices of cheese.
6. Top cheese with twists coated with hot sauce.
7. Top twists with lettuce, tomato and onion in that order.
8. Cut hoagie in half and put in #500 boat lined with deli paper and serve with pickle spear and Bleu cheese dipping sauce.

Note: To make as Combo, serve with fries or onion rings can be substituted for fries for addition charge.

BEEF SLIDERS

Makes 1.0 portion

Product Specifications:

Prime Vendor Mini Slider Rolls .75 oz

Tyson Charbroiled Beef Patties, Fully Cooked 1oz #15842-928

Lawry's Seasoning Salt #80620

Schrieber's White American Cheese 120 count #7485

Prime Vendor Pickle Slices

Prime Vendor Shredded Lettuce

Prime Vendor Tomatoes

Prime Vendor Red Onions

| Qty | Recipe Unit | Ingredient Name |
|------------|--------------------|------------------------------|
| 3 | each | Mini Slider Rolls, Sliced |
| 3 | each | Beef patties, Thawed |
| 3 | shakes | Lawry's Seasoning Salt |
| 3 | slices | White American Cheese |
| 6 | slices | Pickle Slices |
| 3/8 | ounce | Shredded Lettuce |
| 3 | slices | Tomatoes |
| 3/8 | ounce | Red Onions, Sliced Very Thin |

1. Put beef patties on griddle, season with Lawry's and heat to 165° F for 15 seconds.
2. Place one slice cheese on each beef pattie and melt.
3. Place deli paper in # 500 boat.
4. Put 2 pickle slices on bottom half of each roll.
5. Put one pattie with cheese on pickles on bottom half of each roll.
6. Top each pattie with onion, tomato, lettuce and top half of roll.

Note: For Combo, serve with fries or onion rings for additional charge.

CHICKEN SLIDERS

Makes 1.0 portion

Product Specifications:

Prime Vendor Mini Slider Rolls .75 oz

Tyson Unbreaded Right Size Breast Filets, Fully Cooked 1oz #15940-928

Lawry's Seasoning Salt #80620

Schrieber's White American Cheese 120 count #7485

Prime Vendor Pickle Slices

Prime Vendor Shredded Lettuce

Prime Vendor Tomatoes

Prime Vendor Red Onions

| Qty | Recipe Unit | Ingredient Name |
|-----|-------------|-----------------------------------|
| 3 | each | Mini Slider Rolls, Sliced |
| 3 | each | Right Size Chicken Filets, Thawed |
| 3 | shakes | Lawry's Seasoning Salt |
| 3 | slices | White American Cheese |
| 6 | slices | Pickle Slices |
| 3/8 | ounce | Shredded Lettuce |
| 3 | slices | Tomatoes |
| 3/8 | ounce | Red Onions, Sliced Very Thin |

1. Put chicken filets on griddle, season with Lawry's and heat to 165° F for 15 seconds.
2. Place one slice cheese on each chicken filet and melt.
3. Place deli paper in # 500 boat.
4. Put 2 pickle slices on bottom half of each roll.
5. Put one filet with cheese on pickles on bottom half of each roll.
6. Top each pattie with onion, tomato, lettuce and top half of roll.

Note: For Combo, serve with fries or onion rings for additional charge.

Appendix E: Food Recap Spreadsheet

| RISING STAR FOOD SALES RECAP | | | | | | |
|------------------------------|----------------|--------|---------------|----------------|----------|------------------|
| ITEM | OFFERED Y/N | # SOLD | SELL PRICE | TOTAL SALES | COMMENTS | DATES OFFERED |
| Fish Tacos | | | | | | |
| Chili & Cheese Nachos Combo | | | | | | |
| Chicken Twist Basket | | | | | | |
| Wings | | | | | | |
| Wings Combo | | | | | | |
| Burger | | | | | | |
| Burger Combo | | | | | | |
| Gyros | | | | | | |
| Gyros Combo | | | | | | |
| Chicken Chipotle Poppers | | | | | | |
| Onion Rings | | | | | | |
| Patty Melt | | | | | | |
| Patty Melt Combo | | | | | | |
| Combustion Burger | | | | | | |
| Combustion Burger Combo | | | | | | |
| Chicken Twist Salad | | | | | | |
| Chicken Twist Hoagie | | | | | | |
| Chicken Twist Hoagie Combo | | | | | | |
| Beef Sliders | | | | | | |
| Beef Sliders Combo | | | | | | |
| Chicken Sliders | | | | | | |
| Chicken Sliders Combo | | | | | | |



Official Rules

Appendix Eligibility:

Contestants should check with their local MWR facility for the local deadline for applications. Applications are available for download at www.OpRisingStar.com or stop by your local host facility.

1. Contestants must be Active Duty, National Guard or Reserve from any branch of Service, or a family member eighteen years or older with valid military ID card. **Please note: All travel to and from local hosting installations for competition purposes will be the responsibility, and at the expense of contestants regardless of distance traveled.**
2. Military contestants may not have any adverse actions pending. Service members whose records are flagged or with UCMJ actions may not compete.
3. Contestants must compete as a vocalist. Other talents (musician, comedian, dancer, etc.) do not qualify for this competition. There must be a minimum of four contestants at each participating installation in order for the installation winner to be eligible to move on to the Army-wide finals. Failure to have four eligible contestants will result in the disqualification of the local host site.
4. Contestants must be in an amateur status and not perform professionally (i.e. have a current or previously managed recording career). Contestants that have placed in the top twelve of prior Operation Rising Star Army-wide Finals (formerly known as "Military Idol") are not eligible to compete. Soldiers currently assigned as a singer to a military performance band are ineligible to participate.

Here's how to Compete (Performance):

1. Submit a signed and dated application stating that you have read these official rules to the local participating facility prior to the first performance.
2. All materials performed must be appropriate and conform to acceptable standards of decency, decorum and good taste based on Army values and morals.
3. First round auditions will be a cappella and judged only by the three-judge panel. Judges can stop the performer at any point during the audition and decide whether the contestant will move on to the second round.
4. Local MWR programs will post all local rules for weekly music themes. Contestants should check with the participating location for details on music selection and availability of provided music. The admittance of backup singers on the accompaniment is a local decision and contestants should inquire with the local event coordinator.
5. Each performance will consist of one song between 1:30 and 4:30 minutes in length.
6. A hand-held microphone will be provided for each round of the competition. A microphone stand and stool may be used if requested by contestant in advance, subject to local facility availability.

Contestants may play a musical instrument as part of their performance however; contestants must give advance notification of this to the event coordinator.

7. No special props, staging or excessive choreography are required or allowed as part of this competition. The focus is on singing and vocal performances only.
8. A video performance of the winning contestant's last performance and an additional a cappella performance will be required for submission into the Operation Rising Star Finals. It is the responsibility of both the local event coordinator and the contestant to ensure that the video is submitted properly.

Contest Format:

1. Round 1 – Judging based on a cappella performance. Only the 3-judge panel will vote to narrow the field of talent.
2. Round 2 through semi-finals/finals – Judges and the audience determine who moves to the semi-finals/finals. Judges critique and score the performances. Audience votes by written ballot after all performances are completed and judges have made their critiques. Audience vote will count for 50% of the determination as to who moves forward. The judges' votes will count towards 50% of the determination. Note: The number of rounds will be determined by the installation Event Coordinator based on the number of contestants participating. Installation competitions will not exceed 8 weeks. The criteria that judges will use for scoring is available online at www.mwrpromotions.com.
3. Upon entering the facility on the night of the competition, each patron will receive one voting ballot. Additional ballots may be obtained with each purchase of an appetizer or a meal during the evening's competition.
4. Ballots will be used to rank the evening's contestants and will be tallied immediately following the evening's competition to determine who advances to the next week's round. All local decisions are final.
5. Ballots will not be accepted until the nightly competition is complete.

Prizes to win at installation level competition:

Prizes will be awarded to the 1st, 2nd and 3rd place winners

- 1st place \$500 and advancement to the 2010 Army Wide Finals
- 2nd place \$250
- 3rd place \$100

The judges will award a "Spirit Award" for the best supportive unit or family readiness group (FRG). The prize is \$300 towards the winner's unit or FRG fund. Any unit or FRG may compete for the Spirit Award regardless of contestant participation. Support will be determined each night of the contest by level of applause. A cumulative score from each night will determine the winner. All local decisions are final.

Qualification for Rising Star Finals:

1. The first place winner at each participating location will qualify for the 2010 Rising Star finals.

2. Local MWR program will forward a winner's package to Army Entertainment Division. Submissions shipped by commercial method please address to, Attention: Operation Rising Star Entry, 6091 Jackson Loop, Bldg. 1434, Fort Belvoir, VA 22060. All US Postal Service Mail address to; Operation Rising Star Entry, PO Box 439, Fort Belvoir, VA 22060. The submission must include their winner's final performance and an a cappella song performance.
3. Videos must be received by 2:00 p.m. EST on October 6, 2010. Details on the video format specifics and additional instructions on how to upload the videos will be provided online at www.OpRisingStar.com prior to the start of the local competitions. Failure to submit the video will result in exclusion of the contestant from the Army wide finals.
4. Active Duty contestants that advance to the semi-final round of the Operation Rising Star Finals will need Command approval to attend the two week long final scheduled November 6- 21, 2010. Travel, lodging and meal expenses will be provided for the twelve semi-finalists.

Format of 2010 Rising Star Finals:

1. Round 1: The winners from each installation will be paired against each other through the first round of competition where only judges vote via video submission. The judges will select the top 12 performers to advance to the semi-final round. Announcement of the twelve should be made on or about October 20, 2010.
2. Semi-final and final round: Weighted score from the Web-viewing and/or broadcast audience and 50% of the panel of three judges. Audience members both online and in-person will be able to cast their vote by logging onto www.OpRisingStar.com. The exact times of voting windows will be published on the website listed.

2010 Rising Star Grand Prize

- 1st Place: The winning contestant and a guest will receive an all expense paid trip to Los Angeles California to record their own 3 song CD. The trip includes airfare, lodging, and three days of studio time at a professional recording studio and \$500 spending cash. Professional studio time includes; music arrangement, mixing, mastering, vocal coach, four musicians for one day, audio engineer, and CD producer. The winning contestant will receive his or her own personal professionally recorded and edited CD. This CD is a demo CD and not intended for resale purposes; approximate retail value (ARV) of this prize is \$18,200.
- 2nd Place: \$1000 Cash
- 3rd Place: \$500 Cash

Prize Acceptance

In the case that the grand prize winner cannot accept the all expense trip, the prize will be awarded to the second place winner. No additional prizes will be awarded. No substitution of prizes will be made except that the prize package is subject to availability and FMWRC reserves the right to substitute prizes of equal or greater than value. Winners are solely responsible for reporting and payment of any taxes on prizes.

Limitations of Liability

By entering the Operation Rising Star program, the contestant holds harmless the United States Army and event partners from any liability in participation in the contest whatsoever for any claims, injuries, losses, or damages of any kind arising out of or in connection with the Operation Rising Star program or with the acceptance or possession of prizes. FMWRC is not liable for any technical issues that result in the inability to cast a vote, view the contest or provide comment feedback.

The FMWRC is not responsible for any typographical or other error in the printing of the offer, administration of the promotion or in the announcement of prizes. In the event the FMWRC is prevented from continuing with the promotion, or the integrity of the promotion is severely undermined by any event beyond the Army's control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within the Army's control (each a "Force Majeure" event), the Army shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion without further obligation. If the Army, in its sole discretion, elects to abbreviate the promotion as a result of a Force Majeure event, the Army reserves the right but not the obligation to award the prizes from among all valid and eligible participants received up to the time of such Force Majeure event.

General:

All decisions regarding the selection of winners and all aspects of the Operation Rising Star program are final. FMWRC and event partners will not be responsible for typographical, printing or other inadvertent errors in these official rules or in other materials relating to the program.

Participation in the Operation Rising Star competition, and/or the acceptance of any prize constitutes permission to use your name, biographical information, and/or likeness (for example, photograph, video, or sound recording) for any authorized DOD purpose to include MWR advertising without any further compensation.

Privacy Act Statement: AUTHORITY: Section 552a, Title 5, United States Code; Section 3013, Title 10, United States Code; Executive Order NO. 9397; Army Regulation 215-1. PRINCIPAL PURPOSE: To confirm that the player and winner are eligible to participate in competition and/or to report grand prize summary to the Internal Revenue Service. ROUTINE USES: Information gathered will be used for the principal purpose only and will be filed and disposed of in accordance with AR 640-10. MANDATORY OR VOLUNTARY DISCLOSURE AND EFFECT ON INDIVIDUAL NOT PROVIDING INFORMATION: Contestant will be ineligible to compete or win prize if he or she does not provide requested information.

For additional questions regarding the Operation Rising Star competition log on to www.OpRisingStar.com or email: mwrpromotions@conus.army.mil.

