



Department of Education
Region III
DIVISION OF ANGELES CITY
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RELEASE

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By
DepED Angeles City
Division of City Schools

DIVISION ADVISORY

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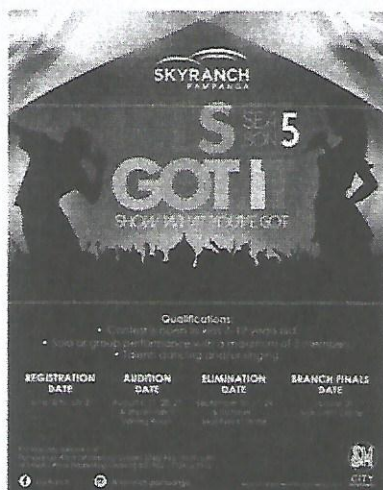
To: Heads of Public Elementary and Secondary Schools
From: Officer-in-Charge, Office of the Schools Division Superintendent
Subject: KIDS GOT IT SEASON 5 (SM FAMILY ENTERTAINMENT CENTER, INC.)
Date: June 28, 2016

1. SM Storyland and Sky Ranch, guided by its mission to provide holistic fun and experience for kids and families, will launch KIDS GOT IT SEASON 5 on August 6, 2016 in Sky Ranch Pampanga.
2. Proper coordination with concerned authorities and adherence to the "No disruption of classes policy" of the Department must be observed during the organization's promotion and recruitment of participants for the said event.
3. Attached herewith is the Executive Summary of Kids got It Season 5 schedule and contest mechanics for your reference.
4. For information and wide dissemination.


LEILANI S. CUNANAN, CESO VI

Officer-in-Charge
Office of the Schools Division Superintendent

EXECUTIVE SUMMARY



Kids Got It Season 5
Project Title

Sky Ranch Pampanga
Branch

June to October 2016
Project Period Covered

Project Description

KIDS GOT IT, now on its 5th year! A search for the best talented solo or group of kids that would best represent the fun-loving, active and talented kids of today's generation.

This year, Kids Got It will again take place in the entertainment venues of SM Supermalls where Storyland parks are located –SM City Batangas, SM City Cebu and Sky Ranch Pampanga.

Objective

- To solidify and sustain the brand image of SM Storyland as a wholesome entertainment facility that serves as a "place to be" for family bonding.
- To increase the overall park sale and "walk-ins" of SM Storyland indoor parks, Sky Ranch Pampanga.
- To create awareness among potential customers by implementing a strategic promotional campaign.
- Mounting an engaging and entertaining series of events that would best showcase not just the competition but the offerings of the parks as well.

Contest Mechanics:

1. Qualifications

- Male / Female kids age 7 – 12 years old.
- Solo or group performance with a maximum of 3 members
- Talents: Dancing and / or singing

2. Registration

- Registration will start on June 18 to July 31, 2016 at Sky Ranch Pampanga.
- Registrants must submit the following requirements:
 - Fully filled out registration form
 - Photocopy of birth certificate
 - Photocopy of school identification card
 - Recent 5R close – up and full group body photos

3. Audition

- **Audition Schedule**

Date	Venue
August 6, 13, 20, 27 and 28	Training Room

- **Audition Procedure**

- Registrants must prepare a maximum of 3 – minute presentations. (Singers: Acapella / Minus One CD; Dancers: CD / DVD)
- Each branch will have a maximum of 30 audition passers.
- All passers will be scheduled for elimination round by Sky Ranch Pampanga representatives.
- There will be three (3) judges per branch and per audition date.

- **Criteria for Judging**

Talent	50%
Stage presence and appeal	50%
Total	100%

- Passing Rate of sixty percentage (60%)

4. Elimination

- **Elimination Schedule**

Date	Venue
September 10, 17, 24 and October 1	Mall Event Center

- **Elimination Procedure**

- Branch will have a maximum of 30 participants (Group / Solo).
- There will be at least three (3) finalists per elimination day and per branch.
- Each branch will have a total of 12 finalists that will compete for branch finals.
- All finalists' performances must not exceed the three (3) minutes time limit.
- Any excess of per minute will be deducted from the total score which is equivalent to two percent (2%).
- Example: 1 Minute = - 2%
- Overtime of less than one (1) minute will not be considered for deduction.
- There will be three (3) judges per branch and per elimination date.

- **Elimination Prizes**

- **Finalists / winners prizes:** Certificate of participation, Php1, 500 worth of SM Sodexo per group, KGI official shirt and sponsored items.
- **Consolation prizes:** Certificate of participation, three (3) Ride – All – You – Can passes (3 months validity) per participant / member, KGI official shirt and sponsored items.

5. Branch Finals

- **Branch Finals Schedule**

Date	Venue
October 29, 2016	Mall Event Center

- **Branch Finals Procedure**

- Branch will have a maximum of 12 participants (Group / Solo).
- All finalists' performances must not exceed the three (3) minutes time limit.
- Any excess of per minute will be deducted from the total score which is equivalent to two percent (2%).
- Example: 1 Minute = - 2%
- Overtime of less than one (1) minute will not be considered deduction.
- There will be three (3) judges per branch and per elimination date.

- **Branch Finals Prizes**

- **Branch Winner prizes:** Php 30, 000 cash, trophy, certificate of participation, KGI jacket, KGI bag and sponsored items.
- **First – Runner up prizes:** Php 20, 000 cash, trophy, certificate of participation, KGI jacket, KGI bag and sponsored items.
- **Second – Runner up prizes:** Php 10, 000 cash, trophy, certificate of participation, KGI jacket, KGI bag and sponsored items.
- **Consolation prizes:** Event medals, KGI Bag and sponsored items.

6. Eliminations and Branch Finals Criteria for Judging:

Criteria	Percentage	Definition
Showmanship	25%	Ability to show – off the guts and power to entertain the audience
Star Quality	20%	Star Factor
Entertainment Value & Appeal	25%	Strong talent performance that showcases clean / excellent execution
Stage Presence	10%	Ability to impress and capture audience's attention through style or manner
People's Choice Votes	20%	Votes from supporters/fans through purchase of ride-all-you-can tags (RAYC) or individual ride ticket (IRT)
Total	100%	80% judges' score and 20% people's choice votes

Note: Judges will rate the contestants on the following:

	Showmanship	Entertainment Value & Appeal	Star Quality	Stage Presence
EXCELLENT	25	25	20	10
VERY GOOD	20	20	16	8
GOOD	15	15	12	6
FAIR	10	10	8	4

• For the 20% People's Choice Votes

- Contestants may get votes from their supporters through purchase of Ride-All-You-Can tags (RAYC) or Individual Ride Ticket (IRT). These purchases shall be counted with the corresponding votes:

RAYC Price	# of Votes	IRT Price	# of Votes
P100 – P150 (BIG RIDES)	3	50	1

• One Week Voting for the 20% People's Choice Votes

Voting Schedule	Venue	Branch Finals	Venue
October 22 to 28	Sky Ranch Pampanga	October 22, 2016	Mall Event Center

- **How are people's choice votes translated into score votes?**

- Ballots of each contestant will be summed up.
- Contestant with the highest total number of votes will be awarded the 20 percent automatically.

Sample computation:

55 votes (highest vote) = 20%

45 votes (second highest) = $45 / 55 \times 20 = 16.36\%$

32 votes (third highest) = $32 / 55 \times 20 = 11.64\%$

Tallying of votes:

- Actual tallying of votes will be conducted by Sky Ranch Pampanga representatives in front of the judges with a DTI representative.
- Votes will be dropped in the designated drop boxes within the event area.
- All votes for eliminations must be in on or before 10 minutes after the last participant's performance.
- All votes for branch finals must be in on the last voting day prior to park closing time.
- Official timer / countdown of 20 seconds will be announced prior to the end of casting of votes.
- Counting of votes will immediately follow except for branch finals which will happen on the finals day.
- Announcement of winners and awarding will happen towards the end of the program.

7. General Rule

- Prizes in kind / sponsored are not convertible to cash.
- 20% tax of prize exceeding Php10, 000.00 will be shouldered by the winner along with other expenses that may be incurred in claiming the prize.
- Venue for claiming the prizes is at Sky Ranch Pampanga.
- To claim the prize, for minors, a notarized authorization letter and two (2) valid government ID's of the official representative need to be presented.
- Prizes not claimed after 60 days from receipt of notification thru call & registered mail will be forfeited in favor of Sky Ranch Pampanga with prior approval from DTI.
- Employees of Family Entertainment Center, Inc. and its event organizers, agencies, promo partners and their relatives up to the 2nd degree of consanguinity or affinity are disqualified from joining the promo.
- The decision of SM Prime Holdings, Inc. - Family Entertainment Center, Inc. with the concurrence of DTI shall be considered final.