

**MADISON SQUARE GARDEN'S
2009-2010 KNICKS POETRY SLAM Spoken Word Competition
(the "Contest")**

OFFICIAL RULES

THE CONTEST BEGINS AT 9:00 A.M. ON NOVEMBER 7, 2009 AND ENDS AT 11:59 P.M. FEBRUARY 18, 2010. The Contest is open to legal residents of New York, New Jersey and Connecticut (together, the "Tri-State Area") between 13-19 years of age, who live within a 75-mile radius of Madison Square Garden, and are enrolled students in good standing in an accredited high school in the Tri-State Area. Students cannot turn 20 or be enrolled as a full-time college student at any time during the Contest period. VOID WHERE PROHIBITED BY LAW.

**CONTEST DATES AND LOCATIONS SUBJECT TO CHANGE.
VISIT WWW.KNICKSPOETRYSLAM.COM WEBSITE FOR UPDATES.**

1. **HOW TO ENTER:** Limit one (1) entry per person, regardless of method of entry. Prospective entrants below the age of 18 must obtain the permission and/or signature of a parent or legal guardian in order to be eligible. [Click Here](#) to download Waiver (PDF format, Adobe Acrobat Reader required). Incomplete or altered registration forms will be considered void.

(A) Entry via Internet: Register at www.knickspoetryslam.com from October 1 – November 7, 2009, and follow the instructions to complete the registration form.

ONLINE REGISTRATION IS ENCOURAGED.

Registration forms can also be obtained from October 1 – November 7, 2009 at Urban Word NYC, located at 242 West 27th St., Suite 3A, New York, NY 10001 [(212) 352-3495] during the hours of 9:00 A.M. to 7:00 P.M. **Completed registration forms can be submitted in the following ways:**

(B) (1) In Person: On November 7, 2009 at the Hammerstein Ballroom at the Manhattan Center between 9:00 A.M. and 3:00 PM, the Knicks will be holding open auditions. **PROSPECTIVE ENTRANTS UNDER THE AGE OF 18 MUST HAVE A WAIVER FORM SIGNED BY A PARENT OR LEGAL GUARDIAN. [Click Here](#) to download Waiver (PDF format, Adobe Acrobat Reader required)**

(B) (2) via Mail: Send a completed registration form (containing the participant's first and last name, date of birth, address, city, state, zip code, cell phone number and email address) to: New York Knicks, Attn: 2009-2010 Knicks Poetry Slam, 2 Penn Plaza – 14th Floor, New York, New York 10121. Mail-in entries must be received no later than November 5, 2009. **PROSPECTIVE ENTRANTS UNDER THE AGE OF 18 MUST HAVE A WAIVER FORM SIGNED BY A PARENT OR LEGAL GUARDIAN. [Click Here](#) to download Waiver (PDF format, Adobe Acrobat Reader required)**

Madison Square Garden, L.P, the New York Knicks, Urban Word NYC, The University of Wisconsin, Mercy College, WQHT FM ("Hot97" FM), the Hymowitz Children's Educational Fund, The Joan Goldstein Education Foundation, and The Sports and Arts Foundation. (Collectively, "Sponsors") are not responsible for late, stolen, lost or illegible entries or for typographical or other errors in the printing of this offer or administration of the Contest.

2. **ELIGIBILITY.** VOID WHERE PROHIBITED. The Contest is open to all legal residents of the Tri-State Area who are 13-19 years of age, and are enrolled students in good standing in an accredited high school in the Tri-State Area All Contest Participants will be required to sign a Release prior to participation in the Contest and any and all activities

related thereto. Contest winners will be required to sign and return a notarized Affidavit of Eligibility and Waiver/Release ("Affidavit") within Forty-Eight (48) hours of receipt of such Affidavit in order to collect their prize. Employees, immediate family members, and those residing in the same household of those employed by Sponsors, Cablevision Systems Corporation, CSC MSG Holdings, Inc., the NBA Entities, and their respective advertising and promotion agencies and their immediate family members and persons living in the same households of the above are ineligible to participate in this Contest. The term "immediate family member" shall mean spouses, parents, siblings, children, grandparents and grandchildren. This offer is void where prohibited and subject to all federal, state and local laws. Any disputes shall be resolved by the Sponsors in their sole discretion.

First, Second or Third Prize winners of any previous years' Knicks Poetry Slam are not eligible to participate in the Contest.

3. **SELECTION OF PARTICIPANTS.**

(A) The first eight hundred (800) prospective Contest participants who meet the eligibility requirements as set forth in these Official Rules ("Participants"), subject to verification by Sponsors, will be entered into the Contest. Should Sponsors determine that no or too few eligible Contest registration forms have been received; Sponsors reserve the right to cancel the Contest.

(B) The top one hundred fifty (150) Participants, as determined by Contest judges in their sole discretion, will advance to the Contest Preliminary Slams. **Participants will be selected and notified either at the Open Audition, or contacted by phone or email by no later than November 21, 2009.** If a potential participant is unreachable or does not make direct contact with Sponsors by November 21, 2008, or is unable to fulfill any entry requirements, their spot in the Contest will be forfeited in its entirety and an alternate participant will be selected from the remaining eligible entries.

4. **CONTEST FORMAT.**

The Program phases are as follows:

(A) **Phase One – College Fair and Open Audition.**

From 9:00 A.M. to 3:00 P.M. on November 7, 2009 at the Hammerstein Ballroom, Participants will deliver a one (1)-minute poem in front of the judges. The one hundred fifty (150) top poets, as determined by judges in accordance with the criteria listed below, will be selected to advance to Phase Two. The top 150 poets will be selected to attend exclusive poetry workshops and are automatically placed into the Knicks Preliminary Slams.

All Participants will be permitted to attend the free College Fair being held at the audition site. The College Fair will feature colleges from across the nation and will include local arts, culture and entertainment.

CONTEST JUDGING CRITERIA.

Poems will be judged in accordance with the following criteria: i) Writing (20%); ii) Performance (20%); iii) Originality (20%); iv) Sincerity (20%); and iv) Inspiration (20%).

Assessments will be strictly confidential and will not be shared with Program or Contest participants or their parents or guardians. Scores will be determined by the Open Audition and Contest Judges in their sole discretion.

In exchange for the chance to enter the Program and/or Contest, prospective participants, Entrants and Winners grant to MSG the right to use verbiage from, and audio and/or audiovisual footage of visual, likeness, photos, all poems delivered during the Program or

the Contest in any and all media now in existence or hereafter devised in all territories throughout the world in perpetuity.

(B) **Phase Two – The Workshops.**

From November 7 – December 31, 2009, the top 150 participants will be required to attend four (4) out of six (6) poetry rehearsal and improvements workshops. Workshop attendees may also have the opportunity to be featured in a TV program to run on MSG Media.

Attendance at four (4) workshops is mandatory. Unexcused absence from any of the four (4) workshops may result in disqualification. (Make-up sessions are available on Saturdays at Urban Word NYC.) Sponsors reserve the right, in their sole discretion, to disqualify any participant for failure to attend scheduled Workshops

The location and dates of the workshops are:

Manhattan- UW (Wednesdays Nov. 18-Dec. 16 4:30-6:30PM)
242 W. 27th Street, Suite 3A, NY, NY 10001

Manhattan- UW (Saturdays Nov. 21-Dec. 19 1:00-3:00PM)
242 W. 27th Street, Suite 3A, NY, NY 10001

Brooklyn- UW (Tuesdays Nov. 17-Dec. 15 4:00-6:00PM)
1251 Prospect Place, Brooklyn, NY

Brooklyn- PR-G (Fridays Nov. 20-Dec. 18 4:30-6:30PM)
679 Lafayette Ave, Brooklyn, NY 11216

Queens- York College (Fridays Nov. 20-Dec. 18 6:00-8:00PM)
160-02 Liberty Avenue, Jamaica, Queens 11451

Bronx- Citizen's Advice Bureau (Wednesdays Nov. 19-Dec. 16 6:00-8:00PM)
1130 Grand Concourse, Bronx, NY 10456

Workshop make-up sessions will be scheduled at:

Urban Word NYC [(212) 352-3495]: 242 West 27th St., Suite 3A, New York, NY 10001.
Contact Urban Word NYC, or visit www.urbanwordnyc.org, for more details.

(C) **Phase Three – The Preliminary Slams.**

In January 2010, participants will compete at one of three (3) site locations throughout NYC for the chance to advance to the Semi-finals. Participants will perform a three (3)-minute poem in front of the judges and an audience. The top 20 entrants from each Slam, as determined by the judges in accordance with the criteria listed below, will advance to the Semi-Finals ("Semi-Finalists").

The Preliminary Slam locations are as follows:

January 9 and 10, 2010 from 3:00 P.M. to 6 P.M. at the Nuyorican Poets Café (236 E 3rd St New York, NY 10009)

January 11, 2010 from 6:00 P.M. to 9:00 P.M. at the Nuyorican Poets Café (236 E 3rd St New York, NY 10009)

(D) **Phase Four – The Semi-finals.**

Semi-Finalists will deliver a three (3)-minute poem in front of the Contest judges and audience for the chance to advance to the Finals. The top 10 winners from the 3 Semi-Finals will advance to the finals. Contest Winners will be honored on-court at half time during a NY Knicks game (TBD).

The Semi-final Slam locations and dates are as follows:

January 16 & 17, 2010 from 3:00 P.M. – 6:00 P.M. at the Nuyorican Poets Café. (236 E 3rd St., New York, NY 10009)

January 18, 2010 from 6:00 P.M. – 9:00 P.M. at the Nuyorican Poets Café. (236 E 3rd St., New York, NY 10009)

Check www.knickspoetryslam.com for more details.

Location of Finals will be at the New Amsterdam Theatre on Broadway. Check www.knickspoetryslam.com for more details.

5. CONTEST JUDGING CRITERIA.

Poems will be judged in accordance with the following criteria: i) Writing (20%); ii) Performance (20%); iii) Originality (20%); iv) Sincerity (20%); and iv) Inspiration (20%).

Assessments will be strictly confidential and will not be shared with Program or Contest participants or their parents or guardians. Scores will be determined by the Open Audition and Contest Judges in their sole discretion.

In exchange for the chance to enter the Program and/or Contest, prospective participants, Entrants and Winners grant to MSG the right to use verbiage from, and audio and/or audiovisual footage of all poems delivered during the Program or the Contest in any and all media now in existence or hereafter devised in all territories throughout the world in perpetuity.

6. PRIZES.

Knicks Poetry Slam Contest First Prize: One (1) First Prize will be awarded. First Prize Winner will receive a Ten Thousand Dollar (\$10,000) grant towards the completion of a two- or four-year college degree, a laptop computer and printer (ARV \$1000). Total ARV of First Prize \$11,000.

Knicks Poetry Slam Contest Second Prize: One (1) Second Prize will be awarded. Second Prize Winner will receive a Seven Thousand Five Hundred Dollar (\$7,500) grant towards the completion of a two- or four-year college degree, a laptop computer and printer (ARV \$1,000). Total ARV of Second Prize \$8,500.

Knicks Poetry Slam Contest Third Prize: One (1) Third Prize will be awarded. Third Prize Winner will receive a Five Thousand Dollar (\$5,000) grant towards the completion of a two- or four-year college degree, a laptop computer and printer. (ARV \$1,000). Total ARV of Third Prize \$ 6,000.

Knicks Poetry Slam Contest Fourth Prize through Tenth prizes: One (1) Prize for each place, Fourth through Tenth Place, will be awarded. Fourth through Tenth Prize Winners will each receive One Thousand Dollar (\$1,000) grant towards the completion of a two- or four-year college degree. Total ARV of each Fourth - Tenth Prizes \$ 1,000.

Total ARV of Poetry Contest Prizes \$26,500

7. Each Participant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects. By participating in the Contest, each Participant consents to the use of his/her name and/or photograph for advertising and publicity purposes without additional compensation by Sponsors and/or the NBA Entities. No substitution, cash equivalent or transfer of prizes (except at the option of Sponsors for a prize of equal or greater value). Odds of selected Participants depend on the number of eligible entries received. All federal, state and local taxes, if any, are the sole responsibility of the of the prize winner(s). Contest Prize Winners will be required to complete and return to Sponsors a W-9 tax form prior to collection of prize(s).

8. This Tournament is void where prohibited and subject to all federal, state and local laws and any disputes shall be resolved in the courts of the State of New York, New York County. All entries become the property of Sponsors, who are not responsible for incomplete, late, stolen, lost, damaged or misdirected mailed entries, postage due, illegible or mutilated mail which prevents user's ability to participate in the Tournament or by any human error which may occur in the processing of the entries in this Tournament or for typographical or other errors in the printing of the offer, administration of the Tournament or in the announcement of the prizes. Sponsors reserve the right to cancel, suspend or modify the tournament, or any part thereof, at their sole discretion or if there is any suspected or actual evidence of electronic or non-electronic tampering, fraud or technical failure which may destroy the integrity of the Tournament as determined by the Sponsors, in their sole discretion and, in such event, to select winners for any remaining prizes by randomly drawing from among all valid entries received, up to such time of cancellation, termination, or suspension, and/or solely from the mailed entries.

9. Winners agree that Sponsors, the NBA Entities, and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents shall not be liable for, and winner shall hold such entities and individuals harmless against any and all liability, damages or causes of action (however named or described), with respect to or arising out of (i) participation in the Contest; or (ii) the receipt or use of the prizes awarded in the Contest including, without limitation, injury, loss or damage of any kind resulting from participation in this promotion or from the acceptance or use of the prizes awarded. Void where prohibited or restricted by law. All federal, state and local laws apply. By entering, each entrant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects.

10. Use of Data. Sponsors will be collecting personal data about entrants, including first and last name, street address, phone number, and email address. Information collected online on the New York Knicks website, shall be in accordance with the New York Knicks' online privacy policy, which can be found at www.nba.com/knicks. By participating in the Contest, entrants hereby agree to Sponsors' collection and usage of their personal information and acknowledge that they have read and accepted Sponsors' privacy policies.

11. Winners List. For the names of winners or copy of these rules, send a self-addressed stamped envelope to: 2008-09 Knicks Poetry Slam, 2 Penn Plaza, New York, New York 10121 by March 31, 2009.

**MADISON SQUARE GARDEN'S
2009-10 KNICKS POETRY SLAM
Written Competition
"Why I Write"
(the "Competition")**

OFFICIAL RULES

THE CONTEST BEGINS AT 9:00 A.M. ON NOVEMBER 7, 2009 AND ENDS AT 11:59 P.M. FEBRUARY 18, 2010 (THE "PERIOD"). Contest is open to legal residents of New York, New Jersey and Connecticut (together, the "Tri-State Area") who live within a 75-mile radius of Madison Square Garden, and are in their senior year of high school, in good standing, in an accredited high school in the Tri-State Area. **VOID WHERE PROHIBITED BY LAW.** Students cannot turn 20 or be enrolled as a full time college student at any time during the Contest period

**CONTEST DATES AND LOCATIONS SUBJECT TO CHANGE.
VISIT WWW.KNICKSPOETRYSLAM.COM WEBSITE FOR UPDATES.**

1. **HOW TO ENTER:** Limit one (1) entry per person, regardless of method of entry. Prospective entrants below the age of 18 must obtain the permission and/or signature of a parent or legal guardian in order to be eligible. [Click Here](#) to download Waiver (PDF format, Adobe Acrobat Reader required). Incomplete or altered registration forms will be considered void.

(A) Entry via Internet: Register at www.knickspoetryslam.com from October 1 – November 6, 2009, and follow the instructions to complete the registration form.

ONLINE REGISTRATION IS ENCOURAGED.

Registration forms can also be obtained from October 1 – November 6, 2009 at Urban Word NYC, located at 242 West 27th St., Suite 3A, New York, NY 10001 [(212) 352-3495] during the hours of 9:00 A.M. to 7:00 P.M. **Completed registration forms can be submitted in the following ways:**

(B) (1) In Person: On November 7, 2009 between 9:00 A.M. and 3:00 PM, the Knicks will be holding open auditions at Hammerstein Ballroom at the Manhattan Center.

PROSPECTIVE ENTRANTS UNDER THE AGE OF 18 MUST HAVE A WAIVER FORM SIGNED BY A PARENT OR LEGAL GUARDIAN. [Click Here](#) to download Waiver (PDF format, Adobe Acrobat Reader required)

(B) (2) via Mail: Send a completed registration form (containing the participant's first and last name, date of birth, address, city, state, zip code, cell phone number and email address) to: New York Knicks, Attn: 2009-2010 Knicks Poetry Slam, 2 Penn Plaza – 14th Floor, New York, New York 10121. Mail-in entries must be received no later than November 5, 2009.

PROSPECTIVE ENTRANTS UNDER THE AGE OF 18 MUST HAVE A WAIVER FORM SIGNED BY A PARENT OR LEGAL GUARDIAN. [Click Here](#) to download Waiver (PDF format, Adobe Acrobat Reader required)

Madison Square Garden, L.P, the New York Knicks, Urban Word NYC, the Hymowitz Children's Educational Fund, The Joan Goldstein Education Foundation, Mercy College, University of Wisconsin, The Sports and Arts Foundation (collectively, "Sponsors") are not responsible for late, stolen, lost or illegible entries or for typographical or other errors in the printing of this offer or administration of the Contest.

2. **ELIGIBILITY.** VOID WHERE PROHIBITED. The Contest is open to all legal residents of the Tri-State Area who are enrolled as HIGH SCHOOL SENIORS, in good standing in an accredited high school. (Good academic standing shall be as determined by Sponsors). High School freshman, sophomores and juniors are NOT eligible for this Contest. All Contest Participants will be required to sign a Release prior to participation in the Contest and any and all activities related thereto. Contest winners will be required to sign and return a notarized Affidavit of Eligibility and Waiver/Release ("Affidavit") within Forty-Eight (48) hours of receipt of such Affidavit in order to collect their prize. Employees, immediate family members, and those residing in the same household of those employed by Sponsors, Cablevision Systems Corporation, CSC Holdings, Inc., the NBA Entities, and their respective advertising and promotion agencies and their immediate family members and persons living in the same households of the above are ineligible to participate in this Contest. The term "immediate family member" shall mean spouses, parents, siblings, children, grandparents and grandchildren. This offer is void where prohibited and subject to all federal, state and local laws. Any disputes shall be resolved by the Sponsors in their sole discretion.

Previous Prize Winners of The Knicks Poetry Slam Written Competition are not eligible to participate in the Competition.

3. **SELECTION OF PARTICIPANTS.**

(A) Prospective Contest participants who meet the eligibility requirements as set forth in these Official Rules ("Participants"), subject to verification by Sponsors, will be entered into the Contest. Should Sponsors determine that no or too few eligible Contest registration forms have been received; Sponsors reserve the right to cancel the Contest.

(B) High School Seniors accepted into Mercy College and/or University of Wisconsin will be eligible to submit portfolios of their work including: an essay entitled "Why I Write", poetry samples, community service and a résumé, in order to officially enter the Contest. The top Five (5) Participants, as determined by Contest judges in their sole discretion, will advance to the Final Round of the Contest. Finalists will be contacted by phone or email to be present for a possible interview with the judging panel. If a potential Finalist is unreachable or does not make direct contact with Sponsors by February 11, 2009, or is unable to fulfill any entry requirements, their spot in the Contest will be forfeited in its entirety and an alternate Finalist will be selected from the remaining eligible entries.

4. **Written COMPETITION FORMAT.**

The written competition is an exciting opportunity for high school seniors to win a full tuition scholarship to the University of Wisconsin-Madison, or Mercy College. In addition to identifying the best writers, the contest aims to choose students that best exemplify the values of community service, civic engagement and extracurricular activities.

To enter this Competition, you must be a high school senior who has applied to and been accepted by the University of Wisconsin or Mercy College by December 1, 2009. Applicants will be notified by of their acceptance status by January 1, 2010.

1. Essay:

Qualified Entrants will compose an essay of five-hundred (500) words or less describing "Why I Write". The deadline to submit an essay for the Competition is TBD. (Visit www.Knickspoetryslam.com for details) Competition judges will read the essays and select the top five (5) submissions (the "Competition Finalists").

2. Résumé: (with all community service and extracurricular activities).

3. Original Poetry : To include three (3) examples of Entrants poetry .

Competition Winners will be honored on-court at half time during a NY Knicks game (TBD).

In exchange for the chance to enter the Competition, prospective participants, entrants and winners grant to MSG the right to use verbiage from, and audio and/or audiovisual footage of, all essays delivered during the Competition in any and all media now in existence or hereafter devised in all territories throughout the world in perpetuity.

5. **PRIZES.**

Competition Prize(s): Three (3) Competition Prizes will be awarded. Two (2) Competition Prize Winners will each receive a four (4)-year, full-tuition scholarship to the University of Wisconsin (Approximate Retail Value (ARV) \$80,000). One (1) Competition Prize Winner will receive a four (4)-year, full-tuition scholarship to Mercy College (Approximate Retail Value (ARV) \$60,000). Total ARV of Competition Prizes \$140,000.

6. Each Participant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects. By participating in the Contest, each Participant consents to the use of his/her name and/or photograph for advertising and publicity purposes without additional compensation by Sponsors and/or the NBA Entities. No substitution, cash equivalent or transfer of prizes (except at the option of Sponsors for a prize of equal or greater value). Odds of selected Participants depend on the number of eligible entries received. All federal, state and local taxes, if any, are the sole responsibility of the of the prize winner(s). Contest Prize Winners will be required to complete and return to Sponsors a W-9 tax form prior to collection of prize(s).

7. This Tournament is void where prohibited and subject to all federal, state and local laws and any disputes shall be resolved in the courts of the State of New York, New York County. All entries become the property of Sponsors, who are not responsible for incomplete, late, stolen, lost, damaged or misdirected mailed entries, postage due, illegible or mutilated mail which prevents user's ability to participate in the Tournament or by any human error which may occur in the processing of the entries in this Tournament or for typographical or other errors in the printing of the offer, administration of the Tournament or in the announcement of the prizes. Sponsors reserve the right to cancel, suspend or modify the tournament, or any part thereof, at their sole discretion or if there is any suspected or actual evidence of electronic or non-electronic tampering, fraud or technical failure which may destroy the integrity of the Tournament as determined by the Sponsors, in their sole discretion and, in such event, to select winners for any remaining prizes by randomly drawing from among all valid entries received, up to such time of cancellation, termination, or suspension, and/or solely from the mailed entries.

8. Winners agree that Sponsors, the NBA Entities, and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents shall not be liable for, and winner shall hold such entities and individuals harmless against any and all liability, damages or causes of action (however named or described), with respect to or arising out of (i) participation in the Contest; or (ii) the receipt or use of the prizes awarded in the Contest including, without limitation, injury, loss or damage of any kind resulting from participation in this promotion or from the acceptance or use of the prizes awarded. Void where prohibited or restricted by law. All federal, state and local laws apply. By entering, each entrant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects.

9. **Use of Data.** Sponsors will be collecting personal data about entrants, including first and last name, street address, phone number, and email address. Information collected online on the New York Knicks website, shall be in accordance with the New York Knicks' online privacy policy, which can be found at www.nba.com/knicks. By participating in the Contest, entrants hereby agree to Sponsors' collection and usage of their personal information and acknowledge that they have read and accepted Sponsors' privacy policies.

10. Winners List. For the names of winners or copy of these rules, send a self-addressed stamped envelope to: 2009-10 Knicks Poetry Slam, 2 Penn Plaza, New York, New York 10121 by March 31, 2009.