

Xmax Eve 2023

(A Festive Fusion of Talent and Celebration)

1. Event goal:

<u>No. of talents</u>	<u>Target of beans collection</u>	<u>Target in dollars</u>
12	2,00,00,000	2,500 \$

2. Event date & time:

- December 24th to December 25th, 2023

3. Summary:

- Join us for the most enchanting online Christmas celebration on StreamKar Spotlight! We are delighted to present "Xmax 2023," a dazzling showcase of talent and festive fervor.
- Get ready to be entertained by some of the most sensational performances and win exciting prizes from StreamKar Spotlight.
- Participants and viewers alike will engage themselves in the festive spirit by wearing the specific Christmas theme .
- Immerse yourself in the holiday spirit as performers from across the globe bring you a spectacular show filled with music, dance, and delightful surprises.

4. Event details:

- 12 Top Talents will perform in these 2 days of the Christmas event, which will be named as Xmas Eve 2023.
- All our best Talents at Spotlight will perform in these two days and compete with each other to be at top and win this event.
- This event is not just about the performances; it's also a gifting based event in order to increase the engagement and viewership of the App.

5.Special Shows :

- **Christmas Quiz Night:** Put your knowledge to the test with our quiz competition, and get 300 beans on every correct answer.
- **Jingle Bell Jams :** Participants perform heartwarming Christmas songs and festive tunes, spreading joy through the power of song.
- **Fashion and Makeover Parade :** Models strut their stuff in glamorous holiday outfits, showcasing the latest festive fashion trends, and help our users to get a Makeover this Christmas eve.
- **Dancing Mania:** Watch the stage come alive with breathtaking dance performances. From classical Kathak to hip-hop, our dancers will leave you spellbound. Support your favorites and help them clinch the title.
- **Storytelling(Poet) :** Let our in-house talent mesmerize your ears with beautiful poems and storytelling on this special occasion."

7.Contests and Prizes:

- The talent who put efforts to decorate his/her room or background with some good lights and delivers good quality the content will be qualified
- There will be 1 winner and will be judged on the basis of background decorations setup in the Christmas theme and spreading pure happiness on stream without any negativity.
- Every User gets 300 Beans for every correct answer In Quizkar Shows.
- Win Exciting StreamKar T-shirts on special day like 25th December (Trivia challenge) to increase the engagement and viewership of the event.

8. Operational requirements :

- Abhishek has to do daily moderation to check whether all the talents are performing or not and what they're wearing and following the Diwali theme.
- The leaderboard should be updated for 3 days.
- Rewards will be given to users by Gaurav & Shahrukh.
- Nupur will make a webpage and banner.
- Push notifications to notify everyone about the event and encourage users to participate.
- On site Pop up with event details and rewards information mentioned on it. To create hype for the event.

8. Webpage content ::(Event date:24/12/2023 to 25/12/2023)

1. Title: Xmax Eve 2023

2. Subtitle: Get a chance to impress our Streamkar viewers on this Christmas occasion and get special rewards in return from us.

Rules :

- A. If any talent is found not performing in the given slot for a minimum of 24 minutes, then they will be disqualified. (Performing their particular category)
- B. Set the camera at an appropriate angle, with a perfect background and Christmas theme, and it's compulsory to wear the allotted Black or Red colour clothes as it is Christmas theme while performing.
- C. If any of the above rules are not followed, the Streamkar official has the complete right to disqualify the talent from the competition.
- D. Talents who achieve the target will get exciting rewards.

9. Rewards :

<u>Rank</u>	<u>Target in beans</u>	<u>Target in \$</u>	<u>Target in INR</u>	<u>Reward</u>	<u>Reward Cost in INR</u>
1st	2,00,00,000	2,500 \$	2,05,000	Amazon gift vouchers and the Inapp banner	1500 INR
Total Beans	2,00,00,000	2,500 \$	2,05,000	Amazon gift vouchers and the Inapp banner	1500 INR

8. Note:

- Winners will be announced on 27th December 2023 .
- Rewards will be sent to talents within 20 days of the winner's announcement.

