

General Event Overview:

Park Place Restaurant and Lounge held an Idol Competition event in their restaurant over three separate Saturdays: July 31, Aug. 7 and Aug. 14, 2010.

On the first Saturday (July 31), dozens of singers competed and it was narrowed down to five singers that would advance to the finals on Aug. 14 – one of them was NMR employee, Leslie Pasco.

On the second Saturday (Aug. 7), singers competed in the same format and once again it was narrowed down to five – with Evening Sun reporter Brian Golden being in the mix.

The 10 contestants that advanced from the first two weeks competed in the finals on the third and final Saturday, Aug. 14. Kisha Estelow was declared the winner with Brian and Leslie finishing fourth and fifth, respectively.

Pennysaver Print Event Coverage:

Park Place Restaurant & Lounge
Idol Competition
Cash Prizes!
 July 31st August 7th August 14th Starting @ 9 pm
Cash Prizes!
 Registration Forms at Park Place Restaurant & Fred's Inn Restaurant Online at: www.celebration-creations.net

CONTESTANT REGISTRATION FORM

Rules/Guidelines:
 - Must be 21 Years of Age or Older
 - Must be available for all 3 dates of Competition.
 - Will be an elimination with 2 nights of competition.
 - Final night will consist of the top contestants from each previous night, any new entries and a final song from the winner.
 - Cash prizes will be awarded to the top 3 winners, based on a point system.
 - \$10.00 per Entry Form. Entry fee must be paid in full upon registration.

Performance Night Preference:
 ___ July 31, 2010
 ___ August 7, 2010
 ___ No Preference
 Final Night will be on August 14, 2010
 ** Preference will be considered when creating performance schedule.

Single Entry _____ Duet _____ Trio _____ Other _____
 Name/Contact: _____ Phone: _____
 Partner #1: _____ Partner #2: _____
 Address: _____ City: _____
 State: _____ Zip: _____ E-Mail: _____
 Song: _____ Artist or Specific Version: _____
 I will bring my own Karaoke Version CD: _____ (Check if Yes)

Drop Off Locations:
 Park Place Restaurant
 7-9 East Park Place
 Norwich NY
 or
 Fred's Inn Restaurant
 Route 12
 Norwich, NY

Mail to:
 Kerri Green
 Celebration Creations
 54 West Main Street
 Sidney NY 13838

Any Questions, Contact Event Coordinator:
 Kerri Green at 607-267-8541 or kerri@celebration-creations.net

Contestants will be contacted with the date they have been assigned to. You are encouraged and welcome to attend all other rights of competition.

7-20 & 7-27 Editions

Park Place Restaurant & Lounge
Idol Competition
Cash Prizes!
 Come Out this Saturday to Join In or Just Enjoy the Competition! Starting @ 9 pm
CONGRATULATIONS TO ROUND ONE WINNERS
 - Leslie Pasco - Marty Kuhn
 - Dave Doing - Paul Sims
 - Sarah Hovey

This is Your Last Chance to Sign Up. Sign Up Today!

Prizes
 1st \$250
 2nd \$125
 3rd \$75

Registration Forms at Park Place Restaurant & Fred's Inn Restaurant Online at: www.celebration-creations.net

7-9 East Park Place • Norwich, NY 607-336-PARK (7275)

8-3 Edition

Park Place Restaurant & Lounge
Idol Competition
FINALS THIS SATURDAY AUGUST 14th starting at 9 pm
Congratulations to our Finalists:
July 31st - Top 5: Dave Doing, Sarah Hovey, Marty Kuhn, Paul Sims, Leslie Pasco
August 7th - Top 5: Morgan Smith, Kisha Estelow, Deena Wrieden, Nathan Evan, Brian Golden

Make Sure You Come and Cheer on Your Favorites!!

The 10 Finalists Will Be Doing Their Best To Win These Cash Prizes

Prizes
 1st \$250
 2nd \$125
 3rd \$75

7-9 East Park Place • Norwich, NY 607-336-PARK (7275)

8-10 Edition

In addition to their normal advertising, Park Place ran Idol Competition-specific ads in the Good Times section of the 7-20, 7-27, 8-3 and 8-10 editions of the Norwich and Sidney Pennysavers.

These ads netted the company a total of \$240 over the four weeks. (\$80 each for the 2x8s and \$40 each for the 2x4s). This is a pretty standard print package, but how can we go beyond it?

Pennysaver Social Media Coverage:

Event Tabs:

The Idol Competition was hosted on the “Events” tab of the Pennysaver Facebook page where people could talk about the event, RSVP and post photos or video from the event. This basically acted as a hub for all things Idol Competition related.

Two of these Event listings were created for both the Second Round on Aug. 7 and for the finals on Aug. 14. As you can see, many people RSVP'd and the Pennysaver posted appropriate materials related to the events such as blogs and photos.

Idol Competition at Park Place Public Event I'm Attending Maybe No

Time: August 7 - 9:00pm - 11:30pm
 Location: Park Place Restaurant & Lounge, 7-9 East Park Place, Norwich, NY
 Created By: Pennysaver
 More Info: Come Out this Saturday to Join In or Just Enjoy the Competition!

CONGRATULATIONS TO ROUND ONE WINNERS
 - Leslie Pasco
 - Marty Kuhn
 - Dave Doing
 - Paul Sims
 - Sarah Hovey

Prizes
 1st \$250
 2nd \$125
 3rd \$75

7-9 East Park Place • Norwich, NY 607-336-PARK (7275)

8 Attending, 31 Awaiting Reply, 9 Not Attending

Stacy Atwell, Deena Wrieden, Maggie De Tomi, Cheryl Whitmore Welch, Leslie Pasco, Brian D. Golden, Carolyn Steward, Donna Bernstein

Pennysaver Photos from Round 2:
 Idol Competition - Round 2 - Aug. 7th: The second group of participants competed in the Idol Competition on August 7th at Park Place Restaurant & Lounge. The final 10 will compete Aug. 14 at 9 pm.
 By: Pennysaver
 Photos: 33

August 9 at 4:56pm · Comment · Like · Share · Flag

Connie Silverbrand Sounds like fun, but My New Obsession has a gig at Uncle Tony's Saturday night. Hope everyone has a blast!
 August 6 at 9:45am · Comment · Like · Flag

Kecia Fumaro-Burton we will be at a friend's party that night. I am sorry we will miss it. I am sure you will move on in the competition though and we will see you the next time. good luck!
 August 5 at 10:53pm · Comment · Like · Flag

Pennysaver Don't miss out on the blog post about the Idol Competition:
Idol Competition at Park Place this Saturday = Pennysaver Blog
 www.pennysaveronline.com
 At 9 p.m. on Saturday, Aug. 7, Park Place Restaurant & Lounge will host the second part of their Idol Competition. Similar to American Idol, the contestants who choose to participate use their voices to awe the judges and crowd.
 August 5 at 8:21pm · Comment · Like · Share · Promote · Flag

Cheryl Whitmore Welch This time I WILL be there!!!!
 August 5 at 6:13pm · Comment · Like · Flag

Leslie Pasco Will be alot of fun!
 August 5 at 5:53pm · Comment · Like · Flag

Stacy Atwell likes this.

Pennysaver Here's an article about the event from the Evening Sun. To post your own comment to the wall, hit one of the RSVP buttons near the event title.
Park Place Idol competition to expand
 www.evesun.com
 NORWICH Due to the unexpected success and turnout at the first round of the Park Place Restaurant and Lounge Idol competition last Saturday night, owner Dave Crelo has...
 August 5 at 1:54pm · Comment · Like · Share · Promote · Flag

Round Two Event Page (Aug. 7)

Idol Competition Finals at Park Place Public Event You are Attending

Time: August 14 - 9:00pm - 11:00pm
 Location: Park Place Restaurant & Lounge, 7-9 East Park Place, Norwich, NY
 Created By: Pennysaver
 More Info: Come Out this Saturday to Enjoy the Competition!

CONGRATULATIONS TO OUR FINALISTS
Round 1:
 - Leslie Pasco
 - Marty Kuhn
 - Dave Doing
 - Paul Sims
 - Sarah Hovey
Round 2:
 - Morgan Smith
 - Kisha Estelow
 - Deena Wrieden
 - Nathan Evan
 - Brian Golden

Prizes
 1st \$250
 2nd \$125
 3rd \$75

11 Attending, 7 Maybe Attending, 36 Awaiting Reply, 4 Not Attending

Lori Levingood-Seary, Kayle Hafle, Cheryl Whitmore Welch, Leslie Pasco, Shawn C Sastri, Brian D. Golden, Fred Goldby, Mike Spier

Pennysaver This should be a heated competition! If you're going and a Pennysaver fan, you're in luck. After you attend the event, just post that you were there and be entered into a random drawing for one of five (5) \$20 Gift Certificates from Park Place!
Idol Faceoff: Golden vs. Pasco; Prizes for people that attend = Pennysaver Blog
 www.pennysaveronline.com
 With the final 10 contestants all lined up for Saturday's Idol Competition Finale at Park Place Restaurant and Lounge, the contest, which starts at 9 pm, is sure to be fierce.
 August 13 at 2:31pm · Comment · Like · Share · Promote · Flag

William Piper Sorry we cannot be there.
 August 10 at 8:11pm · Comment · Like · Flag

Kimberly Kuhn Hoping to make it!!!
 August 10 at 11:51am · Comment · Like · Flag

Pennysaver Be sure to check out the photos from Round 2! To comment or write on the wall, be sure to hit one of the RSVP buttons near the Event title...
Idol Competition - Round 2 - Aug. 7th The second group of participants competed in the Idol Competition on August 7 at Park Place Restaurant & Lounge. The final 10 will compete Aug. 14 at 9 pm.
 By: Pennysaver
 Photos: 33
 August 10 at 10:06am · Comment · Like · Share · Flag

Pennysaver New Blog Post: Check out more info about the finalists and the event...
Idol Competition finals are set = Pennysaver Blog
 bit.ly
 After fierce competition by 16 contestants last Saturday night, the final 10 in the Idol Competition has finally been decided. Morgan Smith, Kisha Estelow, Deena Wrieden, Nathan Evan and Brian Golden will join last week's top 5 of Dave Doing, Sarah Hovey, Marty Kuhn, Leslie Pasco and Paul Sims. Thos...
 August 9 at 5:15pm · Comment · Like · Share · Promote · Flag

Finals Event Page (Aug. 14)