

# ARE YOU THE NEXT TONESLABS ARTIST?

## THE FLATPICKING GUITAR CONTEST

We're on the hunt for **one badass guitar picker** to join the inner circle. If you've got the hands, the hustle, and the heart to represent the best in the business — step up and show us what you're made of.



### 1. THE GRAND PRIZE: THE ARTIST PACKAGE

Win this, and you're not just getting gear. You're getting a full one-year official endorsement deal and everything that comes with it.

#### The Picks

Receive Premium ToneSlabs of your choosing and a chance to design a signature pick.

#### The Essentials

A curated haul of official ToneSlabs accessories and Slab merch to rep the brand.



### 2. THE MEGAPHONE: ARTIST ADVOCACY

We don't just hand you gear and wish you luck — we hand you a platform and want to support you. Your talent deserves an audience, and we've got one.

#### Social Spotlight

Dedicated features and performance clips pushed across all ToneSlabs channels to the global music community.

#### Verified Status

Take your place among the scene's elite as an official representative of the Slab movement.



### 3. THE INNER CIRCLE: R&D ACCESS

We're obsessed with finding the next great material — and we want your ears to help guide us in the Laboratory.

#### Beta-Testing Rights

First access to unreleased materials, experimental shapes, new bevels, and fresh prototypes before anyone else even knows they exist.

#### Design Feedback

Your direct input shapes future ToneSlabs products before they ever hit the market. You're not just an ambassador — you're a collaborator.

**Submit email and post your reel by April 1st 11:59pm (ET).**

**Contest winner(s) will be announced by April 16th.**



## THE REQUIREMENTS: WHAT WE'RE LOOKING FOR

### **The Hands — Absolute Fire**

We're not here for "good enough." We need pickers with the tone, the taste, and the velocity to match our materials.

### **The Presence — Digitally Active**

You're already out there — posting, engaging, sharing your music, building your corner of the community. We want someone who shows up online and on stage.

### **The Person — The Trusted Ambassador**

Gear matters. Character matters more. We need a good-faith rep — someone respected in the scene who carries the ToneSlabs name with integrity whether they're on stage, in the studio, or deep in a parking lot jam at 1am.



## THE JUDGES: SERIOUS EARS ONLY

This isn't a popularity contest decided by an algorithm. Your submission will be evaluated by a hand-picked panel of people who've lived and breathed music their entire lives.



### **Professional Musicians**

Working artists who know the difference between good tone and great tone — because they've spent decades chasing it themselves.



### **Music Industry Leaders**

Producers, engineers, and tastemakers with ears trained by years in studios, on stages, and behind the scenes of the industry.



### **The ToneSlabs Team**

The craftspeople behind every pick — obsessed with tone, timing, and the players who push both to their limits.

*These judges have heard it all. Impress them anyway.*

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## HOW TO ENTER: RULES & GUIDE

### Step 1 — Film Your Reel

Record a 30–90 second vertical iPhone-style Instagram **REEL** of your absolute best playing by. Instrumental only — and yes, we dare you to lay down some rhythm. This is your audition stage, so treat it like one.

#### Your Reel must:

- Tag @ToneSlabs on Instagram and add us as a collaborator
- Include these hashtags (plus any others that fit your style):

*#toneslabs #tone #pickingcontest #endorsement #mandolin #guitar #banjo #dobro #acoustic #music #artist #boutique*

### Step 2 — Know What We're Judging

We're listening hard. Here's what moves the needle:

- Tone — Does your sound make us lean in?
- Timing — Groove is everything. Don't rush the magic.
- Musicality — Take us somewhere. Tell a story without saying a word.
- Social Media Presence — We want to see you. Your personality, your engagement, how you connect with an audience. This isn't just a playing contest — it's about who you are as an artist and ambassador.

### Step 3 — Email Your Submission

Posting your Reel on Instagram is step one. Step two: EMAIL your submission to [CONTEST@TONESLABS.COM](mailto:CONTEST@TONESLABS.COM).

In the body of your email, tell us in 2–3 sentences why you should be the face of ToneSlabs. Make it personal. Make it real. We read every word. USE THE EMAIL TEMPLATE PROVIDED!

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## EMAIL TEMPLATE

**To:** CONTEST@TONESLABS.COM

**Subject:** ToneSlabs Ambassador Contest Submission — [Your Name]

Hi David, Frank, and the ToneSlabs Team,

Please find my video submission for the ToneSlabs Endorsing Artist / Ambassador Contest attached.

*[Example Body Below - Add your 2–3 personal sentences here — this is your chance to shine!]*

I've been a devoted follower of ToneSlabs and its commitment to The Pursuit of Perfect Tone — a pursuit I share every time I pick up my instrument. My playing centers around [e.g., clean bluegrass drive / melodic jazz articulation], and I'd be honored to carry the ToneSlabs name on stage and across my social platforms as a true Tonal Advocate.

**Contact Info:**

[Your Name] | [Address] | [City, State, Zip] | [Phone]

**Social Media:**

Instagram: @[YourHandle]

Reel Link: [paste link]

TikTok / Facebook / Other: [handles]

**Pick of Choice:**

ToneSlabs Pick — Shape: [ ] Thickness: [ ] Bevel: [ ]

Thank you for this opportunity. We're ready to make some noise together.

Warmly,

[Your Name]

**Now go record something unforgettable. We'll be watching and listening.** 🎵

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