

# ECONET THEME SONG COMPETITION

DROP  
YOUR  
BEAT



## HOW TO ENTER

Now, first things first; this competition is for unreleased music. What does that mean? We're looking for original tracks of ANY genre that have never been published or heard before on any platform. It could be Mapiano, Gqom, kwaito, Hip Hop, R&B or Soul etc.

Get in studio, record, produce and submit a 3 min track.

## Entry Requirements

- Compiled original song (3min max - MP3 audio)
- Full name/s and Surname/s
- Stage Name
- Short bio/profile
- A picture of group/individual
- \*Entries should be emailed to [themesong@etl.co.ls](mailto:themesong@etl.co.ls)

## BRIEF FOR SONG COMPILATION

For your song compilation, please refer to the guidelines below regarding the content.

Econet Telecom Lesotho is a telecommunications company that offers voice and data solutions for individuals, households businesses.

Our theme for the year is Lesotho's Best Data Network. We offer mobile and fixed internet solutions countrywide through various products, namely; Unlimited WiFi for home and office through Econet Fibre, 4G/LTE, ADSL with internet speed of up to 1000mbps. Our affordable data offerings can be accessed on either contract or prepaid options. The prepaid packages for individuals, come in daily, weekly and monthly validity periods.

For voice products, we have our famous voice bundles known as Ts'oara Bohle Hohle. These calling minutes allow an individual to call ALL networks in Lesotho – yes both us and the other one.

Through EcoCash - a mobile money solution that allows you to transact using your mobile phone, EcoCash has become an indispensable partner in the country's drive to enhance financial inclusion for unbanked population of our society. The convenience of this service is in the users' ability to easily pay bills, send money, buy airtime and data using any mobile phone with Econet's SIMcard from anywhere as long as you have Econet network – even while roaming.

EcoSure is our funeral plan that covers you and the rest of your family members from as little as M15p/m with up-to M50,000 in pay outs for a M75 monthly premium.

\*100# is the passport to all Econet Telecom Lesotho services.

We have a Corporate Social Investment arm called Higherlife Foundation Lesotho and 2% of our annual revenues go towards funding education and well-being of its beneficiaries. To date, over 1300: in local high schools, local tertiary institutions, Eswatini, Canada and United States of America have benefitted from this social impact organisation.

Should you need assistance we are reachable every day from 6am to 10pm through our contact centre 100 or WhatsApp 66100100, social media pages, website chat– etl.co.ls or any Econet shop countrywide.

## **TERMS AND CONDITIONS**

- The songs submitted for this competition are assumed to belong to the participants who submitted the songs for the entry in the competition, not any other person
- Econet will hold all copyrights to the winning song
- The winner(s) will not use the song to promote his or her work after the competition
- Econet will use the song for an unlimited period on different platforms
- For the general public, voting will be in the form of likes on each song post from the selected top 10 – which means one person can only vote once on each platform. Whereas the Econet staff will be required to vote via WhatsApp line. Each staff member is eligible for one vote
- Winners will be determined through a 60:40 ratio, based on public and staff votes respectively
- Entries submitted on any channel apart from the one stated and communicated with the public will not be taken in to consideration
- Prizes will be disbursed through a payment method preferred by the winners
- Open lines for queries about the competition will be all ETL query touch points Call Centre 100, WhatsApp text line and social media chat platform
- Entries are open from 2nd to 16th September
- Winners will be interviewed on different platforms and media houses – Radio, Newspaper etc