



LOS ANGELES ROCK COLLECTIVE

YEAR 1 RECAP (2022)

FOUNDATIONAL INFORMATION

OUR CONCEPT

BANDS SUPPORTING BANDS - Our Goal is to create a Free, Mutually Supportive Community of LA's Best Emerging Rock Bands. Our objective is to raise awareness for the Rock n' Roll scene in Los Angeles as well as support, promote and create opportunities for the Bands within the LA Rock Collective.

COMMITMENT

Members of our Community support their Fellow Collective Bands by honoring the following two commitments:

1. Bands attend our monthly Events and bring out their friends, fans and family members (whether or not they play in the Event). *This creates tremendous leverage when booking other venues and it gives EVERY Band the opportunity to access new Rock n' Roll fans as well as capture amazing promotional collateral (pictures and video).*
2. Bands promote our monthly Events on their Social Media pages (whether or not they play in the Event). *We are growing something special. Everyone needs to pitch in and promote our Events together to establish a strong reputation throughout Los Angeles.*

THE IMPORTANCE OF BRINGING A DRAW

Our goal of building a strong Reputation throughout Los Angeles depends on all LARC Bands honoring the Draw and Promotional commitments outlined above. A consistently large Draw will help us to establish a strong Reputation in LA. This reputation will likely lead to continued opportunities for all Rock Collective Bands. These opportunities involve new Venues wanting to host LARC Events, additional Partnerships / Sponsorships and continued Press coverage. Our Collective accomplishments in 2022 have demonstrated the strong viability of our concept.

Below, you will see what we have been able to build together (2022 Developments). Our average draw has been between 120 -160 per Event. Though this is an outstanding Draw, the great news is that, if all Collective Bands were to truly honor the commitments noted above, we would be a force to recon with. More specifically, if 40 Bands (with an average of 4 members) consistently brought out two friends and/or fans per band member, we would have a Collective draw of 480. What venue would turn that away? When you think about this example, it's quite clear why our Collective commitment to Draw is at the core of our concept.

END OF YEAR DRAW TOTALS

Below is a list of the Bands with the Highest Draw and Average Draw Totals for the second half of the year (July, August, October and November):

<u>Band</u>	<u>Total Draw</u>	<u>Average Per Event</u>
Dusk	55	13.75
HVNTED	46	11.5
Carry the Day	30	7.5
The Toxhards	29	7.25
State Five	23	5.75
The Pride	22	5.5
Joshua Gomez	22	5.5
Joker's Hand	20	5

2022 DEVELOPMENTS

GROWTH

The LA Rock Collective launched with 10 Founding Bands, on January 24, 2022, at the Hard Rock Café in Hollywood, CA. LARC now consists of 47 Bands (active and non-active). We have held a total of 7 Events in 2022:

<u>Location</u>	<u>Months</u>
Hard Rock Café, Hollywood	January, March and April
Black Rose LA	July and August
Catch One, LA	October and November

17 Bands performed in 2022 (19 Bands were asked to play).

PARTNERSHIPS/SPONSORS

Several Relationships, Sponsorships and Partnerships were developed to benefit all LARC Bands in 2022.

Hidden Bands - Music promotion and distribution app (Europe and US)
<https://hiddenbands.com/>

Highwire Daze - Music Magazine (print/online) offering LARC Bands press opportunities.
<https://highwiredaze.com/>

Music Photographers - Providing amazing shots (collateral) for Band exposure and promotion. These Photographers include:

Stephen Brownlee
<https://stephenbrownleephoto.com/>

Jessica Greif
<https://www.jessicagreif.com/>

Vivian Ortega
<https://www.viviansofinch.com/>

Linda Emord
<https://www.eyeshutter4u.com/home>

A&R Label Representatives – A&R Reps have come out to our Events to meet the Bands and share helpful information. These Reps remain involved and come out to our Events.

Nico LaRocca, We Are Triumphant / Thriller Records

Jonathan Rego, Fearless Records

Blurred Culture - Online music blog offering LARC Bands press opportunities. The Owner/Operator is a music attorney who has also offered guidance to one of our Bands.
<https://blurredculture.com/>

Eargasm - High quality earplugs offering LARC Bands Sponsor and Ambassador opportunities.
<https://eargasm.com/>

Eric Bradley of Guitar Center Hollywood - Offers LARC Bands an Artist Relations discount.

Frank Stallone Guitars - Guitar Company offering LARC Bands Ambassador and Promotion opportunities.
<https://frankstalloneguitars.com/>

Sticker Plug LA - Offering discounts on stickers to all LARC Bands. Cross promotional opportunities as well.
<https://www.stickerplugla.com/>

Music Alliance - Offering LARC Bands a Pro Level Membership featuring mentorship and educational opportunities. Discounts as well.
<https://linktr.ee/musicalliance>

PRESS COVERAGE

The following media outlets featured the LA Rock Collective in 2022:

Fox 11 News

Spectrum News

Dr. Drew Podcast

Highwire Daze

Blurred Culture

No Cover Magazine

VENUE PARTNERSHIPS

Because of the LARC concept ensuring a sizable draw, venues have been willing to donate their stage in exchange for the potential of increased food and beverage sales and, in some cases, ticket sales. It should be noted that these relationships are contingent upon our Collective draw. This means that, if our draw is low, these venues would likely terminate our partnership. And, if our draw is strong, these venues would likely want to host LARC Events on Saturdays and/or more than one day per month. Below are the Venues with which we've partnered:

Hard Rock Cafe, Hollywood – HRH has made clear that LARC Bands can play Acoustic Shows on their stage.

Blackrose LA – Although they were forced to close, they will be back at a new locations and they have voiced that they want LARC back.

Catch One LA – They want to work with LARC and grow the Events with us.

Lucky Strike, Hollywood- They want to host our Events beginning in January, 2023

Great job everyone! These developments are a product of our Collective efforts. Great Bands, Active Fans, Amazing Photographers, Generous Partners, Supportive Venues and, quite simply, a wonderful group of Kind and Talented People. Let's continue to work together to create more opportunities for all of you in 2023.