

# THE ROCK COLLECTIVE



## CHANGES FOR 2023

### INACTIVE BANDS WILL BE REMOVED

Our Community is rooted in the concept of “Bands supporting Bands.” It’s totally Free. The only Commitment is “Time.” Every Band shows up and brings people out with them to our monthly Events – Whether or not they are playing. Bands who have honored “The Commitment” have been asked to play. Those who have not honored “The Commitment” have not been asked to play. Nineteen Bands were asked to play in our seven Events in 2022.

Inactive Bands can reduce the overall morale of our Community. To date, there are 47 Bands who have asked to join The Rock Collective. However, some of these Bands have yet to attend an Event, post about our Events online or engage in our Group Chat.

Our Community is dependent upon “All” of the Bands in our Community consistently attending our Events (with a draw) and promoting them on social media. It’s this Commitment that will create a strong Reputation for The Rock Collective. And, for Bands in Our Community, this will likely translate into (among other things):

- Exposure to new Bands
- Exposure to new Fans
- Opportunities to play at new venues
- Opportunities to play with new Bands
- Media opportunities and Exposure
- Sponsorship and Partnership opportunities
- Increased leverage when booking shows
- Working with other Communities like ours
- New exciting and prominent Speakers at our Mixers

Keeping inactive Bands within our Community only serves to take away from the Reputation we are working so hard to build. It normalizes a selfish approach in which a Band only shows up when they are playing. It dishonors all the Bands who have worked hard to support the rest of you. And it erodes the Reputation of The Rock Collective as a whole by limiting the predictability of our draw. Venues do not want to take a risk on hosting our Community if it means they 'could' lose money.

For these reasons, we will be removing these Bands from our online presence, guest lists and Partnership Opportunities. These Bands are welcome back whenever they can honor The Commitment.

## **PERFORMANCE ROTATION WILL BE BASED ON HONORING "THE COMMITMENT"**

We certainly have accomplished a lot in our first year (See the 2022 Recap). It's clear that we can create even more opportunities for Active Bands in 2023. Because honoring The Commitment is essential for our growth, we will be making the following changes in 2023:

1. We will continue to track Band Draws at each Event (Please make sure that people you have out to an Event check in under your Band name). We will also track promotional posts. Stage time will be awarded to those Bands who honor The Commitment.
2. We will be trying a new System to award Stage Time. This new system will operate as follows:
  - 1 point will be given to a Band for each Band member who attends an Event - whether or not that Band is performing.
  - 1 point will be given to a Band for each person they bring to an (Draw) - whether or not that Band is performing.
  - Once a Band reaches 20 points, they will be put into the Rotation to play an upcoming Event.
  - 20 points will be deducted from a Band's Draw total after that Band performs.
  - Bands will not play 2 consecutive Events - Unless needed due to exceptional circumstances.
  - If no Band has accrued 20 points, the Band with the next highest point total will be awarded stage time. In this case, that point total will be deducted from the Band's Draw totals after that Band performs.

## **NEW, ALL-AGES LOCATION: LUCKY STRIKE HOLLYWOOD**

On January 15, we will be holding our January Rock Party at Lucky Strike, Hollywood. Lucky Strike will be providing Bands with a variety of new benefits to our Bands including discounts and free-bees on food, drinks and bowling. These benefits are new for our Community and they should help make our Rock Parties even better.

## **ROCK N' BOWL**

Lucky Strike has agreed to open bowling lanes for the Bands in our Community. This should be a great opportunity for all of our Active Bands to hang out, have fun and meet some of the other Bands.

## **NEW SPEAKER: VICKY HAMALTON**

Exciting News!

Vicky Hamilton has committed to speak at our January Rock Party on January 15, 2023. This will take place during our All Band Mixer at 5 PM.

Vicky Hamilton is a Grammy award-winning music industry executive, personal manager and writer. She has been featured in VH-1's "Behind the Music" and "Driven," The BBC and The Biography Channel.

As a Grammy Award-winning music executive, Vicky has discovered and developed the careers of Guns N' Roses, Motley Crüe, Poison, Faster Pussycat and many others.

With over 30 years of experience in the music industry, Vicky has worked as an A&R Executive at Geffen Records, Capitol Records and Vapor Records. She also owned a successful independent record label which won a Grammy Award for June Carter Cash. The combined acts that Vicky has developed and managed have sold over 250 million units. Very few industry players can say this.

Vicky is finishing a worldwide book tour for her memoir, "Appetite For Dysfunction," managing and consulting with several music acts and starting a new record label – Dark Spark.