

# THE ROCK COLLECTIVE



## General Information

Event:	<b>The Rock Collective April Rock Party</b> <a href="http://www.RockCollective.net">www.RockCollective.net</a> Instagram: @LARockCollective Email: <a href="mailto:LARockCollective@gmail.com">LARockCollective@gmail.com</a>
Location:	Lucky Strike Hollywood 6801 Hollywood Blvd. Hollywood, CA 90028
Contact/Press Inquiries:	David Swanson (818) 687-9082 <a href="mailto:LARockCollective@gmail.com">LARockCollective@gmail.com</a>
Event Date/Time:	April 16, 2023, 2 PM to 9:30 PM
Tickets Price:	Free, All-Ages
Sound Engineer:	TBA
Stage Manager:	Sean Herzfeld 323-467-7776, ext. 225
Bands (Order TBD):	So Vain ( <a href="https://www.instagram.com/sovainofficial/">https://www.instagram.com/sovainofficial/</a> ) Chasing Desolation ( <a href="https://www.instagram.com/chasingdesolation/">https://www.instagram.com/chasingdesolation/</a> ) King Queen ( <a href="https://www.instagram.com/kingqueen.music/">https://www.instagram.com/kingqueen.music/</a> ) Satellite Citi ( <a href="https://www.instagram.com/satelliteciti/">https://www.instagram.com/satelliteciti/</a> )

# THE ROCK COLLECTIVE



## Global Schedule

2 PM to 4 PM	Live Bands Load in
2 PM to 4 PM	Rock n' Bowl
	All Band Bowling Party ( <i>Free for Bands to Participate</i> )
2:00 PM to 4:45 PM	Sound Checks
5 PM to 6 PM	All Band Mixer
	Guest Speaker: Eva Black, Eva Black Mgmt & Nico LaRocca, A&R, Thriller Records
5 PM to 6 PM	Friends, Family and Fans Arrive
6 PM	Welcome, Introduction and Announcements (Host)
6 PM to 6:30 PM	Band One (30 Min. Set)
6:30 PM to 6:45 PM	Transition with Host
6:45 PM to 7:15 PM	Band Two (30 Min. Set)
7:15 PM to 7:30 PM	Transition with Host
7:30 PM to 8 PM	Band Three (30 Min. Set)
8 PM to 8:15 PM	Transition with Host
8:15 PM to 8:45 PM	Band Four (30 Min. Set)
9 PM	All Bands Group Photo on Main Stage

- Set Order Announced to Bands at 5:40 PM on the day of the Event

## **Guest Speaker at All-Band Mixer:**

### **Nico LaRocca, A&R Thriller Records**

Nico is a graduate of the Icon Collective Music Business Program.

After completing the Program, Nico started his A&R career as an Intern at We Are Triumphant. Many of you have been to the Label house in 2022. In 3 short years, Nico was elevated to the Role of We Are Triumphant's Head of A&R. In 2022, Nico made the move to Thriller Records and is now a member of their A&R team. Thriller Records was created by Fearless Records creator, Bob Becker. Nico has proven to be one of the kindest, most generous music execs I've met to date. He has been invested in you guys, The Rock Collective, since our Launch in 2022.

### **Eva Black, Eva Black Management**

Eva is a Social Media Marketer for Shelter Media Group. She works with several artists such as Dance Gavin Dance, Veil of Maya, Dying Fetus and Cobra Man. She's also the creator of Eva Black Management where she manages Bands. She's currently managing Cherridomingo and she consults with several other Bands based here in Los Angeles.

# Our Concept

The LA Rock Collective is a mutually supportive Community of Rock n' Roll Bands and Fans who commit their 'time' to one another towards the mission of growing our Community together. Our Rock Party Events are designed to create a fun and engaging Community where everyone is welcome. We want to create a friendly environment where Fans and Bands can interact and connect. And we want to work together to create a reputation that the LA Rock Collective is the destination for a great night of Rock n' Roll.

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.

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.

# All Bands 'To-Do' List

## PROMOTIONAL COLLATERAL ON LAST PAGE

2 Weeks Prior

### **PROMOTE, PROMOTE, PROMOTE**

Tell Friends, Family and Fans about the Event.  
Create a draw and get people out to the Event!

Day of the Event

### **Show Up and Bring People**

This concept only works if everyone (every member of every band) commits to being at the Event whether you play or not.  
**Every band also needs to bring two (2) people (Friends, Family, Fans) whether your band plays that day or not.**

We want this to be a party atmosphere. Everyone is welcome. We want to grow this into something huge to maximize your opportunities for exposure and fan growth.

During the show, position yourself in front of the stage and bring the energy. Be the audience that you want them to be for you.

Schedule

### **Follow the Schedule Above**

There are many important things playing out at our Events. I want to make sure that all of you get the most out of it that you can (Interviews, Mixer, Group Photo, etc). The schedule will guide you as to where to be. If you're unsure at any point, find me or Nikole.

# Live Bands Schedule: Day of Show

2:00 PM to 4:00 PM	<b>Live Bands Load in</b>
2:00 PM to 4:00 PM	<b>Rock n Bowl</b> (When you can)
2:00 PM to 4:45 PM	<b>Live Bands Sound Check</b> Look for Sound Engineer Order of sound check will be announced at 3:00 PM All bands must bring guitar amps. Small amps preferred. Amps will be stacked in this order on stage and removed by each band after their performance, giving access to the next performers amps.
4:00 PM to 9:00 PM	<b>Check in with the Administrator</b> Get you Artist Sticker After checking in, find David Swanson at the Step and Repeat for your <b>Band Interview and Pictures</b> .
5:30 PM	<b>Doors Open</b> <b><u>HAVE YOUR GUESTS CHECK IN SO YOUR BAND GETS THE PERFORMANCE POINTS</u></b> Friends, Family and Fans arrive / Eat Tickets will be bought at the door.
6:00 PM	<b>Show Begins</b> 30 Minute Sets 15 Minute Transitions <i>Order of Performance will be provided at 5:40 PM</i>
9:15 PM	All Bands Group Photo on the Main Stage

## Venue Information

# LUCKY STRIKE

Located at  
Ovation Hollywood  
6801 Hollywood Blvd, Hollywood, CA 90028

## Stage and Tech Information

## Promo Reel

## Show Promo Tile



**THE ROCK COLLECTIVE**  
"THE LA ROCK SCENE'S BIGGEST NIGHT OF THE MONTH"  
SUNDAY, APRIL 16TH AT 5 PM  
LIVE PERFORMANCES BY  
CHASING DESOLATION  
KINGQUEEN  
SATELLITE CITI  
SO VAIN  
SPECIAL GUESTS  
EVA BLACK, EVA BLACK MANAGEMENT  
NICO LAROCCA, A&R THRILLER RECORDS  
**LUCKY STRIKE**  
6801 HOLLYWOOD BLVD, HOLLYWOOD, CA  
ALL BAND "ROCK N' BOWL" FROM 2 PM - 4 PM