

[ 1 | JOIN A BAND ]

## Reward Your Best!

Get into the most exciting Rewards + Incentive Program available.



[ 2 | LEARN THE ROPES ]

## Incredible Benefits!

Motivate your staff like no other traditional training event or incentive program can!

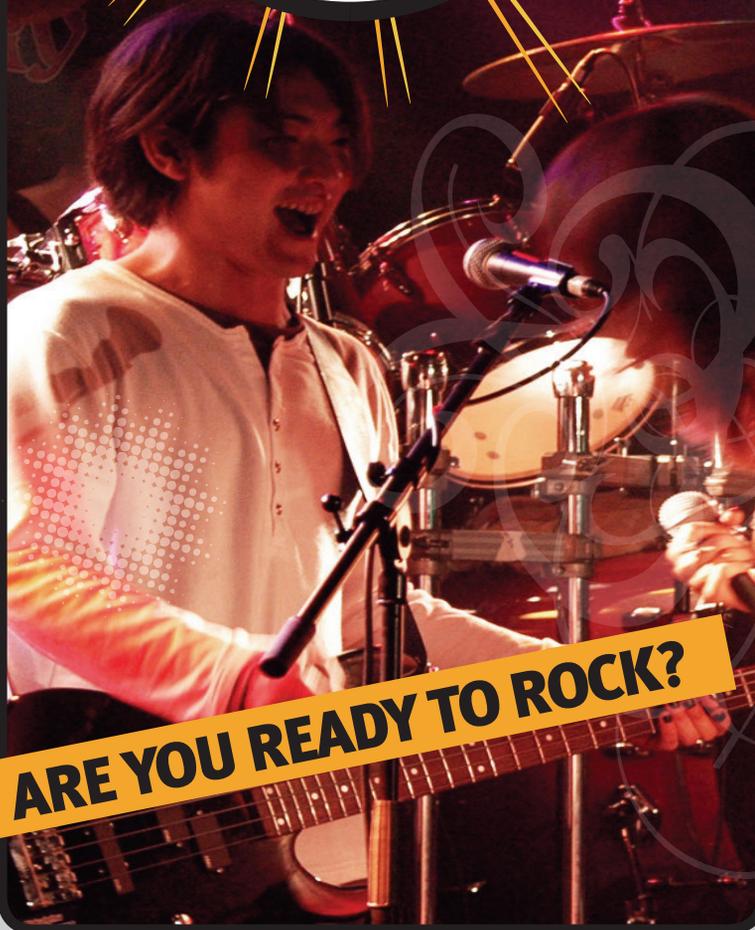


[ 3 | ROCK OUT LOUD! ]

## Rock As a Team!

Watch as participants take this new-found skill into their daily routines!

# LEAGUE OF ROCK



## ARE YOU READY TO ROCK?

Motivate and reward your team. Inspire your staff and give everyone the power to connect on levels you never thought possible.

**There's a place for everyone in the League Of Rock.**

# Get Out Of The Box & Get Onto The Stage!

*Get your team truly connected by combining the universal language of **MUSIC** with the excitement of **Rock'N' Roll!***

**The truth is ANYONE can play an instrument.**

Too often traditional team building events either favor athletes or heavy thinkers. The League Of Rock inclusive program provides visceral and cerebral experiences everyone can excel at.

Give people a relaxed environment, identify their strengths, and watch them collaborate like never before. Music is truly the universal language.

You and your colleagues will get out of the box and onto the stage like you've been in the same band since you were teenagers.

In this program participants experience the feeling of standing ovation, raw emotion and the excitement of one big concert performance.

We understand your business case and we know you have crucial objectives. Our Team Building program is customizable and can be

tailored to meet your objectives. We develop your program and focus it on achieving measurable results.

League Of Rock's event production team, professional musicians and coaches together with this program provide a truly powerful and unique opportunity.

Bring together colleagues of vastly differing social and professional backgrounds and use the universal power of music to communicate on levels they never have before.

With individual personalities and specific goals in mind, you'll place them in a highly collaborative situation where they must prepare under a compressed deadline for the final performance.

During the process our professional song writing coaches and musicians ensure great songs are produced while everyone enjoys the process.



THE ENTIRE CURRICULUM IS FOCUSED ON DELIVERING NUMEROUS, LASTING TANGIBLE BENEFITS TO EVERY PARTICIPANT



**The League Of Rock Provides A Team Building Experience Like No Other!**

# How The Program Works

**Get into the most exciting Rewards + Incentive Program available.**

## Get The Ball Rolling

The LOR creates single and multi-day events where all participants enjoy an authentic music experience. We work with you to create an environment where everyone collaborates and communicates in ways they never have before. You need to motivate your staff and give them the power to create, improve and develop. We work with you to create the collaborative results you need.

In addition to single and multi-day events, the League Of Rock's Team-Building programs can be customized to work before your sales meetings as icebreakers. Our events can be slotted into the middle of your programs to help break up the day and also help to wind down the end and reward participants for their hard work.

## Produce A Winning Event

The League Of Rock produces events for as few as 15 people and for as many as 400. Have you ever tried to rewrite the lyrics to a famous rock song? The challenge is fun, collaborative and, can be done by anyone, no musical talent required. The League Of Rock gives your staff all the tools, assistance and opportunities to write great lyrics. For those participants who can play, they're inducted into the LOR All-Star Band for the day. There are always enough fabulous instruments for everyone to play.

The League Of Rock will engage your staff, ignite their imaginations and give them a musical experience they've never had before.

Our carefully selected artists give participants a whole new understanding of intense team work, persistence and high-level achievement.

## The Music Rolls Right Into Your Boardroom

We manage every detail with white glove service. If there are five participants who play the guitar, then we'll have five of the best guitar setups possible... anyone and everyone who can play, joins the band for the day.

We work hard to ensure each and every participant feels completely comfortable and at ease. Our coaches are kind and generous and truly enjoy sharing the many years of experience they have in music performance. All instruments and supporting equipment is provided on a turnkey basis. We work with each venue to create an authentic music performance environment.

## Raves

"What a truly amazing event! My teams are collaborating more effectively than ever before. It took no time at all for our team to connect with the League Of Rock program. The show they put on to end the event was incredible! The band rocked and we really felt that we were a part of the show. It's one of the best team building events we've ever produced!"

**Ralph Chiarot - Unilever Canada**

"Thanks a bunch. You are great artists and great people. The event was amazing!"

**Team Leader - Pension Fund Company**

"Thanks again for the great day yesterday. We loved the event! The team was talking a lot about it today, and they all had a great time!"

**Derek Pollitt - Team Leader - Rogers**

"Thanks again Terry for putting together an awesome show/performance/team building event this has been my best week ever in my 10-year career at Unilever!!!!!"

**Stephen Kouri - VP of Sales - Unilever**

"A big thank you to you and your team/band for all of your efforts in planning an executing a great event."

**Pipeline Communications**

## Concert Experiences

Surprise your staff with a full on concert featuring a selected group of employees teamed with the League Of Rock All-Star Band. Our single and multi day events accommodate larger groups where 15 to 150 actually become the band and entertain your full staff of many hundreds or even thousands.

Small Groups of 15 to 30 participants enjoy an intimate and in the round experience where they collaborate with professionals in a focused day of music writing, performing and recording. League Of Rock cameras are rolling throughout and capture every moment for a documentary produced two weeks later.

# Rock In The Boardroom

**This is an authentic music experience.**

Participants contribute in the full music production process. Your teams need to continually strive and improve. We work with you to create an event where everyone thrives in a truly creative and collaborative environment.

## Introductions

Participants meet the LOR All-Stars, the production staff and get a scope on who they'll be working with during the event. LOR band members always take time to speak to the participants, tell road stories and provide pointers on how to excel in a highly collaborative music environment. The LOR's Host lays down the ground rules and explains the day's events.

## Concert

League Of Rock events are always kicked off with a powerful song set performed by the band. Everyone sits back and enjoys the music. No pressure, no work, just fun... even if the event starts at 9am.

## Lyric Writing Challenge

All participants are divided into Lyric Writing Teams. The challenge and highly interactive collaboration begins. If participants wish to turn a traditional rock song into a reggae song, then so be it. Roving musicians, songwriters and vocalists work with teams to create the best, funniest, grooviest, or most interesting lyrics. The room is filled with music, the interaction is amazing to watch.

## Performance Workshop

Those who can play an instrument are inducted into the band for the day. If there are five guitar players, then we bring five great guitars and amps. If there are five drummers, there's five drum kits. The band simply grows by the number of participants who join. The band creates arrangements so everyone gets lots of stage time during performances. During the song writing process, your staff musicians enjoy an incredible day of learning, jamming and collaborating with professional musicians.

## Rhythm Workshop

Now everyone joins the band. Participants who can't play an instrument are taught the rhythm of the song they just wrote from the ground up. The LOR's pro drummer takes all participants through the paces. This aspect of the day is always a very powerful and moving experience.

## Song Performances

The LOR All-Stars are trained and eager to perform the new lyrics to each song with or without participants. Of course everyone is welcome on stage and in most cases most participants feel safe and confident enough to do back up vocals. In all cases, song performances are always extremely gratifying and entertaining. Everyone loves the payoff when they hear their songs performed by professionals.

## Awards & Encore Performances

The day always winds up with awards in such categories as "Team With The Most Rock Spirit", or "Funniest Lyrics". The client is responsible for providing the prizes, but the LOR Hosts handle the whole prize awards process. All that's left to do is sit back and enjoy a final concert by the LOR All-Stars. Everyone comes away being inducted as honorary members in the League Of Rock.



## Documentary

Each event is shot on high definition video using multiple cameras. The LOR Team doesn't miss a moment. When the event is done, the LOR Production team then produces a documentary of the day's proceedings. Two weeks later your team is again surprised when they receive a two-disc set including a DVD of the event.



## CD Audio

The package would not be complete without a CD of all the newly written songs performed by your staff and the LOR All-Stars. This CD is the second disc in the two-disc set.



## Production Values

Roving camera crews surround your event and add to the music industry atmosphere.

The League Of Rock provides high production values in every respect. Traditional rock lights, staging, gear and everything you've come to expect from a big show are included in Team Building Event presentations.

## The Team

The League Of Rock is a powerful synchronized team comprised of celebrity, innovation, high level entertainment, event execution, marketing and communications expertise.

## Tailored Events

No team is alike and we know this well. Programs are tailored to the needs of each client. White glove service is top priority and attention to detail is paramount.

## Access

The League Of Rock is comprised of well-connected professionals who have deep relationships in the music industry. This gives our clients the benefit of access. As long as the professionals are willing to workshop in this environment, we can get them.

## Program Execution

On a weekly basis, members of our team produce events for up to 40,000 individuals. We know what white glove service and attention to detail means. We understand logistics. We work tirelessly to ensure each program is the best program we'll ever produce.



## There's Nothing Like Stories From The Tour Bus

Within each event we always add an intimate and in the round interview. Our hosts include rock radio personalities, famous VJ's and others who know how to get the greatest stories from musicians who tell them.

## Rewards

Each participant receives an award commemorating their performance, participation and their once in a lifetime experience. Shortly after the completion of the event you'll receive DVDs of the Event to distribute to all participants, other employees, other offices or even clients.

**Your team will jam & learn with some of the best musicians in the business!**

## What's Included in Your League Of Rock Event?

All the Equipment (guitars, amplifiers, keyboards, drums, microphones and sound systems, all the coaches, and double cd sets with audio and video for every participant.



Music industry professionals participate and coach through the complete process. Songwriters, singers, instrumentalists each help participants in all aspects of the song writing experience.

Based on your desires, the League Of Rock can provide star power ranging from young emerging rock bands to the originators of the British Invasion and many others in between.

We understand all participants may not wish to perform. There's a place for those who wish to participate and for those who simply wish to listen.



**www.LeagueOfRock.com**

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