



9th Annual FORTUNE Battle of the Corporate Bands @ The Rock and Roll Hall of Fame and Museum, Oct. 2-3, 2009

“This weekend’s experience at the Rock and Roll Hall of Fame Museum has been a highlight of my life. As a rock and roll band composed of architects, we found ourselves standing on a stage full of incredible equipment, in an iconic building designed by I.M. Pei, surrounded by rock and roll history, not to mention our families and friends.....nothing short of surreal. The Museum put on a First Class Experience, every step of the way.”

John McNulty - MBH Architects

“The lives this event touches is far reaching. First, you raise money to make a difference in kids lives through music. For the band it meant new friendships and a reawakening of our joy for music. One member of our band hadn't played in nearly 15 years and another was classically trained, but always wanted to rock. For our company, it ignited a buzz of positive energy and excitement. It was a riot to see co-workers drop their jaws when they heard us play for the first time. And, our families got to see us work for the love of music, not a paycheck.”

Dave McCalley - American Century Investments

“Thanks to you guys for giving the stage to corporate musicians. You are not just creating an outlet for expression and positive collaboration, you are encouraging people to step out of their shells to become individuals, if not total rock stars, for their 15 minutes.”

Shane McLaughlin – formerly of Sprint Nextel

Are you a member of the Best Corporate Band in America? We have seen some of the best there are come through this competition! For the ninth year running, the Rock and Roll Hall of Fame and Museum is hosting a celebration of

musicians who happen to have day jobs. More importantly, this event is a benefit helping to support the Education Programs of the Rock Hall.

The Rock and Roll Hall of Fame and Museum is a nonprofit organization that exists to educate visitors, fans and scholars from around the world about the history and continuing significance of rock and roll music. It carries out this mission both through its operation of a world-class museum that collects, preserves, exhibits and interprets this art form and through its library and archives as well as its educational programs.

FORTUNE is the premier business storyteller, helping senior executives understand the complex business landscape while honoring their time outside the office. While the FORTUNE Battle is certainly a competition on stage, the real magic of this event is uncovering so many passionate artists who practice and perform for the love of music.

With the partnership of NAMM, the international music products association, this event has been elevated in stature and further supports the value of recreational music making – particularly in the workplace where music fosters creativity, teamwork, discipline, commitment and focus.

Past winners include The Consumer Republic from Procter & Gamble in 08, Soul Focus from American Century Investments, Cambridge Australia, PANTS! From McKinney, Negative Feedback from eBay, The Residuals from Banc of America Leasing, The Raving Daves of PeopleSoft and our inaugural winners, The Difference from Air Products and Chemicals. These bands include CEOs and forklift operators from Allentown to Alameda to Switzerland. What makes these bands even more special is the difference they are making in the communities and at their companies raising money for charities and morale for employees.

The finals of the FORTUNE Battle this year will be Oct. 2 & 3 in Cleveland. There will be eight (8) finalists and it will be a two-step selection process that will include CD submissions followed by live regional qualifying (tentatively scheduled for London, Nashville and Los Angeles in June, July and August. Actual dates and locations will be finalized shortly).

Eligibility:

- ❑ 50% of the band must work for the same company
- ❑ The singer of your band must be an employee of the company
- ❑ When submitting your entry for the competition, you must list the names of your band members and the position they hold at the company. If there are people in your band that don't work for your company, their name and the company they work for need to be listed as well.
- ❑ If you are picked to compete in a regional competition and make it to the finals, you must compete in the finals with the same band members that played in the regional competition

- ❑ This contest is being offered only to amateur musicians. In essence, if you have someone in your band that doesn't work for the company and makes his/her living solely as a musician, it will not be permitted. NO STUDIO MUSICIANS, NO PRO CLUB CIRCUIT PLAYERS, NO RINGERS!
(Should anyone have any questions on this, feel free to call me for clarification)
- ❑ Your company should have at least 50 employees
- ❑ Nobody under the age of 21 will be allowed to play with any band

To Enter:

- ❑ Each band must submit a copy of a 3-song CD, a list of the names of each band member, the instrument they play and their position at the company. Send all of the above to: Steve Dobo -The Rock and Roll Hall of Fame and Museum – 1100 Rock and Roll Blvd. - Cleveland, OH 44114
- ❑ This CD is due no later than March 31, 2009 for the US and April 30, 2009 for European entries.
- ❑ There will be no entry fee for submissions. If your company is picked to play in a regional competition, there will be a \$1,000 fee.
- ❑ Each band that successfully submits the entry materials by March 31(US) and April 30 (Europe), 2009 will be listed in a special ad dedicated to the Battle in FORTUNE Magazine
- ❑ Your submission should be the best audio quality you can deliver.

Selection Process:

- ❑ By April 18, invitations to one of the two US regional qualifiers will be sent to 18 bands. These 18 bands will be divided into two regional competitions in Nashville and Los Angeles. Invitations for the European regional being held in London will be sent out by May 18.
- ❑ Selection will be conducted by a panel comprised of representatives from the Rock and Roll Hall of Fame and Museum
- ❑ Bands will be chosen based upon quality of musicianship. My suggestion is to send in the 3 songs you do the best. 99% of the entries are cover songs so we look for how well the song is covered. Vocals and musicianship are important as well so please send a good quality audio recording. Please make sure to include all contact info with the CD.
- ❑ Dates and locations of the Regional Competitions will be announced shortly
- ❑ The regional qualifying events will be 1-night competitions with each band playing a 20-minute set to show their best stuff for the judges
- ❑ The top three (3) bands* from each US regional qualifier will make the Finals in October. There will be one winner from Europe and new for 2009, a corporate battle competition in India will be sending their winner to the finals.
- ❑ The 8 finalists for the Battle Finals in Cleveland will be required to submit an entry fee payable to the Rock and Roll Hall of Fame and Museum of \$8,000 by September 14. Let me remind you that this is a fundraiser for

The Rock Hall Education programs. I would invite everyone to look at our Education Program offerings on our website at www.rockhall.com/events. Submission of the entry fee also serves as confirmation that each finalist adheres to the eligibility rules posted above. This entry fee entitles each band to:

- Listing in FORTUNE announcing the finalists for the 2009 Battle
- Listing in a custom FORTUNE section about the Battle to appear in a December 2009 issue
- Entry for all band members and 1 guest to the Friday night Warm Up Party at the House of Blues
- 30 VIP tickets for the Battle Finals Party (fully catered affair) on Saturday night at the Rock and Roll Hall of Fame and Museum
- Copy of the finals competition on DVD
- Exclusive gifts courtesy of the Rock Hall and the event sponsors
- Entry fee also entitles you to enjoy one of the most memorable experiences you have ever encountered!

Mailing address for submissions and event contact:

Rock and Roll Hall of Fame and Museum
Attn: Steve Dobo
1100 Rock and Roll Blvd.
Cleveland, OH 44114
216.515.1223
sdobo@rockhall.org

Please email Lisa Vinciguerra, Rock Hall Production Manager, with any questions
lisav@rockhall.org

This has become one of the Rock Hall's great fundraisers for our Education Programs and a once-in-a-lifetime experience for the bands that play. The passion and heart that drives these bands is inspirational for everyone who attends and for the employees back in the office who supported this amazing adventure.

Thanks for being a part of rock and roll and recreational music making. Good luck to everyone.