



12th Annual FORTUNE Battle of the Corporate Bands at The Rock and Roll Hall of Fame and Museum, Oct. 6, 2012

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 twelfth year in a row, 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 helps support the Educational Activities 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 perform for the love of music.

With the partnership of NAMM, the National Association of Music Merchants, 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 American PI from Ernst & Young in 2011, Shale Play from Chesapeake Energy, Strat 5 from Healthways, The Consumer Republic from Procter & Gamble, 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.

The finals of the FORTUNE Battle this year will be Oct. 6, 2012 in Cleveland at The Rock Hall. 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 in cities and dates to be determined. 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 30, 2012.
- ❑ There will be no entry fee for submissions. If your company is picked to play in a regional competition, there will be a \$2,000 fee.
- ❑ Each band that successfully submits the entry materials by March 30, 2012 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 13, invitations to one of the three regional qualifiers will be sent to 18 bands. These 18 bands will be divided into three regional competitions in cities and dates to be determined.
- 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 and vocals. 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 so please send a good quality audio recording. Please make sure to include all contact info with the CD.
- Locations of the Regional Competitions will be New Orleans in May, Chicago in June and San Francisco in July. The regional qualifying events will be daytime competitions with each band playing a 20-minute set to show their best stuff for the judges
- The top two (2) bands* from each regional qualifier will make the Finals in October.
- There will be two wildcard selections when all the regional competitions are completed and those two wildcard bands will move on to the finals as well.
- 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 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 2012 Battle
 - Coverage in a custom FORTUNE section about the Battle to appear in a December 2012 issue
 - Entry for all band members and 1 guest to the Friday night Warm Up Party at the House of Blues
 - 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
sdofo@rockhall.org

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