

BAND WELCOME KIT

THE 13TH ANNUAL **LAW ROCKS LOS ANGELES**

MARCH 22 & 23, 2024 | WHISKY A GO GO



CONGRATULATIONS, ROCK STARS!

We are pleased to accept your band to Law Rocks Los Angeles. We are thrilled to be back at the legendary Whisky a Go Go for the 13th year! We aim to provide a unique rock and roll experience that raises substantial funds for nonprofits serving the local community.

This welcome packet provides pretty much everything you (and your firm's marketing department) need to know!

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IMPORTANT DATES

FRIDAY, DECEMBER 29, 2023

Event sponsorships become available.

See package.

FRIDAY, JANUARY 19, 2024

Promo materials deadline.

Submit at lawrocks.org/band-profile;
see details on next page.

FRIDAY, JANUARY 26, 2024

Tickets on sale at 12pm PST!

Tickets go on sale and donations can
now be made at lawrocks.org/lax.

FRIDAY, MARCH 8, 2024

Order of play deadline (5pm PST).

The 2023 winners will select their timeslots. Then,
any Hall of Fame sponsored-bands, if applicable.
Next, the band with the highest combined total
(ticket/sponsorship plus donations) will pick,
and so on. Ticket sales and donations will
continue through the event.

FRIDAY, MARCH 8, 2024

Sponsor print deadline. The deadline for sponsor
logos to appear in official event program, although
new sponsorships will continue to be accepted.

THURSDAY, MARCH 21 2024 (5PM PST)

Set length deadline. Any band that has not
reached \$5,000 in ***tickets and sponsorships*** and
\$2,500 in ***donations*** will have five minutes deducted
from their set time, receiving 20 minutes total.

FRIDAY AND SATURDAY, MARCH 22 & 23, 2024

The concert! Sound checks will run at the Whisky
a Go Go in reverse order of play from approximately
2-5pm with the VIP pre-party starting at 5pm and
the concert beginning at 7:30pm.



LOS ANGELES EVENT LEAD



Amy Rupnow
Associate Director
of Events

ADDITIONAL SUPPORT



Omi Crawford
Director



Chloe Cipolla
Associate Director of Events



Ash Davis
Marketing and
Development Associate

WELCOME TO OUR 2024 US TOUR!

**I'm Amy - Associate Director of Events for Law Rocks,
and your trusty Los Angeles Event Lead!**

Congratulations on making the lineup for the 13th Annual Law Rocks Los Angeles! This show was my first introduction to Law Rocks and holds a special place in my heart. I'm excited to be your point person for this incredible event at one of our most iconic venues. Please don't hesitate to reach out with any questions. Let's rock!

TO DO LIST:

Connect us with your firm's marketing department. Firm marketing teams often serve a role in supporting and promoting the event! Please loop us in, as appropriate.

Follow us on social media. This helps us grow and makes it easy for you to share show info! We're most active on LinkedIn, but you can find us on your platform(s) of choice: [LinkedIn](#) | [Instagram](#) | [Facebook](#)

Submit Band Profile [here](#). This will be featured on the event page as well as social media and more. **Due Jan. 19!**

Submit Set List [here](#). Songs are first come, first served so submit ASAP.
Due Feb. 23

Questions? Reach out to Amy at amy@lawrocks.org!

SCORING AND AWARDS

Law Rocks events have raised over \$6 million! With each event benefiting local communities, there really are no losers - but yes, there are winners! Here is a breakdown of scoring for those of you interested in the nitty gritty.

OVERALL WINNER

The Overall Winner of the event will be the band with the **highest total score**. Scoring is divided into equal categories.

1/3

Donation Total

The total amount of funds raised for your local nonprofit of choice by your band.

1/3

Ticket/Sponsorship Total

The total amount in tickets and event sponsorships raised by your band.

1/3

Rock Panel of Judges Score

Judges score on technical ability, creativity, and audience participation.

SAMPLE OVERALL SCORING

In this overall scoring sheet Band C takes home the championship, winning the night!

	Band	Tickets/ Sponsorship	Rank	Charity Donations	Rank	Judges Avg. Score	Rank	Total	Overtime?	Final Total	Grand Rank
1	Band A	\$ 6,146	8	\$ 7,100	6	21.4	2	16		16	6
2	Band B	\$ 9,899	4	\$ 11,245	3	15.0	8	15		15	5
3	Band C	\$ 14,141	2	\$ 16,543	2	20.9	3	7		7	1
4	Band D	\$ 16,248	1	\$ 8,735	5	17.0	7	13		13	4
5	Band E	\$ 13,772	3	\$ 19,856	1	18.4	4	8	-1	9	2
6	Band F	\$ 8,697	5	\$ 9,011	4	23.6	1	10		10	3
7	Band G	\$ 7,097	7	\$ 6,209	7	18.2	5	19		19	7
8	Band H	\$ 7,689	6	\$ 5,919	8	17.6	6	20		20	8



JUDGES' CHOICE AWARD

The Rock Panel of Judges scores in **three** categories:

- 1 **Musicianship** - Your band's skill as musicians, including technical ability, how well your set list fits the band, your feel and interpretation of the music.
- 2 **Showmanship** - Stage presence, energy, creativity, costumes, confidence, and charisma. Did you put on an exciting show?
- 3 **Audience Engagement** - Was the audience into your performance? Regardless of how many people, were your fans dancing, singing along, cheering, vibing?

SAMPLE ROCK PANEL OF JUDGES SCORING

Here is a breakdown of the Rock Panel of Judges scoring, 1/3 of the overall scoring. The band with the highest judges' marks receives the Judges' Choice Award - Band F in this sample.

JUDGES SCORE	Judge 1	Judge 2	Judge 3	Judge 4	Average	Judge 1	Judge 2	Judge 3	Judge 4	Average	Judge 1	Judge 2	Judge 3	Judge 4	Average	Grand	Rank
	Technical Ability					Creativity					Audience Participation					Total	
1 Band A	10	9	10	10	7.8	10	9	10	10	7.8	9	6	7	7	5.8	21.4	2
2 Band B	6	8	5	6	5.0	6	9	6	5	5.2	6	7	5	6	4.8	15.0	8
3 Band C	8	9	8	8	6.6	10	10	8	8	7.2	9.5	9	9	8	7.1	20.9	3
4 Band D	10	10	5	6	6.2	6	10	6	6	5.6	7	9	4	6	5.2	17.0	7
5 Band E	8	7	7	7	5.8	9	6	6	9	6.0	9	8	6	10	6.6	18.4	4
6 Band F	10	10	9	10	7.8	10	10	10	10	8.0	10	10	9	10	7.8	23.6	1
7 Band G	7	8	6	8	5.8	7	8	9	8	6.4	8	8	6	8	6.0	18.2	5
8 Band H	7	8	7	8	6.0	7	7	8	8	6.0	7	8	6	7	5.6	17.6	6



THE HUSTLE & HEART AWARD

The Hustle & Heart Award will be given to the band that has the highest number of *unique donors* contributing in the **Donation** category. This band will receive *an additional \$2,000 minimum* for their nonprofit pick!

Unique donors means a band that has 40 donations from individuals totaling \$2,500 would win this award over a band that has one donor contributing \$10,000.

In order to qualify:

- The band must have reached both the ticket/sponsorship and donation minimums.
- Individual donations must be at least \$10 to count.
- All donations must come through Law Rocks to be counted.

WINNING TIPS FROM A PREVIOUS WINNER

How San Francisco's 2023 Hustle & Heart winner Morgan Lewis & ROCKius rallied winning support:

"We proceeded down two tracks, one internally and the other externally. As to the internal promotion, we worked with the leadership of our firm – who provided tremendous support – and internal marketing teams to promote the event and encourage donations, no matter how small. This included periodical email promotions, physical posters in the offices, and ROCKius "hoodies" available for donors at certain levels. We also circulated videos of the band to let everyone know how hard we had worked to get a good performance put together.

As to the external efforts, we encouraged promoting the event through various social media networks, providing all the links that could be used. And, of course, we rallied friends, relatives, and others to attend through old-fashioned word of mouth. We're particularly proud of this Award as it was the result of a lot of work and the efforts and contributions of a large number of our colleagues, friends, and families."



FUNDRAISING TIPS

Our best events are the ones with enthusiastic bands fundraising their hearts out! We aim to provide helpful tools and support, including a digital marketing toolkit and the most effective strategies.

Sponsorships

Sponsorships not only cover the cost of the event and help fund our Music Matters Grant - they also support your band in the competition!

We've seen a lot of success when bands seek sponsorships from the following organizations:

YOUR FIRM

Ask your firm to sponsor your band -

They get promotional opportunities, awesome exposure, tickets, and more.

Promote the show as a team bonding event and have the whole firm come out to support!

SERVICE PROVIDERS

Ask firm legal service providers -

from ediscovery to insurance providers to practice management and legal billing software companies and beyond - to support your band. After all, they want to make you happy AND they'll get exposure to a ton of potential clients! Many have a budget earmarked for this exact sort of thing.

THINK OUTSIDE THE BOX

While many sponsors are legal-related, **any business that would appreciate exposure** to our professional community is a good ask! Think tech, banking, or real estate—even your local restaurant might be interested in the marketing opportunity.

Need more ideas? [Schedule a call with Amy.](#)

Find the Digital Marketing Toolkit:

<https://lawrocks.org/lax-toolkit>

FUNDRAISING TIPS (Cont.)

Tickets & Donations

If your firm is behind your band, they can do a lot to spread the word across the office (or even better, all the offices of your firm). Winning band firms have sent an email to the firm world-wide asking everyone to donate to the band's charity and/or buy tickets to support. We know this isn't an option for every band; other suggestions include:

- **Motivate each member of the band** to reach out to their personal networks - not just the band leader(s)!
- **An old-fashioned email** to family, friends, colleagues, and personal networks can work wonders. No response? Don't be afraid to reach out again!
- While local friends can come out to the show, **long-distance friends can still donate** to support the band's charity pick!
- **The order of play deadline** (two weeks before the show at 5pm) can be a good 'ticking clock' reason to send an email and encourage support for your band.
- **Tell your law school (or college, or HS) buddies** what you're up to! Invite local friends to the show, ask faraway pals to donate.
- **Fan Club Forever** - Make sure your band's fan base knows you're performing. Band Facebook page? Email list? Be sure to let them know!
- **A LinkedIn post** can be helpful in spreading the word—even better if your firm also posts to their network. Post on LinkedIn, Instagram, Facebook, whatever social media platforms you use. Law Rocks is most active on LinkedIn. Connect with us so you can easily like/share/repost show-related posts!

[LinkedIn](#) | [Instagram](#) | [Facebook](#)

Need more ideas? [Schedule a call with Amy.](#)

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PLAYING THE EVENT

The Gig

- A live emcee will preside over the competition.
- Lighting, sound, “back line” equipment, and production will be provided by Law Rocks.
- The stage plot will remain the same throughout the concert to ensure fast changeovers between bands
- The concert will be professionally photographed; the high resolution photo files will be sent to all participants.
- The concert will be professionally filmed; the digital files will be sent to all participants.
- Shared green room(s) will be available for band members' use and storage of instrument cases, etc.

Ticketing

- Band members receive free General Admission to the concert but there are no additional comps (aside from five (5) tickets given to each nonprofit organization).
- Accepted bands must submit a complete and accurate band roster two weeks prior to the event for use at the door as well as for production staff of the venue.
- The event includes a pre-concert VIP celebration which band members may purchase discounted admission to, if desired.

Set Length and Playlist

- Each band is limited to one 25 minute set.
- Upon acceptance into the concert bands will receive a link to submit their playlist.
- Law Rocks prefers covers, but will consider original songs on a case by case basis.
- Song selection is on a 'first come, first served' basis. No repeats of the same song during a concert are permitted.
- Accepted bands must submit a final playlist and final band roster to Law Rocks one month prior to the show.
- If a band does not meet the minimum fundraising requirement they will have five minutes docked from their set time and play a 20 minute set.
- Each band's final playlist will be subject to approval by Law Rocks.

Order of Play

- Order of play will be determined two weeks prior to the event at 5pm local time.
- If the winner from the previous year is participating they have the first choice of slots. If there are multiple winners, the band with the highest total fundraising (tickets/ sponsorships plus donations) will select first, then the other winning band.
- Any band(s) supported by a Hall of Fame sponsorship are given the opportunity to select next. If more than one band is supported by a Hall of Fame sponsorship the band with the highest total fundraising (tickets/ sponsorships plus donations) will select first, then the other Hall of Fame sponsored band(s).
- The remaining band with the highest total fundraising (ticket/sponsorship plus donations) will select their place in the order of play next; then the band with the second highest, and so on.

Line Check

- Line check will be the afternoon of the concert, generally between 2-6pm.
- Line checks are brief - approximately 20 minutes per band.
- Line check scheduling will usually be in reverse order of play.
- Law Rocks will try to accommodate requests due to scheduling conflicts.

Encore

- The overall winning band will play a one-song encore provided the entire band is present, ready to play, and there is enough time.

RULES & REQUIREMENTS

Band Eligibility

- **A majority** of each band's members must be legal professionals. This is broadly defined as anyone who works for a law firm, a Court, a bar association, an in-house legal department, or is an arbitrator/mediator.
- Each band will be allowed one "ringer" (a professional musician) maximum. A ringer is defined as an individual who is paid to play professionally and/or whose primary career is as a musician. A band member who is currently and primarily a legal professional is not considered a ringer, even if they have received payment as a musician.
- Not everyone in the band has to be from the same firm/company.
- There are a limited number of band openings available. In the case that more bands apply than can play, fundraising history and/or a commitment to fundraising will be the primary factor in determining acceptance.
- Final decisions regarding band member eligibility are determined by Law Rocks.
- All band entries are subject to approval by Law Rocks.

Fundraising Structure

There are two categories of fundraising at Law Rocks events:

- (1) **Ticket sales and sponsorships**, and
- (2) **Donations**.

- Law Rocks is a 501c3 nonprofit organization; all funds types are tax-deductible donations except for the food and beverage portion of VIP tickets.
- Proceeds from (1) ticket sales and sponsorship cover the expense of the event (venue rental, backline, staff, photography/videography, and associated costs) and support Law Rocks' mission of promoting music education for youth, including funding the Music Matters grant and Hustle and Heart contributions.
- All funds from (2) donations (as opposed to ticket sales/sponsorships) made via Law Rocks will be donated to each band's designated nonprofit, subject to deductions for credit card and/or processing fees and, in the unprecedented event that ticket sales and sponsorship funds are insufficient, for event costs.
- In consideration for the opportunity to play this tremendous event, and take the stage at some historic venues, each band must agree to **a minimum fundraising commitment of \$7,500** as follows:
- 1) **a minimum of \$5,000 in ticket sales and sponsorships**, plus 2) **\$2,500 in Donations for their charity of choice**.
- Bands that do not meet the minimums will be ineligible to win any awards, will have five minutes docked from their set time, and may not be accepted to play in future years.
- In order to ensure every band is contributing to the success of the event, if a band has not reached at least 50% of the ticket and sponsorship minimum two weeks prior to the event, Law Rocks reserves the right to remove the band from the lineup, after discussion with the band leadership.
- Law Rocks will provide marketing support including email drafts, graphics, social media samples, and more.

Scoring and Awards

There are three awards given at each Law Rocks tour date.

- Overall Winner
- Judges' Choice Award
- Hustle & Heart Award

Continued >



RULES & REQUIREMENTS CONT.

Overall Winner

- The Overall Winner of the event will be the band with the highest total score. Scoring is divided into equal categories:
 - 1/3 will be determined by each band's Ticket and Sponsorship total.
 - 1/3 will be determined by each band's Donation total.
 - 1/3 will be determined by a Rock Panel of judges. The Rock Panel of Judges will score each band on a scale of 1 - 10 in three categories:
 - Musicianship
 - Showmanship
 - Audience Engagement
- In the event of a scoring tie, the overall winner will be the band with the highest total fundraising (ticket and sponsorship total plus charity donation total).
- Bands that go over their set time will be deducted one point from their overall score. There will be a countdown clock visible from the stage.
- Bands that consist of 100% legal professionals will be awarded one bonus point to their overall score.

Judges' Choice Award

- The band with the highest Rock Panel score will win the Judges' Choice Award.

Hustle & Heart Award

- The Hustle & Heart Award will be given to the band that has the highest number of unique donors contributing in the Donation category. In other words, a band that has 40 donations from individuals totaling \$2,500 would win this award over a band that has one donor contributing \$10,000.
- As part of the award, Law Rocks will make an additional donation to the band's charity of choice, at a minimum of \$2,000. In order to qualify:
 - The band must have reached both the ticket/sponsorship and donation minimums.
 - Individual donations must be at least \$10 to count.
 - Donations made through the end of the show will count.
 - All donations must come through Law Rocks to be counted.

Nonprofit Selection Requirements

- Each band must select a local nonprofit at least eight weeks prior to the show.
- Nonprofits must be 501c3 organizations.
- Law Rocks prefers independent local nonprofits that specifically serve the city in which the concert will take place. Designated nonprofits are subject to approval by Law Rocks.
- Law Rocks will reach out to selected nonprofits to invite them to attend and help spread the word.
- Each nonprofit will receive five (5) complimentary General Admission tickets.
- When purchasing tickets and/or making a donation the checkout process includes a dropdown for the user to select which band they are supporting with their contribution.