

**NAMM<sup>®</sup> | U**



Grow Your Business

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**Grow Your Business**

*With Summer Rock Camps*

**NAMM** | U



Grow Your Business

**Cindy Cook**

**The Candyman Strings & Things**

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**eBook**

**How To Host a Rock Camp**

**From Start To Finish and Beyond**





## Rock Camp Is...

### **Good for Kids!**

- Research Proves Benefits
- Improved Peer Relations
- Confidence Builder
- Sparks a Passion for Music
- Participant Stories
- Fun!





Rock Camp Is...

**Good for Kids!**  
*and parents too*



## Rock Camp Is...

### **Good for Business!**

- Creates New Musicians
- Resolves Summer Lessons Lull
- Creates Loyal & Long-Term Customers





## The Best Way to Host a Rock Camp

***"I found out that  
there weren't too  
many limitations  
if I did it my way."***

Johnny Cash



# Rock Camp Road Map – Planning

- Decisions Decisions
  - Create a Task Force
    - » In-house Team
  - Community Members
    - » Camp Directors
    - » Music Teachers
  - Brainstorm Ideas & Concepts



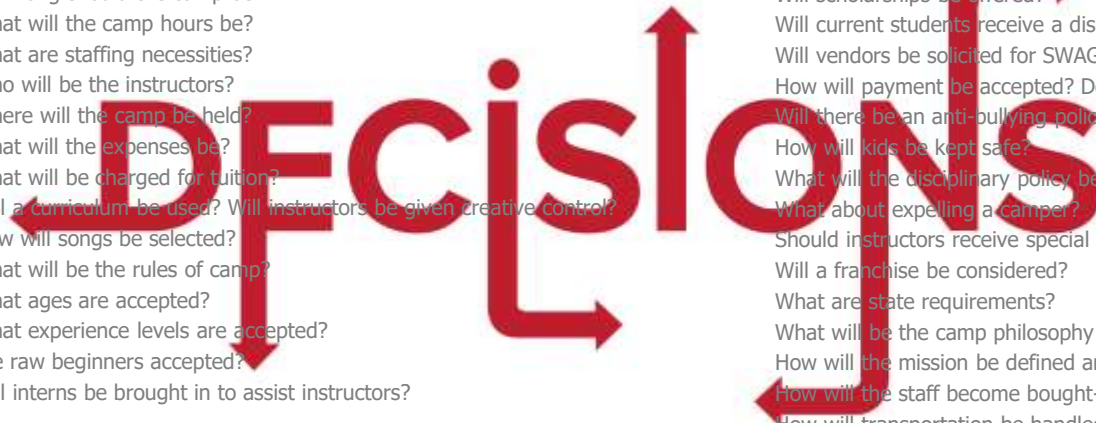


# Rock Camp Road Map – Planning

## ■ Decisions Decisions

Where will the camp be?  
How long should the camp be?  
What will the camp hours be?  
What are staffing necessities?  
Who will be the instructors?  
Where will the camp be held?  
What will the expenses be?  
What will be charged for tuition?  
Will a curriculum be used? Will instructors be given creative control?  
How will songs be selected?  
What will be the rules of camp?  
What ages are accepted?  
What experience levels are accepted?  
Are raw beginners accepted?  
Will interns be brought in to assist instructors?

Should becoming a non-profit be considered?  
Will scholarships be offered?  
Will current students receive a discount?  
Will vendors be solicited for SWAG?  
How will payment be accepted? Deposits? Deadlines?  
Will there be an anti-bullying policy?  
How will kids be kept safe?  
What will the disciplinary policy be?  
What about expelling a camper?  
Should instructors receive special trainings?  
Will a franchise be considered?  
What are state requirements?  
What will be the camp philosophy and culture?  
How will the mission be defined and conveyed?  
How will the staff become bought-in to the mission?  
How will transportation be handled?





# Rock Camp Road Map – Planning

- Decisions Decisions
  - Resources
    - » [acacamps.org](http://acacamps.org)
    - » [ultimatecampresource.com](http://ultimatecampresource.com)
    - » Industry Peers
    - » *How to Host a Rock Camp from Start to Finish* eBook





# Rock Camp Road Map – Planning

## ▪ Legalities

- State and City Laws
- Insurance
- Instructor Agreements
- Tuition/Cancellation Policies
- Parent Agreements, Waivers, Medical Authorizations, Permission Forms & More



# Rock Camp Road Map – Planning

- Determine Camp Hours/Days
- Schedule Camp Dates
  - Public & Private School Calendars
  - Holidays
  - Summer NAMM
  - Instructor Vacations

July

28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

School A  
School B      Father's Day  
School C 4th of July  
Labor Day  
School D Instructor A on Tour  
Camp Director on Vacation





# Rock Camp Road Map – Planning

- Create the Camp Schedule





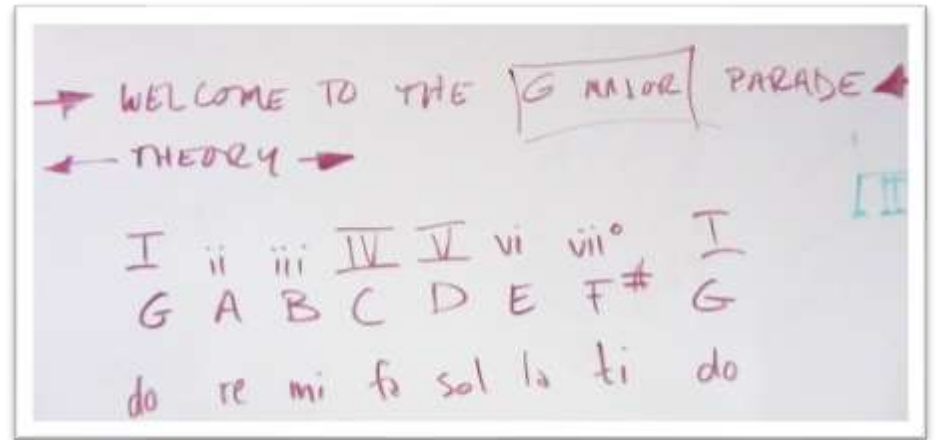
# Rock Camp Road Map – Getting Started

- Selecting Instructors
  - Staff
  - Private Lesson Teachers
  - Community Children's Programs
  - School Music Teachers
  - Customers



# Rock Camp Road Map – Getting Started

- Selecting Instructors
  - The Backbone of the Program!
  - Desired Qualities
  - Screening





# Rock Camp Road Map – Getting Started

- Selecting Instructors
  - Training
  - Student Disability Considerations
  - When to Terminate
- Camp Staff
- Camp Volunteers



# Rock Camp Road Map – Getting Started

## ■ Band Classifications

- Young Rockers
- Beginners
- Intermediate
- Advanced



# Rock Camp Road Map - Getting Started

- Facility & Equipment



# Rock Camp Road Map - Getting Started

## Facility & Equipment Checklist

- Electronic drums (volume control)
- Guitar and bass amps (consider a JamHub!)
- Keyboards
- PA System
- Percussion (shakers, tambourines)
- Microwave
- Microphones
- Video monitoring equipment
- Kid-sized guitar straps
- Working DVD player
- Large Dry Erase Board
- Cables
- Tuners
- Drum sticks
- Replacement strings and picks
- & More!





# Rock Camp Road Map – Getting Started

- Concert Venue
  - Farmers Market
  - Churches
  - Community Center
  - Teen Centers
  - Clubs
  - & More!





# Rock Camp Road Map - Getting Started

- Concert Venue Things to Consider
  - Space
  - Condition
  - Parking
  - Stage
  - PA/Sound Engineer
  - Reputation/Clientele



# Rock Camp Road Map - Getting Started

- Concert Venue
  - Things to Consider
    - Family Friendly
    - Rental Fee
    - Size
    - Restrictions
    - Backstage Area
    - & More





# Rock Camp Road Map - Getting Started

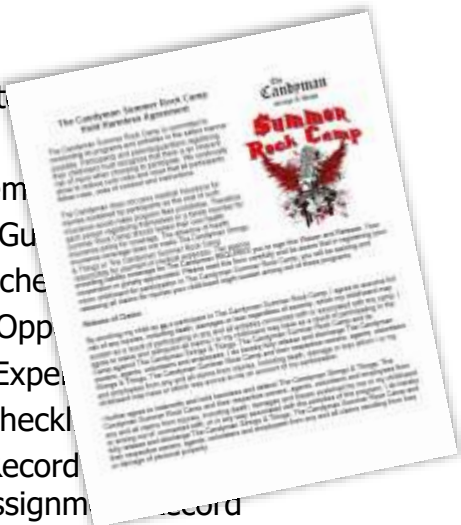
- Concert Venue Things to Consider
  - Negotiating Fees
    - » Bring crowd
    - » Press
    - » Increased food & beverage sales
- Book Early!



# Rock Camp Road Map - Getting Started

## ■ Creating Forms & Documents

- Camp FAQs
- Welcome Letter
- Rocker Code
- Skills Requirements
- Song Choice Guide
- Rock Camp Schedule
- Sponsorship Opportunities
- Income and Expense Tracking
- To Do Lists/Checklists
- Attendance Record
- Final Band Assignment Record
- Sponsorships



- Advertising / Marketing Plan
- Placement Audition Worksheet
- Group Agreement
- Camp Agreement
- Folder
- Camp Agreement
- Schedule
- Scholarship Denial
- Vendor SWAG Worksheet
- T-Shirt Order Sheet

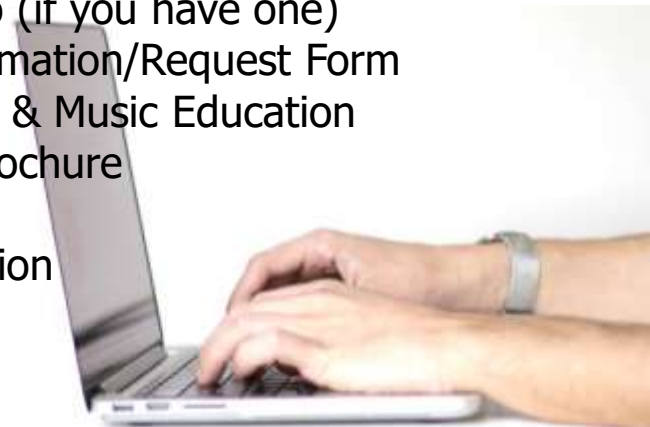


(s)



# Rock Camp Road Map – Getting Started

- Create Web Page(s)
  - Instructor & Staff Bios
  - Testimonials
  - General Information
  - FAQs
  - Code of Conduct
  - Sponsor/Partner Information
  - Camp Description
  - Waiting Lists
  - Policies
  - Camp Dates (or when they are expected to be released)
  - Registration Form
  - Photos & Videos of Previous Camps
  - Fees
  - Orientation Video (if you have one)
  - Scholarship Information/Request Form
  - Benefits of Camp & Music Education
  - Downloadable Brochure
  - Camp Schedule
  - Contact Information
  - & More!





# Rock Camp Road Map – Getting Started

- Marketing Collateral
  - Camp Logo
  - Rack Cards/Brochures
  - Fliers
  - Posters
  - In-store Signage
  - Camp Newsletter or Clubs
  - Ads
  - Local Calendars
  - & More



# Rock Camp Road Map – Getting Started

- Developing the Orientation
  - Hold Orientation Prior to Camp
  - Use Video
  - Group Sunday
  - What to Include



# Rock Camp Road Map – Getting Started

- Invite Sponsors/Partners
  - Pizza
  - T-Shirt/SWAG
  - Anti-Bullying Workshop
  - Recording Studio
  - Radio Station
  - Photographer
  - & More





# Rock Camp Road Map – The Launch

- Getting Signups
  - Email
  - Social Media
  - In-store Signage
  - Children's Publications/Museums
  - Schools
  - Summer Camp Directories
  - & More



## Rock Camp Road Map – The Launch

- Open Registration
- Schedule Assessment Auditions
- Order Camp SWAG
- Send Welcome Letter
- Build Administrative Files



# Rock Camp Road Map – The Launch

- Build the Bands
  - Skill Requirements
  - Matching Peers
  - Matching Instructors
  - Band Size
  - AM/PM Bands



# Rock Camp Road Map – The Launch

- Building Bands
  - Filling Empty Slots
  - Confirm Campers





# Rock Camp Road Map – The Launch

- Build Bands
  - Registration Forms
  - Placement Auditions

Drums

Keys

Guitar

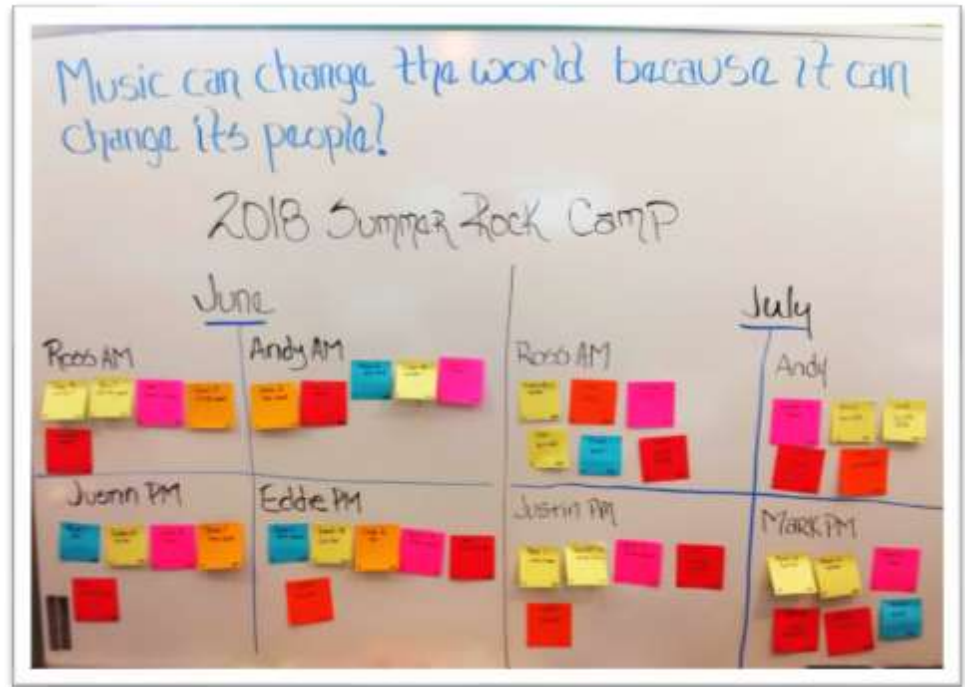
Vocals

Bass

Other

# Rock Camp Road Map – The Launch

- Assigning Bands
  - Tetris Puzzle







# Rock Camp Road Map – The Launch

- Prepare the Space



# Rock Camp Road Map – It's Camp Time!

- Day 1
  - Welcome
  - Hand Out Supplies
  - Ice-Breaking Activities
  - Rocker Code



# Rock Camp Road Map – It's Camp Time!

- Day 1
  - Call No-Shows
  - Anti-Bullying Presentation





# Rock Camp Road Map – It's Camp Time!

- Day 1
  - Tour Facility & Meet Staff
  - Break Up Into Bands
    - » Song Choices
    - » Band Names
    - » Logo Concepts



# Rock Camp Road Map – It's Camp Time!

- Song Choices
  - Develop Guidelines
  - Song Selection
    - » Predetermined List or Kids' Choice
    - » Voting System
  - FCC Guidelines
  - Song Meanings





# Rock Camp Road Map - It's Camp Time!

- Song Choices
  - Lyric sheets
  - Genres
  - Considering Audiences
  - Ruling Out a Song
- The Process
  - Democracy
  - Voices Are Heard
  - Develops Life Skills



# Rock Camp Road Map – It's Camp Time!

- Week 1
  - Learn Songs





# Rock Camp Road Map – It's Camp Time!

- Week 1
  - Band Identity



# Rock Camp Road Map – It's Camp Time!

- Week 1
  - Band Identity





# Rock Camp Road Map – It's Camp Time!

- Week 1
  - Band Identity



DEFYING GRAVITY



The Candyman  
 Summer Rock Camp  
 FREE EVENT ★ ALL AGES  
 SATURDAY ★ JULY 23  
 1:00PM

PRESENTS  
 HENDEK

FLAMEY MARSHMALLOW  
 theclickers

DRAGONS OF THE

SPONSORED BY:

AT THE SANTA FE UNIVERSITY OF ART & DESIGN'S  
**The Forum**  
 1600 ST. MICHAEL'S DRIVE  
 candymansf.com

# Rock Camp Road Map – It's Camp Time!

- Week 1
  - Pizza Fridays



# Rock Camp Road Map – It's Camp Time!

- Week 1
  - Performance Workshop



# Rock Camp Road Map – It's Camp Time!

- Week 2
  - Brief Students  
(Let them know what to expect along the way.)



# Rock Camp Road Map – It's Camp Time!

- Week 2
  - Polish Songs & Performance Techniques
  - Lay Down Tracks at the Recording Studios



# Rock Camp Road Map – It's Camp Time!

- Week 2
  - Promote the Concert on the Radio Station



# Rock Camp Road Map – It's Camp Time!

- Week 2
  - Dress Rehearsal





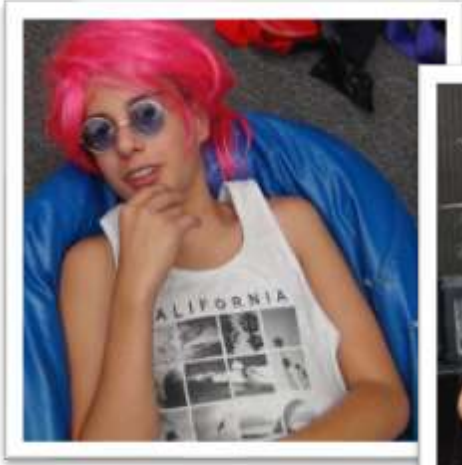
# Rock Camp Road Map – The Finale!

- Get Concert Ready
  - The Supply Box & Checklist
  - Backline Checklist



# Rock Camp Road Map – The Finale!

- Concert Ready
  - The Costume Box



# Rock Camp Road Map – The Finale!

- Concert Ready
  - Load-In



# Rock Camp Road Map – The Finale!

- Show Time
  - Setting the Stage



# Rock Camp Road Map – The Finale!

- Show Time
  - Video/Photos



# Rock Camp Road Map – The Finale!

- Show Time
  - The Backstage Experience



# Rock Camp Road Map – The Finale!

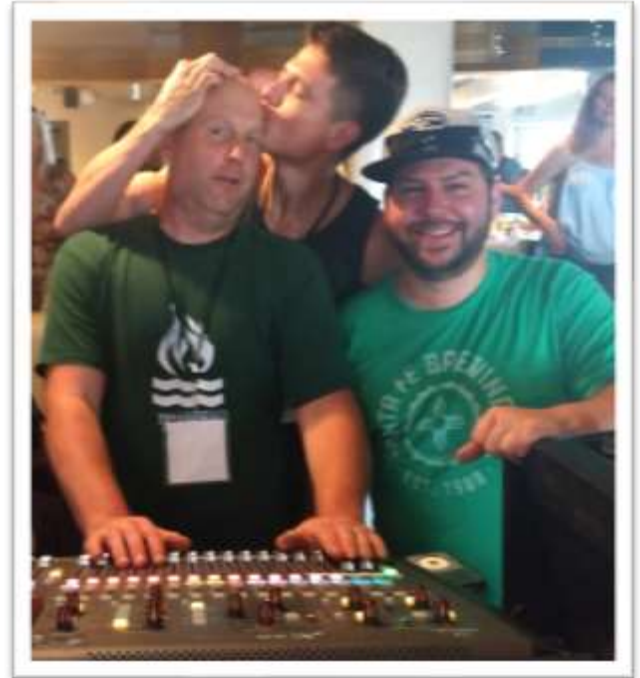
- Show Time
  - Care for the Audience





# Rock Camp Road Map – The Finale!

- Show Time
  - Assign Staff & Volunteers
    - » Greeter
    - » Security
    - » Wardrobe
    - » Ushers
    - » Band Check-in
    - » Roadies



# Rock Camp Road Map – The Finale!

- Show Time
  - Script/Talking Points
  - Emcees



# Rock Camp Road Map – The Finale!

- Show Time
  - “Warm Up” the Audience
  - Band Order



# Rock Camp Road Map – The Finale!

- Show Time
  - Filling Dead Air Time
    - » Skits
    - » Drum Line
    - » Audience Response
    - » Throw Free Stuff





## Rock Camp Road Map – The Finale!

- Show Time
  - Wow the Audience
    - » Screens
    - » Fog Machine
    - » Lights
    - » Glowsticks
    - » Get Inspiration:  
Stomp, Blueman Group  
Fuerza Bruta
    - » Live Announcer/Voiceover
  - Camper Awards





# Rock Camp Road Map – The Finale!

- It's a Wrap!
  - Load Out
    - » Leave the Place Better Than You Found It
    - » Celebrate Staff!





## Rock Camp Road Map – Beyond Camp

- Thank Everyone Involved
- Share Videos, Photos & Albums
- Follow-Up Questionnaire
- Staff Debrief
- Cost Analysis
- Gigs





“Ah, music,” he said, wiping his eyes. “A magic beyond all we do here!”

— J.K. Rowling, *Harry Potter and the Sorcerer’s Stone*