

You know that quiet, buttoned-up guy in accounting . . .



...He's got groupies now.

# ROCK YOUR BUSINESS:

**WHAT YOU & YOUR COMPANY  
CAN LEARN FROM ROCK 'N' ROLL**

Rock 'n' Roll Fantasy Camp is an engaging, high-energy activity that unleashes creativity, improves communication, encourages collaboration and reinforces team-building skills, delivering immediate results to your business while creating lasting memories for your clients and employees.

Our program can be tailored to fit your company's specific needs, budget, time limit, group size and any other specifications.

**NO MUSICAL EXPERIENCE IS REQUIRED,** but both the experienced musicians and the musically challenged will take away the benefits of our program.

## ROCK 'N' ROLL TEAM-BUILDING EVENT

Participants are placed in a "band." Each band is given a celebrity Rock Star counselor, from bands such as AC/DC, KISS, Alice Cooper, Guns 'n' Roses, and hundreds more. Each Rock Star works with their group to rewrite the lyrics to a well-known rock song that incorporates your company's goals and values. That evening, each band performs their newly written song live on stage, backed by our Rock Stars, in front of all their coworkers.

### 2-IN-1 PROGRAM. TEAM-BUILDING & ENTERTAINMENT

After your corporate bands perform, our Rock Stars will put on an All-Star concert of hit

songs that will have everybody dancing and singing along. If your event has participants that do play an instrument, they can join our Rock Stars on stage during the performance and the All-Star jam and show off their musical abilities. The Rock 'n' Roll Fantasy Camp Corporate program is the ultimate team-building and entertainment event that delivers an electrifying and transformative experience.

Not only do you get to have your employees collaborate on a creative level through the universal language of music but, everyone gets to enjoy a live rock concert, performed by some of the best in the industry.

## BENEFITS OF TEAM-BUILDING PROGRAM

- **Develops leadership skills. Every band needs a leader.**
- **Ignites the inner rock stars of your company. Our program features REAL ROCK STARS and nothing is more motivating and inspiring than learning from the best in the business.**
- **Improved communication skills through musical expression.**
- **it's about listening, knowing when to come in, when to pull back and when to assist.**
- **Creates an environment to build trust. Get your team in tune through music. Band members support and trust one another.**
- **Encourages collaboration whether it's by choosing a song, naming your band**
- **or playing.**
- **Challenges time management and strategic planning skills—the show must go on.**
- **Achieves peak performance. When the lights come up and your band takes the stage—there's just one thing to do...**

**ROCK YOUR COMPANY**

## CORPORATE PARTY ENTERTAINMENT

If you are looking to recognize, reward or show appreciation to employees or clients, there is no better way to do so than with the Rock 'n' Roll Fantasy Camp Corporate Party package. Imagine Rock Stars milling about over cocktails meeting your key people, signing autographs and posing for photos with your VIPs. Picture a Rock Star at every table during dinner.

Following dinner, our Rock Stars will perform a private concert. And if your CEO, employees and/or client can play an instrument, we'll have him/her join & jam with the All-Star band!

### BENEFITS OF CORPORATE PARTY ENTERTAINMENT

- A personalized one-of-a-kind opportunity YOU bring employees and clients.
- The opportunity to interact with these legendary Rockers is something your participants will be bragging about for a very long time.

## CUSTOMIZE YOUR ROCK 'N' ROLL FANTASY CAMP EXPERIENCE



We collaborate with you to customize a rock 'n' roll theme for your event. Your goals and objectives are important to us. Tell us what you need and we will make it happen.



### HOW COMPANIES HAVE CUSTOMIZED THE ROCK 'N' ROLL EXPERIENCE

Just like bands get to have a "rider" stating what they need before a show, you get to specify your rider for your event.

- **Time, Inc. used a "Battle of the Bands" experience, where client bands were mentored by our Rock Stars in a short (one night) Rock 'n' Roll Fantasy Camp and then compete.**
- **The CMO Club (New York City) Members who played an instrument participated in a rehearsal with our rock stars and performed that night on stage in front of their colleagues.**
- **Hard Rock International (Orlando) Following a day long meeting the groups were divided into bands to rewrite songs from the 80s with big name 80s rock stars like, Kip Winger and Lita Ford.**



### THE FOUNDER

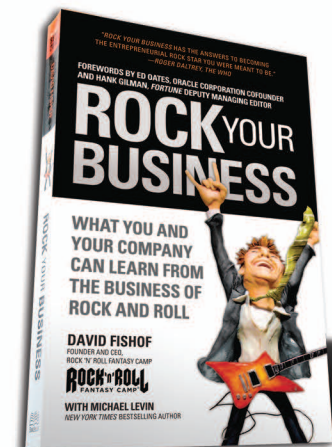
Rock 'n' Roll Fantasy Camp creator and CEO, David Fishof has brought the world some of the most successful and exciting live shows in music like, Ringo Starr & the All Star Bands, reuniting the Monkees and many more. Rock 'n' Roll Fantasy Camp has assembled musicians from hundreds of famous

bands, like KISS, Yes, the Beatles, Motley Crue and much more. Rock 'n' Roll Fantasy Camp has earned a reputation as one of the most innovative entertainment companies in the world.

For the past 15 years, Rock 'n' Roll Fantasy Camp has been making peoples dreams come true through Rock 'n' Roll Fantasy Camp and

merging them with corporate America. Rock 'n' Roll Fantasy Camp's continued work with these musicians combines the knowledge of millions of sold-out concerts, thousands of platinum albums and hundreds of worldwide tours.

David is also the author of the book, *Rock Your Business*.





"David Fishof has always been passionate about getting ordinary people involved in creating and recreating the sounds that shaped their lives."

-ROGER DALTRY  
CBE, THE WHO

"Sometimes when you have a fantastic experience with an individual, you just can't wait to tell others. Such is the case with David Fishof of the Rock 'n' Roll Fantasy Camp... David's professionalism, attention to detail -not to mention his amazing talent - made the Rock 'n' Roll Fantasy Camp something none of us will soon forget..."

-PAUL CAINE  
TIME INC. ENTERTAINMENT GROUP

"Rock 'n' Roll Fantasy Camp is a way for me to get in touch with and thank a lot of people who have bestowed this huge honor on me"

-PAUL STANLEY, KISS

"The experience itself is AWESOME! Everyone I spoke to had a fantastic time. Everyone I speak to about it back home in NY is insanely jealous.. The value one receives from your program is on many levels.."

-FRANCESCA BONAVIDA,  
EXECUTIVE VP & GM, AMERICAN EXPRESS VACATIONS

Do you hear that?  
Corporate team building  
just got really, REALLY loud.



# ROCK 'n' ROLL FANTASY CAMP

◆ Corporate Team Building ◆

"Live Your  
Dreams at  
Rock 'n' Roll  
Fantasy  
Camp"

-SLASH  
GUNS 'N' ROSES



"I am still spinning from the experience of the Rock n Roll Fantasy Camp from the past few days. The guys in my now-defunct band won't talk to me, and I don't care because I have "lived the dream."

-DON WEINTRAUB  
DIRECTOR OF SALES & MARKETING,  
BAND OF LOS CABALLEROS

"I would recommend this training experience to any industrial or service industry executive as a way to promote team building within your organization."

-RENZO SIMONELLI, PRESIDENT & CEO, GE TRANSPORTATION

**Rock n' Roll Fantasy Camp was an activity option at our national meeting. Those who participated were beyond thrilled. Those who didn't are still saying, "I wish I had done that!"**

"David Fishof has been able to bring genres of the music world together and help make people's dreams and creative wishes come true for the first time in a lifetime. It's an incredible experience and will be a life changer!"

-UTA FORD  
SOLO ARTIST AND FORMER  
MEMBER OF THE RUNAWAYS

-SUSAN PARKES  
VICE PRESIDENT, MARKETING  
TIME INC. STYLE & ENTERTAINMENT GROUP

"I absolutely love being here. I had a great time and I could do this every day."

-BRETT MICHAELS, LEAD SINGER OF POISON



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