



## Battle of the Bands Fact Sheet



- Event Dates:** 7/14, 7/21, 7/28, 8/4, 8/11, 8/18, 8/25
- Event Location:** Bronson Park, 200 S Rose St, Kalamazoo, MI 49007
- Event Time:** 11:00 am – 2:00 pm
- Website:** <http://foodtruckrallykz.com/> & <https://www.newyearsfest.com/location>
- Sign-up:** <https://www.surveymonkey.com/r/boftheb>
- Social Media:** Facebook - @NewYearsFest & @KalamazooFoodTruckRally  
Instagram - @New\_Years\_Fest & @eventcokzoo

**Who:** Any band around the Kalamazoo area, majority over the age of 16, that want to perform at Sunday Brunch and the chance to perform at the 2019 New Year's Fest. Bands will perform a 60 minute set at one of the 7 events, then voted for on social media using a music sample provided by the band.

**What:** The contest is during the Sunday Brunch events where people come for food trucks, music, and arts and crafts. The purpose of the Battle of the Bands is to give local bands a chance to perform downtown and introduce your band to the community.

**When:** Two bands will perform every Sunday during July and August at the Food Truck Rally Sunday Brunches. The event runs from 11 a.m. – 2 p.m. and each band will perform a 60 minute set. A 30 minute set is acceptable, but not preferred, and KELC can fill the remaining 30 minutes with CD music. The winner of the Battle of the Bands will perform two 60 minute sets at the 2019 New Year's Fest.

**Where:** This event is held in Bronson Park in downtown Kalamazoo, 200 S. Rose Street. People of all ages come downtown for different food trucks, live music and arts and crafts. Bands are able to sign up for this event and other KELC events through the survey monkey link given.

**Why:** Sunday Brunch is a family event where people come to enjoy the downtown atmosphere while trying different food trucks and listen to live entertainment. The purpose of the Battle of the Bands is to bring people of a variety of ages to perform at one of the Food Truck Rally Sunday Brunches to entertain the attendees with live music and a chance to play at the 2019 New Year's Fest. This gives local bands the chance to let their music be heard and to win a contract for New Year's Fest.

### HOW TO SIGN UP TO COMPETE:

1. Get your band or group excited to be part of the summer Battle of the Bands!
2. Sign up your band using the online application (<https://www.surveymonkey.com/r/boftheb>). You will need to select what date you want to perform – so check out the dates (also listed above) and then sign up.
3. If you don't hear back from us within 2 business days, bug us. Call us at the office (269) 388-2830. We will schedule your band (after we check out your music to see if you qualify), and then we will send you a confirmation about the date, the instructions, guidelines, and such. Don't hesitate to call us with any questions, we want to make sure that you are supported and excited about this great opportunity.
4. P.S. make sure you read the guidelines!

# SUNDAY BRUNCH BATTLE OF THE BAND

## RULES AND REGULATIONS

1. For the purpose of this competition, a band is defined as three or more people with at least two people playing a musical instrument.
2. A majority of the band members must be over the age of 16.
3. Band members must be prepared to submit a typed copy of the lyrics they will perform. Lyrics cannot include profanity, racist remarks, sexually explicit content, or violence.
4. Bands must bring their own equipment (guitars, amps, keyboards, drum kit, etc.) and sound system. The event doesn't provide any equipment, but will provide electricity. Bands will be given 15-20 minutes to set up and 15-20 minutes to disband. This time is not included in the 60 minute set. Each band is asked to perform a 60 minute set - and if they don't have 60 minutes, then they need to indicate as such and at least provide a 30 minute set. CD music will fill the remaining time period.
5. It is ideal if the band members promoted in the lineup are the band members that perform. This is required to ensure that the bands are authentically advertised as that band.
6. Judging will be done via Food Truck Rally Facebook page and New Year's Fest Facebook page, where the winner will be voted on by the public.
7. This is a family event and therefore bands will be required to perform in a manner that is befitting a public and/or outdoor event. Therefore, the use of obscene language and gesture are prohibited.
8. All band members must sign a photo/video/voice release form.
9. All band members under 18 must have parent permission.
10. The band must complete the band information sheet (through survey monkey) and include in that submission a link to a video or sound demo of a song/songs that will be performed. This song will be used as part of the voting process for winning the competition. It should also be a song that is played at New Year's Fest should the band win the competition.
11. In fairness to the other performing bands and the competition, Kalamazoo Experiential Learning Center (KELC) reserves the right to end a performance prematurely or remove the band from the lineup if the band does not fully comply with all of the rules within.
12. Bands will sign up to perform at a date of their choice. This date will be promoted as that band's preview. Bands will be required to work with the KELC event team to outline staging needs and promotional requirements. The performance time will be outlined prior to the assigned date and band members are asked to be familiar with the rules and regulations of their performance and the event. On the day of the show, members must register and be ready for their sound check at the previously scheduled and confirmed date and time.
14. The winner of the Battle of the Bands will win the opportunity to perform at New Year's Fest 2019.
15. The band will receive a \$50 sound system compensation along with a food certificate for the Sunday Brunch event.

### FOR MORE INFORMATION:

Kalamazoo Experiential Learning Center (KELC Events)  
210 Farmers Alley | Kalamazoo, MI 49007  
269-388-2830 | [events@experientiallearningcenter.org](mailto:events@experientiallearningcenter.org)

KELC Events is a nonprofit organization that coaches and empowers college interns in marketing, public relations, and event management to learn how to manage events. The center manages over 50 events a year and the Battle of the Bands event will create an amazing opportunity to connect new and emerging bands to perform at New Year's Fest on December 31, 2019



**2019**



# BATTLE OF THE BANDS

Pick a Sunday  
July 14 - August 25  
to come on down to  
Bronson Park for  
Sunday Brunch &  
battle to win a spot  
to perform at  
New Years Fest 2019

[www.foodtruckrallykz.com](http://www.foodtruckrallykz.com)

Sign up at:

[www.surveymonkey.com/r/boftheb](http://www.surveymonkey.com/r/boftheb)