

# PLAY THE DRUMS... TODAY!

with B.J. Capelli

In this unique 45-minute interactive presentation, veteran percussion educator, B.J. Capelli, will turn everyone in the room into a drummer. Based on material and concepts from his book, *Armchair Drummer: The Easiest Way to Start Playing the Drums*, B.J. takes any size group through the first steps of playing the drums, from basic 3-limb coordination patterns, to holding and moving the sticks... and has everyone rocking out and jamming along from beginning to end! Designed for people with little or no drumming (or even music) experience, this fun and energizing program will really teach anyone to Play the Drums... Today!

## What does the host store get?

Your store will get a no-cost, professional clinic that is free for attendees. With a program geared toward novice or potential drummers, **Play the Drums...Today!** will bring new traffic into your store and is the first step in cultivating a profitable relationship with new customers. Armchair Drummer will provide the clinician, program, program materials including handouts and play-along music tracks, practice pads and drumsticks for attendees' use during the clinic, and branded marketing materials for the event. Armchair Drummer will also promote the event through online channels.

## What does it cost the host store?

Nothing. Armchair Drummer is presenting these clinics in drum shops and music stores free of charge for the store. In exchange for the clinic, it is only asked that the clinician be allowed to promote and sell his book, *Armchair Drummer: The Easiest Way to Start Playing the Drums*, on the day of the event. \*Additional arrangements may be made for the store to stock the book and/or for B.J. to teach onsite private lessons the day of the event.

## What must the host store provide?

Formal arrangements will be made for each clinic based on the individual store and factors like size of the clinic space and estimated number of attendees. In general, the store will be asked to provide a designated space for the clinic, a 4-piece drum kit, a chair for each attendee, and in cases with a very large clinic venue, a PA sound system for voice and recorded music amplification. The host store is also asked to market the event in its local area through flyers/signage, online channels, and traditional media, if appropriate.

## About B.J.

- Holds a degree in Music Education and is a certified K-12 music teacher.
- With 20 years' experience as a private drum teacher, drumline instructor, and high school band director, has taught thousands of students, taught over 20,000 (!) drum lessons, and logged tens of thousands of hours as a clinician and ensemble coach.
- Former students have gone on to distinguished college music programs like The Julliard School, Berklee College of Music, University of Michigan, and University of Miami, have become accomplished professional performers and teachers... and one is even a Rock N' Roll Hall of Fame member! (Dick Boccelli AKA Dick Richards of Bill Haley's Comets - R&R HOF Class of 2012).
- Has more than two decades of wide-ranging performing and recording experience that includes work with members of Gold- and Platinum-selling artists Seether and Gym Class Heroes, nationally recognized conductors, and award-winning musical groups, as well as sharing the stage with artists like Smashmouth, Lostprophets, Boys Like Girls, Oleander, and more.