



**GBOB CHALLENGE**

**GBOB.COM**

**THE WORLD'S BIGGEST LIVE MUSIC COMPETITION  
FIRST PRIZE: \$100,000 & A WORLD TOUR**



**&**

**YOU!**

**WHAT IS GBOB? (THE GLOBAL BATTLE OF THE BANDS)**



- An international band competition involving more than 36 countries, with US\$100,000 cash first prize.
- The most flourishing original rock show in the world, open to all.
- Incorporating the GBOB Internet Radio and interactive Community, with live Internet broadcast of the World Final transmitted on broadband.
- 5,000 bands performing worldwide
- Unique exhilarating experience
- The competition runs throughout Australasia from July to October
- The World Final is in London in December

GBOB has very quickly gained a reputation for helping to break new bands and we intend to carry on doing so.

From 16 countries in 2004 to 36 countries in 2008, GBOB – the world's biggest live talent competition for pop and rock bands – is getting bigger and better all the time.

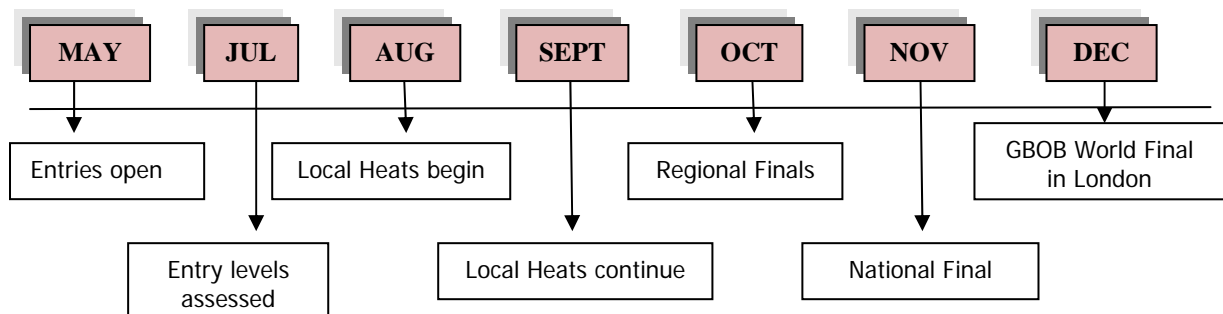
There are just two rules: no cover versions and no pre-recorded music.

Every year local qualifying Heats, Regional Finals and National Finals take place in countries around the world, with the eventual winners of these going forward to the GBOB World Final in December 2008.



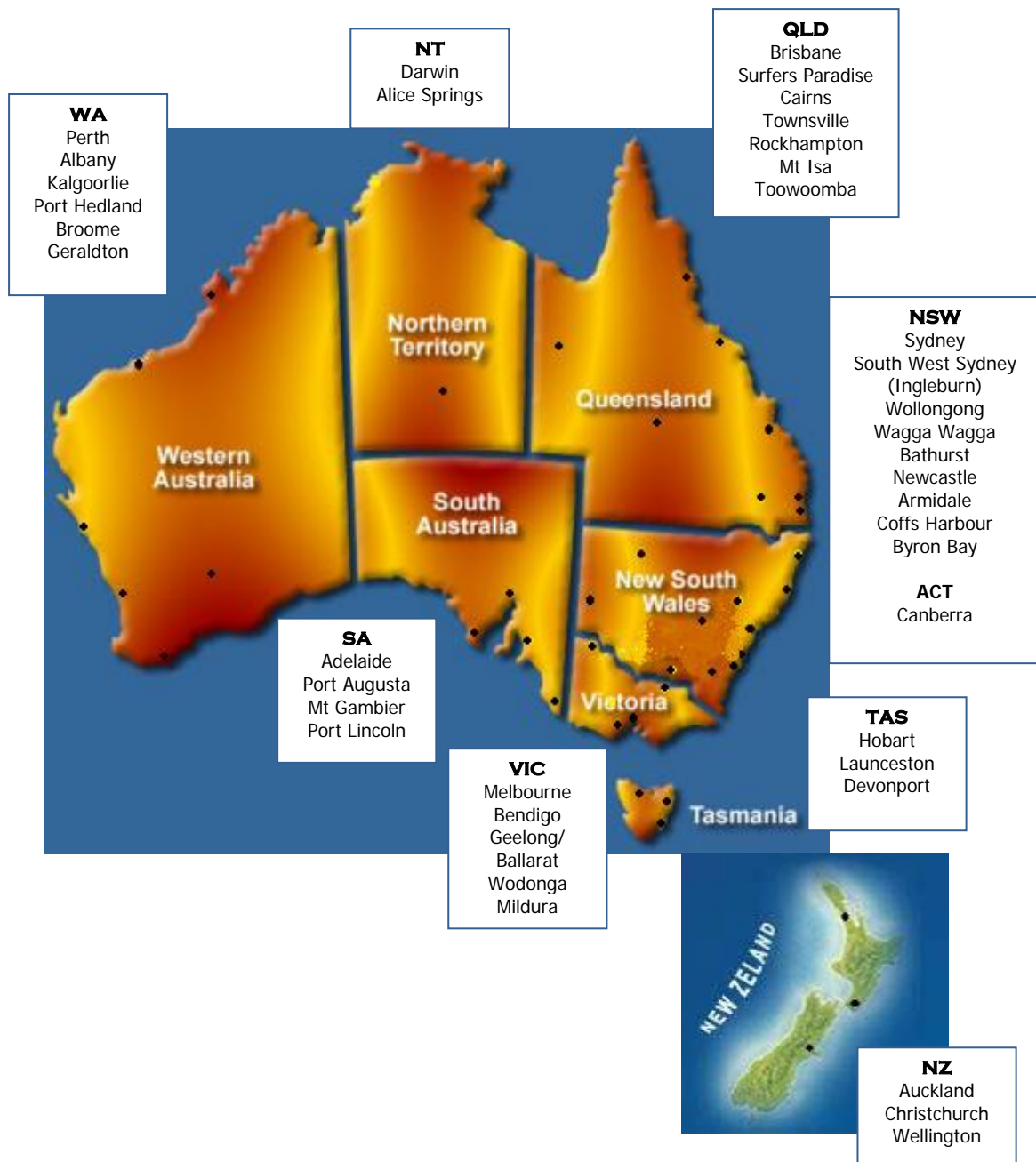
[www.gbob.com](http://www.gbob.com)                      [www.myspace.com/gbobaustralia](http://www.myspace.com/gbobaustralia)

**GBOB TIMELINE 2008**



## WHERE THE EVENT IS HELD

As Directors of the Australasian leg of this competition (36 Countries are involved), we are running Heats all around Australia and New Zealand to find bands to compete in the National Final in Sydney in November 2008. Local Heats and Regional Finals will run in the following areas:



## THE VENUES

In 2007, the National Final was held at the Gaelic Theatre on a Tuesday night to an audience of over 350 excited fans and industry professionals.

Australia's winning band was flown to London, where the World Final was held in Camden, over a three day period at two different venues.

The first two days was held at the Camden Underground, followed by the final at the Camden Electric Ballroom. This venue has recently hosted performers including Hard-Fi, The Killers, The Raconteurs and Paul McCarthy.

## OUR MISSION:

- To support Australian original music
- Expose and encourage local emerging talent
- Enable bands to experience live stage performance in front of large audiences
- Give bands a chance to impress and network with other musicians and industry experts
- Break down barriers with all-ages band competitions that can be enjoyed by the whole family and wider community
- Bring about valuable experiences for bands and their fans

## TARGET AUDIENCE

GBOB is aimed towards emerging bands who know they have what it takes to represent Australasia in this competition. At this level, bands are experienced with playing in front of an audience, have a good fan base and compose original music.

They have basic marketing tools to expose their band using MySpace and listing themselves on every music site on the web.

Our events actively encourage the involvement of their peers and fans, music lovers, family and friends, and the power of the experience stems from the presence and support of these people.

We reach a massive youth-based demographic, who are socially active and enthusiastic about the rock music scene – young people who are busy out there, dancing, playing and in fact rapidly building a huge appetite for great live entertainment!

## CONFIRMED NATIONAL MEDIA PARTNERS

### PRINT



### STREET PRESS AUSTRALIA

[www.streetpress.com.au/public\\_html/](http://www.streetpress.com.au/public_html/)

Independent publisher Street Press Australia is the leading choice in reaching Australia's youth.

SPA is dedicated to producing market-leading music and popular culture magazines. It is not only the largest publisher of free youth titles in the country but is also the first to offer clients a means by which to reach the national youth demographic with a single point of contact.



<b>NSW</b>	Drum Media
<b>VIC</b>	Inpress Magazine
<b>QLD</b>	Time Off
<b>WA</b>	Drum Media
<b>SA</b>	Rip It Up

### WEB



### FASTERLOUDER [www.fasterlouder.com.au](http://www.fasterlouder.com.au)

FasterLouder is Australia's leading online community of rock music fans. It is the cool and credible destination for lovers of guitar driven music across the country.

FasterLouder is home to a phenomenal body of local content including news, reviews, interviews, gig photos, streaming audio and video, podcasts & a gig guide. FasterLouder's content is driven by an army of several thousand passionate contributors who actively keep the site humming with the very latest information from Australia's burgeoning rock music scene.

FasterLouder connects people across Australia from small regional towns to the largest cities in each state.

## **TV**



**V CHANNEL** [www.channelv.com.au](http://www.channelv.com.au)

With dedicated time slots for all your favourite styles of music from rock to pop and urban to hits, Channel [V] makes it easy for you to choose the style of music you want to watch. With locally produced shows such as What U Want, Rock Room and Freestyle; on Channel [V] you'll find out everything you need to know about your favourite artists.

## **CONFIRMED NATIONAL & LOCAL EXPOSURE**

### **MYSPACE SITES**

[www.myspace.com/gbobaaustralia](http://www.myspace.com/gbobaaustralia)  
[www.myspace.com/burgessbookings](http://www.myspace.com/burgessbookings)

**WEBSITES** - will include weekly updates of all Local Heats, Regional Finals and National Final.

[www.gbob.com](http://www.gbob.com)  
[www.fasterlouder.com.au](http://www.fasterlouder.com.au)  
[www.channelv.com.au](http://www.channelv.com.au)

### **PRINT**

**STREET PRESS AUSTRALIA** - supporting our event nationally by offering discount on Adverts and editorial through The Drum Media, In-press, Rip It Up and Time off magazines.

**LOCAL NEWSPAPERS** - supporting our event locally with editorial about their local bands and sponsors.

### **TV**

**CHANNEL V** - The GBOB National Final will be the focus of a popular Channel V show, What U Want.

## OTHER SPONSORS



Major National Sponsor



### All that is Music

To supply each Regional winner with store voucher or product.



Accommodation suppliers for all staff and bands involved in GBOB



### Creators of the infamous "Chuck Taylor"

To supply each Regional winner with a pair of "Chuck Taylor" shoes.

## OUTCOMES

### **MOST HEATS ARE FOR ALL-AGE AUDIENCES, AND THE EVENTS ACHIEVE:**

#### 1. Community Involvement

The width and breadth of GBOB is enormous. As an event that spans Australia and New Zealand, it is designed to reach into every town and area, to contact the youth and encourage them to participate. We seek all-age venues that encourage the involvement of families and friends, as well as peers, fans and fellow music lovers. We make contact everywhere with music press, local press and community bodies.

GBOB is entertaining and very much enjoyed by all! Everyone wants to be part of it.

#### 2. Support of the Arts and positive activities

We all know how Australians love their sport! Well, music is about the only thing that rivals it in the broad interests of the community. Some would say playing music or listening to it at a live event *is* actually a sport...it certainly is a major priority and driver! We connect with people through their passions. We want to be the prime mover of the thing that motivates them – the music in their lives, the thing that does them good, which enthral and engrosses them!

### 3. Delivery of an experience.

Bands who take part, and all their audience, will remember our sponsors' involvement with an amazing live event. Band members will receive valuable experience performing in front of large audiences and being part of something truly significant.

The winning band will represent Australasia - an experience and achievement which to any band would rate as the chance of a lifetime.

## **LAST YEAR'S AUSTRALIAN WINNERS**

### **URBAN STONE** Winner of GBOB AUSTRALIA 2007

"We had a wonderful experience in London and it was an honour to play amongst such quality bands. Thanks for keeping it live with competitions like this."  
Urban Stone (Australia)



## **CONTACT**

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