



# INTERNATIONAL MASTER FRANCHISE PROSPECTUS



Dear Prospective Partner,

It is with great excitement that we share the following glimpse of our expanding, global brand. Our purpose is to build a growing, passionate community dedicated to enriching lives through performance-based music education. We hope these materials, in combination with deeper discussions, will convey this mission, what is distinct about our concept, how it thrives today around the world, and how it is positioned for future growth.

With the performance-based music approach as a point of differentiation, in addition to being the largest music education franchise in the world, our concept is more potent than traditional music programs. We combine private lessons powered by our proprietary School of Rock Method™ with weekly ensemble practices. Students learn theory, practice, and life skills through intense, but fun preparation for big shows in real venues. The group learning teaches both technical and soft skills. This approach increases retention, results and brand consideration. Our program serves children as young as 4 years old through grandparents who want to release their inner rock star. This core program, combined with camps, workshops, global touring opportunities and other special events is helping School of Rock build the largest community of creators in the world.

Speaking of performance... the brand is producing impressive results. In our materials, you will see that school level metrics are strong and growing, leading to great continuity and few historical closures. Our geographic footprint is growing rapidly, with international markets leading the way. Today, we celebrate over 500 School of Rock locations open or in development in 15 countries. International schools are not a novelty. They represent a core pillar of our long term strategy. We find our concept travels well, due to low logistical, supply chain, technological, language and operational complexity. Popular music and child enrichment is universal, and our concept allows customization to celebrate local popular music.

We are even more excited about our future. While our concept is thriving, we have a vision of a much more potent community. In addition to capitalizing on improved marketing, our patented School of Rock Method™, and operational support, our concept continues to evolve. We are building relationships with many important players in the music and entertainment industries, including instrument manufacturers, record labels, leading college programs and film studios. We have established unprecedented copyright collaborations with publishers.

Looking forward, we expect to reinvent our customer relationship management, driving even better retention as well as capitalizing on the power of hundreds of thousands of alumni.

The School of Rock offer creates deep value with customers. This experience gives us pricing power. Wherever there are parents who love their kids, with the resources to invest in their children’s creative growth, School of Rock can prosper. For two decades, we have done this through partnership with extraordinary franchisee partners. We hope you are excited to take the next step to discover if you are right for the band, and are ready to turn up the volume.

**Rob Price**

**Robert L. Price**  
Chief Executive Officer



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## THE MASTER FRANCHISING CONCEPT

One of the most common ways that franchisors expand into international markets is by identifying suitable business partners through the concept of master franchising, whereby the suitable business partner becomes the master franchisee.

The benefits of this relationship go both ways because neither party needs to reinvent the wheel. The master franchisee invests in a proven system and development brand, whilst the franchisor benefits from the existing business acumen, contacts, experience and local knowledge the master franchisee brings.

School of Rock's Chief Development Officer, Anthony Padulo, talks about master franchisees as 'prospective partners', and there is no other form of franchising where this is truer. This is a partnership. Both partners are also taking advantage of other peoples' investments to grow the business and gain brand recognition in that country.



## Master Franchising Is Not For Novices...

This master franchising partnership is certainly not for beginners! Significant capital is required, not just to set up a School of Rock business initially, but to acquire the full master franchise license rights for the country as well as to promote the brand.

However, compared to the other types of franchising partnerships (area developers or multi-unit franchising for example), master franchising can offer far greater rewards in the medium to long term.

## What Makes a Successful Master Franchisee

Typical traits of a successful master franchisee are, and what School of Rock are looking for can be summarized as follows:

- **Strong management skills (and/or an established structure to provide these).**
- **Strong sales and marketing skills (and/or an established structure to provide these).**
- **Strong operational management skills (and/or an established structure to provide these).**
- **Experience in the industry is a benefit, but is not a deal-breaker.**
- **Experience in franchising is also a benefit, but not necessarily a deal-breaker.**
- **Ability to train new unit-level franchisees to build and run a successful business to ensure the greatest return for all parties.**





## Great Partnerships Lead to Great Results

Master franchising adds even more to the usual benefits found in the general concept of franchising (where a national franchisor seeks and supports unit-level franchisees to grow a brand in a particular country).

The master franchisee effectively becomes and takes on the role of a typical franchisor in their particular country, but with all the support of the original franchisor where the concept originated and was proven.

When all parties are doing what they should be doing, on the basis of what's been agreed, and where a strategy is in place to appreciate external factors such as the economics of that country, then growth is quicker for all, and all will benefit.

## Benefits to The Master Franchisee

For School of Rock, the right master franchisee is the best way to expand internationally, but the master franchisee, they benefit hugely from the partnership in a number of ways:

- **Proven operating system and brand name.**
- **Brand recognition from international marketing strategies.**
- **Continued access to School of Rock's system innovations and new technologies, including the patented School of Rock Method™.**
- **A business partner, in School of Rock, who are committed to success, and therefore offer motivated support to the master franchisee in the areas of leadership, management and all additional top-level skills needed to grow the business.**

## School of Rock and International Expansion

School of Rock is the largest music education franchise in the U.S. with three offices in Boston, Chicago and Los Angeles, and 43 company schools. In our two decades of operation, we've expanded to 15 countries across the globe.

Entrepreneurs with a passion for music, whether they're musicians themselves or just feel deeply connected to music, find themselves drawn to this business opportunity.

- **School of Rock teaches music to over 55,000 children around the globe**
- **School of Rock currently has over 500 schools open or under development across 15 countries**

## Countries With School of Rock Presence

Just because a country you're interested in may appear in the list below, please don't make the assumption that there is not an opportunity for you. Just ask...

Schools currently open in: **USA | CANADA | MEXICO | BRAZIL | CHILE  
COLOMBIA | PARAGUAY | PERU | IRELAND | SOUTH AFRICA | AUSTRALIA  
TAIWAN | PHILIPPINES | SPAIN | PORTUGAL**



# INTERNATIONAL EXPANSION

## School of Rock Expansion Plans

School of Rock has universal appeal throughout the world. With 15 countries currently open or under development, we have embarked on a global growth initiative. We are searching for well-qualified candidates interested in acquiring the master franchise rights for their countries.

Whether it be the United Kingdom, Italy, Germany, Japan, or South Korea, among others, there is an opportunity for launching School of Rock in your area. Speak to Our Chief Development Officer to inquire if your country meets our criteria for International expansion.

School of Rock is excited and passionate about its International growth potential. Our criteria are simple; if there is a love of Rock music and a desire to learn in a group format, then there is potential for School of Rock. Bring the most revolutionary music education school in the world home to your country.

## What This Means To You

By becoming a School of Rock master franchisee, you will be in an enviable position to satisfy your rock music-loving children and their guardians and parents.

This is achieved by using our patented education system, the School of Rock Method™, our brand image, our knowledge, and all our industrial and intellectual property rights, to build a solid business.

## Becoming a School of Rock Master Franchisee Offers You:

As your committed partner, it will be School of Rock’s mission to bring you unbeatable support to enable you and your business to excel in your local territory.

- A proven business system in the form of complete strategies around sales, marketing, supportive system lesson plans, instruments, including the patented School of Rock Method™.
- Protected industrial and intellectual property rights.
- Full knowledge and support of experienced franchisor team from School of Rock Headquarters in the US including set up, integration, pricing strategy and marketing material. This carries all the way through from business launch to management and development of your School of Rock territory.
- Know-how on being a Master Franchisee, promoting, managing and developing a network of unit-level franchisees in your territory.
- The opportunity to form part of a franchise system, including the setup of a unit-level pilot franchisee in your country with School of Rock.
- The expertise, experience and commitment of the highly qualified franchisor team in order to help achieve the best results.
- The knowledge to successfully replicate the proven concept and success of School of Rock in your territory.
- The benefit of utilizing fully developed sets of policies and procedures refined over many years thereby reducing the risk of failure.
- Content management information system to help you manage your pilot school as well as your sub-franchisee network.
- Effective accounting packages and practices.
- A system that has generated continuous positive results and unique return-on-investment since 2010.
- Continuous research and development to add new rock music products to existing programs.
- A comprehensive Master Franchise development agreement with automatic renewal (subject to fulfilling set criteria).



# SCHOOL OF ROCK MASTER FRANCHISEE PROFILE

## Are You A Potential School of Rock Master Franchisee?

To expand on some of the more general aspects sought in most master franchisee partners, School of Rock is looking for individuals, or an entity, who are successful, ambitious, energetic, motivated and are comfortable in setting and achieving demanding targets for themselves, their staff and their customers.

The individual qualities a School of Rock master franchisee needs may include:

- Having an astute business mind.
- Proven track record of managing an organization in a fast-paced, demanding environment.
- A strong knowledge and awareness of the local music scene and trends in their country – this gives the edge over the competition.
- Access to the financial resources to develop and then continue to support the School of Rock franchise business on an on-going basis. Working capital and net worth requirements depend on the size and scope of the specific market.
- Resources to create and execute an aggressive expansion plan to build brand awareness for all services.
- Committed to delivering a fast-track return on investment via the rapid development of the franchise business through recruiting unit franchises within the master franchise country or region.
- Access to an established team of people with shared entrepreneurial beliefs and combined experience in human resources, finance, operations, sales and marketing.
- Access to relevant banking, taxation and legal information.
- Someone with the ability to cope with the physical demand of running a successful master franchise business, through owning and setting up a single unit franchise pilot business first, and then growing and supporting a growing franchise network.
- A competent communicator with excellent presentation and people skills with access to School of Rock’s typical client market sector and knowledge of the local music scene.

- Having a winning way with children, parents and music teachers alike and come to care about this concept as much as everyone involved at School of Rock does.
- Able to cope with the constantly-changing needs of children, their expectations and demands whilst working under pressure.
- But most of all someone who shares the passion for the School of Rock brand, their way of teaching and promise to music education for children and adults alike, and delivering the best result for every future rock star!

## Further Obligations of The Master Franchisee

Master Franchise Agreements will be awarded by an entire country or region to qualified candidates, and there are couple of important points to note:

### Launch the first School of Rock Franchise Site

Master franchisee will be required to open and operate a single unit School of Rock location for a minimum of twelve months. It is only after this period, that they can fully assume their role as master franchisee and start sub-franchising.

### Location, Location, Location

Master Franchisees should feel comfortable to acquire site locations with the right credentials to help ensure each business that opens is successful.

### School of Rock Site Location Credentials

- Be in the heart of a retail area where parents can go after they drop their children off.
- Be easily accessible from either direction of traffic.
- Be on a relatively busy road.
- Be visible from the road with a good opportunity for large backlit signage and other ancillary signage (e.g. flags) where available.
- Be close to the homes of target families (high residential population and high household income. One great indicator of this is if there are schools nearby.





# A STRATEGIC PARTNERSHIP

## School of Rock Is Only As Successful As Our Franchisees

### Your Local Knowledge...

At School of Rock it is the strength and success of our strategic partners that make all the difference. It is for this reason that we believe finding a partner with the right business acumen, network management expertise and local knowledge of their market and the music sector, together with School of Rock's proven system will be a formidable partnership.

A winning formula for success for you and your business, as part of the School of Rock business that continues to grow from strength to strength.

### ...And School of Rock's Experience

You will be able to draw upon all the experience and success that has made School of Rock the franchise brand we are today:

- Experience which, supporting your hard work, will help you achieve a high level of business success and place you in profit in the shortest possible time frame.
- Experience that has earned School of Rock our reputation in the U.S.
- Experience that continues to keep School of Rock ahead of the competition.
- Experience that has given the School of Rock brand the highest exposure in the US and all the international markets in which we are represented.







## School of Rock is an education franchise that lets you indulge your passion for music while improving kids' lives

As educators, School of Rock trailblazes with our performance-based model of music instruction. You may already be familiar with the movie that bears our name. Yes, we were the little startup that originally inspired that movie, but the real-life School of Rock is so much more. Today we are a 300+ unit global brand. We have schools open and under development in 15 countries and continue to develop and open new schools across the world.

## WHO IS SCHOOL OF ROCK?

School of Rock is a growing, passionate community focused on enriching lives through performance-based music education.

School of Rock helps aspiring musicians master skills, unleash creativity and develop tools they need to thrive in life.

Our performance-based music curriculum is so unique in its approach to teaching children how to be musicians that we've won the acclaim of everyone from parents to professional musicians and franchise industry organizations.

School of Rock is the largest music education franchise in the U.S., and in our two decades of operation, we've expanded to 15 other countries across the globe.

Entrepreneurs with a passion for music, whether they're musicians themselves or just feel deeply connected to music, find themselves drawn to our business opportunity.

***To put it bluntly, they rock!***

## What Makes School of Rock Different?

Traditional music education approaches rarely teach students how to perform with other musicians, focusing instead on teaching music only through one-on-one lessons. The School of Rock Method™ is different. It combines one-on-one instruction with group rehearsals and live performances, starting students on their musical journey by playing songs that inspire them. This integrated SongFirst® approach teaches students techniques and theory while also helping them apply those skills when performing with other musicians. This method results in remarkable musical proficiency.

School of Rock is a safe place for kids to learn, develop friendships with other kids who are into music, and carve out a niche for themselves in a world where they might never have felt a sense of belonging before.



# THE SCHOOL OF ROCK METHOD™

4000 Number of shows School of Rock students perform annually worldwide

THE RESULTS-DRIVEN PROGRAMS COMBINE ONE-ON-ONE LESSONS WITH GROUP BAND PRACTICES, MAKING SCHOOL OF ROCK THE ULTIMATE MUSIC SCHOOL FOR KIDS AND ADULTS

School of Rock is a music school for all skill levels, ages, and musical aspirations. With students ranging from toddlers to adults, School of Rock is where music students grow into real musicians. And the foundation for this concept is the patented School of Rock Method™.

This method includes the Method Books™, the Method App™, manuals and the Method Engine™ to integrate the content. The app was designed to be used by students and instructors. It houses all of the exercises from the books, tools to practice the music skills at home and also for the parents to monitor the kid's progress.

School of Rock programs teach music starting at age 4

## School of Rock Philosophy of Learning Music

This learning franchise is based on a core concept: kids should have fun when they're learning to play music. School of Rock then use the songs as a way to teach music theory and other fundamentals. Along the way the students learn teamwork, discover a sense of self-identity and gain confidence.

School of Rock is unique among music education concepts, and that's what makes us one of the best kids franchise to invest in. Our music programs are designed to encourage learning in a supportive environment where students of all skill levels are comfortable and engaged. We take the music school concept to the next level for kids, teens, and adults.



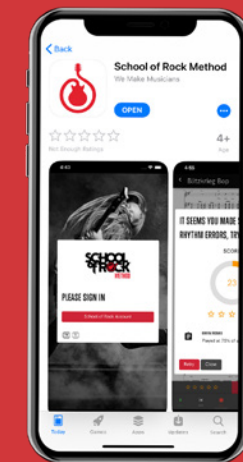
## Method Books™

- 25 Books: five levels per instrument (Guitar, Bass, Drums, Keys, and Vocals).
- Written by established educators and authors in collaboration with top-tier School of Rock staff.



## Method App™

- Designed to be used between School of Rock Instructors and Students.
- Contains exercises from the books,
- Students use the app to practice at home and get immediate feedback from the app that measures rhythm, note, accuracy, and pitch.



THE MOST REVOLUTIONARY MUSIC EDUCATION SCHOOL IN THE WORLD





# THE SCHOOL OF ROCK PROGRAMS

The programs are all-inclusive.

In the U.S., School of Rock schools teach three 4-month sessions per year and offer something for every age group, in addition to holding shorter day camps during summer months and school breaks.

Here is how the programs work:

**3000+** Number of touring and professional musicians employed by School of Rock



## LITTLE WING

This is an early childhood music education program designed to teach children as young as 4 years old to love music. By exploring hand percussion, playing musical games and learning the basics of teamwork, these children come away with the confidence and tools they need to be lifelong music lovers.

*Average age range: 4-5*

## ROOKIES

This program teaches youngsters in first and second grade slightly more complex concepts such as pitch and rhythm, exposing them to different instruments along the way. These kids will learn how to channel their inner rock stars.

*Average age range: 6-7*

## ROCK 101

Rock 101 teaches the basics of rock while laying a solid foundation for understanding the dynamics of playing in a group setting. At this level, students get one-on-one instruction as well as an instructor in their group sessions, learning about music theory and techniques in a fun setting.

*Average age range: 7-10*

## PERFORMANCE PROGRAM

This is the core program at School of Rock, and a key reason it's such a great kids' franchise to explore. In the Performance Program, in-depth private instrument instruction is paired with group rehearsals and a live performance on stage that showcases what students have learned during their lessons. Students will learn musicianship, harmonies, and the particulars of playing on stage in a group dynamic. *Average age range: 8 and up*

Learning the ins and outs of playing live with a group of your peers is at the heart of School of Rock. The Performance Program is the one that draws the most students.

## ADDITIONAL PROGRAMS

School of Rock hosts camps and workshops throughout the year to introduce our Method to new students and allow existing students to spend school breaks sharpening their skills. This is a strong income stream for our franchisees during key times of the year. Here's a list of some of the artists we've worked with...

- **Slash of Guns N' Roses**
- **Peter Frampton**
- **Rock and Roll Hall of Famer Jon Anderson of Yes**
- **Rock and Roll Hall of Famer James Williamson of The Stooges**
- **Danny Carey of Tool**
- **Adrian Belew of King Crimson**
- **Jimmy Chamberlin of Smashing Pumpkins**
- **Cold War Kids**
- **Twiggy (Ramirez) of Marilyn Manson and the Spooky Kids**
- **Matt Cameron of Pearl Jam**
- **Chad Smith of Red Hot Chili Peppers**
- **Frank Zummo of Sum 41**
- **Page Hamilton of Helmet**

Students have an opportunity to try out for the House Band, which includes the most talented performers from each school and serves as an excellent community marketing tool for franchisees. Then there's the AllStars, School of Rock's nationally touring band that includes only the top 1% of students in the entire School of Rock system.



# HOW SCHOOL OF ROCK STANDS OUT

## A UNIQUE POSITION THAT CHALLENGES THE STATUS QUO

It’s an amazing thing to watch a child go from being bashful and self-conscious to having the confidence to stand on stage and play “Free Bird.” Or “Bohemian Rhapsody.” Or “Thunderstruck,” or whatever their jam is. Because once that painfully shy child gets a taste of what it’s like to command attention and respect — and have fun doing it — there’s really no turning back.

A School of Rock franchise stands out among music school businesses by engaging kids in a unique way. They’re taught rock music that resonates with them and the fundamentals of playing with a group of musicians on stage.

As educators, School of Rock schools are trailblazers with our performance-based model. You may already be familiar with the movie that bears the same name. This company is the startup that inspired that movie, but the real-life School of Rock is so much more.

Today we’re a 300+ unit global brand with schools in 14 countries and continues to develop and open new schools across the world.

## Conventional Music Versus School of Rock’s Patented Method

The conventional method of music instruction is that you must master musical concepts before you play songs that actually inspire you. School of Rock’s approach is different. Students start by learning to play and perform the songs that inspire them, and through that process, they develop mastery of music theory with the added benefit of knowing how to play with others.

This unique approach to instruction and our love of rock music help young, aspiring musicians find themselves through School of Rock, and go on to hone their talents and build the confidence they need.

School of Rock is a safe place for kids to learn, develop friendships with other kids, and carve out a niche for themselves in a world where they may have never felt a sense of belonging before.

## School of Rock Students Play Music Their Way

The School of Rock music school franchise has been in business for over two decades. We charted a path that veered sharply away from the staid, repetitive boredom that traditional music lessons have long been known for. Choosing among five instruments found in a typical rock band — keyboards, bass, guitar, drums and, yes, vocals — students can sign up for music programs as early as preschool age. They can be on stage at age 8. By the time they’re teenagers, if they’re good enough to make the cut, they might even go on tour with our AllStars band.

By engaging students with music they love and teaching them the fundamentals of playing live shows with a group of fellow musicians, School of Rock builds up a loyal customer base that is happy to keep returning for more great shows. They also spread the news of School of Rock to their friends; about 70%-80% of our enrollment comes from customer referrals.

**DID YOU KNOW?** Studies have shown that students who took performance-based music lessons scored higher on tests.  
Source: College Board, National Association for Music Education





## Performance Learning: A School of Rock Strength

"If you look at the people that are still doing the one-on-one paradigm, typically, you have a student going in and he or she will learn music fundamentals out of a music book," says Chief Innovation Officer Sam Dresser. "The disconnect there is that many students start taking lessons because they're ultimately inspired by seeing their idols up on stage.

"Whether it's Led Zeppelin or Green Day or a whole slew of other bands, the kids are thinking, 'Man, I want to be that person up on stage.' Instead, they're playing 'Mary Had a Little Lamb' out of a sheet book. It becomes a spiral where they're not really inspired, so they don't practice. They don't move forward and then, the next thing you know, three months later, they're done with lessons."

## What School of Rock Offers Franchisees

As a franchisor, School of Rock can't make any sort of promises about profitability and revenues beyond showing you our past financial performances. We've demonstrated that our brand can go the distance; we've been going strong for over two decades and have added over a hundred units in the last four years alone. That speaks to the stability and sustainability of this franchise as a smart investment for the right person or group.

As a prospective buyer, you'll want to do your own research and due diligence.

But there is one promise that can be made: As a School of Rock franchise, you will be helping to change children's lives through music in a meaningful way that will have a long-lasting impact.

With your staff of instructors, usually about 20 or so part-timers per school, you'll be working day after day with professional musicians passionate about teaching their skills to children. And you will be afforded support from franchising experts who are just as connected to music as you and your staff are.

"The programs we're best at teaching are the ones that are group-focused and involve other kids. That's what we do best," says Sam Dresser, Chief Innovation Officer. "It happens to be one of the best points of differentiation in what we offer versus what potential competitors offer, and it also happens to be the most profitable type of programming, because it's a one-to-many format. And those programs also lead to higher tenure."

## What You Should Know About School of Rock

- Our students perform 4,000 live shows every year at events and music venues.
- Unique national & regional tours drive awareness and are inspirational.
- Awarded by Forbes, Entrepreneur, Franchise Business Review, Global Franchise and Small Business Trends.
- Kids have fun playing real music they can hear on the radio.
- Immersive approach, similar to learning a foreign language, where students start learning real rock songs right away.
- Patented curriculum: The School of Rock Method™, which includes the Method App™, a tool to aggregate the Method Book™ exercises and allow teachers and parents to monitor the student's progress.





## CUSTOMER FEEDBACK



### THE STRUCTURE AROUND HOW KIDS LEARN IS AMAZING

- Taking lessons to learn an instrument is one thing, but learning how to be a part of a band is on another level. These kids are learning how to communicate, respect people and their opinions, and how to be accountable for themselves. It's more than just music here.

*Dustie S., Austin, TX*

### THE KIDS HAVE A GREAT TIME WHILE LEARNING TO PLAY

- Lifelong skills and relationships are born here. The staff shares their passion for music and are very professional and accommodating. Wish I had this type of exposure to music when I was growing up!

*Lori H., Downingtown, PA*

### IT'S THE BEST MUSIC PROGRAM IN THE CITY

- Dedicated instructors and staff, vibrant atmosphere, and most importantly, it's fun! My 8-year-old has grown leaps and bounds in skill and personal confidence. If you're thinking about checking it out, don't wait, just do it!

*Chevelle S., Portland, OR*

### WHAT I LIKE ABOUT THE PROGRAM IS THAT MY KIDS LOVE IT!

- This is so different from the music lessons that existed when I was a kid. These kids are actually making music and learning to play as a band. The performances are so impressive, and watching the kids gain confidence and express themselves on stage is priceless.

*Yessim P., Denver, CO*

**EVERYONE AT SCHOOL OF ROCK IS INVESTED IN TEACHING KIDS THAT LEARNING TO BE A MUSICIAN CAN BE A BLAST!**

- I love watching my son learn to play, but more than anything, I love watching him LOVE what he is doing! He loves to sing rock songs and loves playing them, too. He has only done it for 7 months now, but he is hooked. It is so fun to see his confidence grow each time he gets up on stage to perform. It is building his confidence and self-esteem so much. I am so thankful to all of the great teachers there who have made a difference for my son.

*Christen G., San Francisco, CA*

- School of Rock empowers kids to be the best musicians and performers they can be. It provides a fantastic, supportive environment that can literally change your kid's life. If your child is interested in music and music performance, School of Rock is the best place to start that journey, and they will love every minute of it!

*Laura G., Eden Prairie, MN*

- My daughter has a place where she belongs and flourishes. School of Rock has helped her grow and is like family. We love it. Thanks, School of Rock!

*Crystal M., Lubbock, TX*

- Well-run and fun program for all ages. We are now able to live out our dreams of being rock stars!

*Al A., Rancho Santa Margarita, CA*

- Amazing group of talented instructors! Those rehearsals are the most fun I have all week, hands down! Great community of people coming together to play music and have fun. I could not be happier with my experience at School of Rock!

*John Welch, adult client, Fairfield, CA*





School of Rock students perform 4,000 live shows per year, and our enrollment worldwide is 55,000 — and growing. Take a look in the U.S. or in one of the other countries School of Rock does business in, and you will certainly find music school businesses for sale, but none are like School of Rock.

**OUR STUDENTS PERFORM 4,000 LIVE SHOWS PER YEAR, AND OUR ENROLMENT WORLDWIDE IS 55,000 – AND GROWING**

## A FRANCHISE WITH GLOBAL REACH

### The School of Rock Franchise Is So Unique, There’s Little Competition To Slow Our Growth

School of Rock started out in 2017 with 190 locations in nine countries around the world. We finished 2018 with 250+ locations in 10 countries. By the end of 2021, we had over 500 schools open or under development in 15 countries, and we are embarking on an ambitious growth and expansion plan. Even with that many locations, however, this children’s music franchise has numerous countries and territories still available for interested musicians and entrepreneurs.

With our performance-based learning technique, which focuses on teaching students the classic rock music they love with a goal of getting them ready for live shows with a band made up of their peers, School of Rock stands out in the field of music education.

We are unique, and while there are many options for parents to choose from when it comes to finding music lessons for their child, none are quite like this rock school.

### Music Education Helps to Improve Academic Results

The importance of including music as part of a child’s upbringing has become increasingly clear. Study after study shows that children involved in music education tend to perform better academically, and playing music as part of a live band can have some of the same effects of playing sports in a team environment.

For master franchisees, School of Rock provides an opportunity to invest in a scalable, proven franchise with 20 years of experience; to be involved in a business where they can indulge in their passion for music; and to help transform children’s lives.

“I could have chosen many paths to follow and done well on any of them. Instead, I chose School of Rock and have never been happier with my career decision. The product/service is a worthwhile, community focused endeavor providing skillsets to the next generation, employment for our local artists and income to the business owners/leadership”, says Mark Sheffield, a retired 22-year Navy Officer and Veteran, owner of School of Rock Otay Ranch, CA.

“The global brand is solid, well known and brings with it a host of proven standardized processes – FOLLOW THEM. The corporate team recognizes that franchisees are their customers, are always available to instruct/ assist and led by one of the best leaders I have ever worked with/for (and I’ve worked with the best). And YES, I’d do it again... in a heartbeat.”



**“WE ARE A GROWING,  
PASSIONATE  
COMMUNITY DEDICATED  
TO ENRICHING  
LIVES THROUGH  
PERFORMANCE BASED  
MUSIC EDUCATION”**





## SCHOOL OF ROCK ORIGIN STORY

**In the world of children's franchises, School of Rock turned the music education model on its ear**

For those about to rock, School of Rock salutes you. For those who aren't quite sure how to start a music school and turn it into a successful business, School of Rock is going to tell you how it's done, and why we're ranked among children's franchises as the #1 Child Services & Education Program by both Entrepreneur and Global Franchise magazine.

Even if you're not familiar with the history of School of Rock the franchise, or School of Rock the Broadway musical, chances are you've heard of School of Rock the 2003 movie. There is a shared name and a rock 'n' roll spirit with the movie, but the School of Rock franchise is also so much more.

**IF YOU'VE BEEN LOOKING FOR A FRANCHISE THAT CHANGES LIVES AND HAS GREAT EARNINGS POTENTIAL, SCHOOL OF ROCK HAS FIGURED OUT THE WINNING FORMULA**

**FOR MORE THAN TWO DECADES, KIDS HAVE BEEN LEARNING HOW TO CHANNEL THEIR INNER ROCK STARS AT SCHOOL OF ROCK, AND FRANCHISEES HAVE EXPERIENCED THE JOY OF BUILDING A MUSIC-RELATED BUSINESS IN THE CHILDREN'S FRANCHISES SPACE THAT HELPS CHANGE LIVES**

### Where School of Rock Is Now

Today, School of Rock teaches music to more than 55,000 students around the globe. We have over 500 franchise units open or under development in 15 countries and are continuing to expand both domestically and internationally. We are owned by a private equity firm, Sterling Partners, which provides us with resources a smaller music franchise wouldn't have access to.

Our leadership team is comprised of a group of experienced franchise executives who are either musicians themselves or deeply passionate about music and music education.

Our performance as a franchisor has been consistently recognised in Entrepreneur magazine's Franchise 500 rankings. School of Rock knows our approach is still radical, even after all these years in business, and other companies are starting to imitate the way we do things. That's okay; the competition is welcomed.

School of Rock understands what it takes to succeed as a franchise, and we have a proven track record going back to the mid '90s. Over the years, we have developed the techniques, the business processes and the franchisee-centric culture that provide you with a blueprint for your own success.

Best of all, you'll be able to work in a music-focused business that helps transform children's lives and makes a difference in your community. You'll be able to employ 20 or so professional musicians as instructors, helping them further their musical careers. It's an amazing franchise to invest in, and there are many international opportunities still available.

**KIDS WHO ARE IN THOSE GROUP PROGRAMS STAY LONGER, AND THEY'RE MUCH HAPPIER WITH THE EXPERIENCE THAT THEY'RE GETTING**





# MEET THE LEADERSHIP TEAM

The School of Rock leadership team combines business savvy, a passion for music, and a drive to help franchisees succeed.



**ROB PRICE**  
PRESIDENT & CEO

Prior to School of Rock, Price served as President of Edible Arrangements, which integrates an online business and 1,300 franchised stores worldwide. Before that, he was SVP, Chief Marketing Officer at CVS Health. Price has also held executive roles at Wawa Food Markets and H-E-B Grocery. In addition to serving as a director of Walker & Company, Price is a member of the Alumni Board at Harvard Business School, where he earned his MBA. He graduated with a BS in Applied Economics from Cornell University, was a visiting professor at the University of Pennsylvania's Wharton School, and was a Henry Crown Fellow and Richard Braddock Scholar at the Aspen Institute.



**STACEY RYAN**  
CHIEF OPERATING OFFICER

Even in middle school, Stacey Ryan much preferred The Beatles to New Kids On The Block. Later, she spent more than a decade of her career in childhood education franchises. Her enthusiasm for music and childhood education made School of Rock an easy choice. While with Huntington Learning Centers, Ryan grew her centre into the top performer in the nation, and at Goddard preschools she went on to define quality, raise standards and drive results by implementing operations to support and grow the top and bottom lines. She brings those same high standards to bear as the COO.



**TONY PADULO**  
CHIEF DEVELOPMENT OFFICER

Tony Padulo leads our franchise sales and real estate efforts in USA and Internationally, as well as overseeing International Franchise Operations. With almost 40 years' experience in Franchise Development, Tony has served in various leadership positions during his 22 years at Dunkin' Brands, including leading International development 10 of those years. During that period, Tony launched Dunkin' Donuts and Baskin' Robbins in excess of 30 new countries. Tony has also served as EVP, Global Development for BrightStar Care, the premier in-home care provider, VP of Franchise Development for Goddard Systems, and AAMCO Transmissions Inc, and development roles with BP Oil, and ReMax Realty, one of the leading real estate companies worldwide.



**JOHN CAPPADONA**  
CHIEF FINANCIAL OFFICER

John brings extensive experience building and leading high performing finance teams in a range of industries. Prior to School of Rock, John was the VP of Finance at Sentient Jet, a leading private aviation company, where he was responsible for the Accounting and Finance function. Before that, John was the Director of Financial Planning and Analysis at the W.B. Mason Company, where he built the function. He has held key financial positions at Olympus, Boston Scientific and several additional established companies. John received a B.A. in Finance from the University of MA, Amherst and MBA from the F.W. Olin School of Business at Babson College, where he graduated with honors on both occasions.



**SAM DRESSER**  
CHIEF INNOVATION OFFICER

Sam grew up in a musical household and has always had a passion for music. While pursuing his music degree in Jazz Studies at DePaul University in Chicago, he began working at Apple retail stores. After completing his degree, he spent almost 10 years at Apple focusing on customer experience, management and training. Dresser has brought all of his passions together at School of Rock. He has held a few positions since joining the corporate team in 2013, from overseeing technology and help desk team to now ensuring all of our training programs, knowledge resources, and support systems are world-class.



**MARY CONNER**  
CHIEF HUMAN RESOURCES OFFICER

Prior to School of Rock, she was a Director of Human Resources at CVS Health. With over 20 years in HR in various industries such as telecommunications and retail for companies like Cox Communications and Gap, Inc. Mary has also had hands-on experience running retail operations. She knows what it's like being on the front lines running a business. Mary has a BA in Psychology and Management, HR Certification, and a MA in Human Resources and Labor Relations from the University of Rhode Island.



**ERIC SCHMIDT**  
VICE PRESIDENT OF INFORMATION TECHNOLOGY

Prior to School of Rock, Eric spent 20+ years in the medical device industry, focusing on Information Technology and Business Intelligence. Most recently, he served as the Director of Information Technology and Director of Business Intelligence/IT Applications for Arjo (\$870M) and Getinge (\$2.5B). Eric holds a BS in Network and Communications Management and graduated summa cum laude from DeVry University. Eric's passion for music started at 10 and grew into a love for both musical performance and luthiery. In his free time, Eric enjoys building exact replicas of iconic rock guitars.



**ALEXANDRA KENDALL**  
VICE PRESIDENT OF MARKETING

Alexandra is responsible for the company's marketing strategies both domestic and international. She oversees a comprehensive brand support system as well as helping to craft local level marketing support for individual schools. She also works with the Franchise Development Team to identify potential owners. Prior to joining School of Rock, Alexandra built a world-class digital marketing presence and infrastructure from the ground up at the Fortune 500 homebuilding company KB Home and launched the brand and digital communications strategy for an up-and-coming retail brand.



# SCHOOL OF ROCK FRANCHISEES

## School of Rock Franchise Reviews

### These Music Franchise Owners Were Inspired By Passion

“ This is a fulfilling enterprise. This is really about self-actualization and achieving a dream of having a high-profile positive impact in the community. You can look long and hard from Alaska to Miami, but it’s really difficult to find a business you can start that’s actually fun. Maybe you can make \$100 more a month at a franchise deli shop, but you’re making sandwiches. This is so much more unique.

**CHARLES STEVENSON**  
School of Rock Chicago West, IL

“ There’s absolutely nothing like it. It’s a proven model: The opportunity and the structure of the business and the programs are a success. There’s nothing out there in the majority of markets I know of that can compete on that level. You may have some mom-and-pop type of schools that do something similar, but we’re a global brand.

**BEA ESCOBAR**  
School of Rock Fayetteville & Bentonville, AR



“ School of Rock is truly an amazing brand! I have never seen such a powerful product. Because of what we do for kids and the impact we make in our community, we are able to attract some very talented and passionate people to join our team. Having great staff makes a huge difference when you own a business..

**CECILIA YI**  
School of Rock Roseville, Elk Grove & Sacramento, CA

“ Most of the kids who come to School of Rock are just drifting through school, they’re not plugged in anywhere. Their parents are frustrated. They’ve tried band, they’ve tried soccer — nothing sticks. They feel like failures. They send their kids to School of Rock and now they’re plugged in, they’ve got a network of friends, they’ve got mentors in our teachers, they’re performing on stage, they’re confident. Their parents are over the moon.

**STEVE MCFARLAND**  
School of Rock Carmel, Fishers & Zionsville IN

“ There’s nothing more rewarding than seeing kids having fun, learning to become skilled musicians quickly and building confidence through performing at some of the most well-known venues in the world. We’ve been riding the School of Rock wave with our own kids for several years and are thrilled to now be bringing the same joy and opportunities to others!

**JAIME & SUSAN DOMINGUEZ**  
School of Rock Park Ridge, IL

“ I was talking to a lot of different friends with similar-sized businesses in and out of franchising. I was looking through all the Yelp reviews for School of Rock and I couldn’t find a bad one. Some Schools have 40 reviews and you can barely find anything negative. I saw the strength of School of Rock. All of my customer experiences are glowingly positive.

**JIM GIGNAC**  
Arlington Heights, IL, School of Rock

“ THIS IS A SPECIAL PLACE, IT’S NOT LIKE ANY OTHER PLACE YOU GO TO





The passion, commitment and dedication of School of Rock franchisees put into the business every day has played an enormous role, being highlighted and culminating in this recognition.

All franchisees win along with the brand.

# ACCOLADES



As a master franchisee in your own country, this ranking helps you set a better and higher value for your business. It allows you to use the value of your business to facilitate your next stage as it becomes a more competitive and attractive option for anyone considering a franchise.

Lenders recognize the ranking, particularly the endorsement around franchisor stability, and make franchisee lending more available for your growth.

Consumers may be more likely to pick School of Rock over other competitors given the Forbes endorsement.

School of Rock becomes a more compelling business as prospective sub-franchisees evaluate which franchise opportunity to acquire, resulting in sustained growth and a higher brand fund pool.

The success of the School of Rock brand (as for any franchisor) relies heavily on the sustainability of their system, and this ranking is a strong validator.

## SEEKING INTERNATIONAL PARTNERS

### School of Rock is Already Global and Has International Franchising Opportunities Worldwide

School of Rock is currently in 15 countries around the world and is looking to expand our International footprint with qualified and passionate groups interested in a master franchise opportunity or area development agreement.

Agreements will be awarded by entire country or region to qualified candidates who ideally meet the following requirements:

- **Passionate about the brand and its promise to music education for children and adults.**
- **Working capital and net worth will depend on the size and scope of the market. Recommended minimum working capital of US \$1 million and net worth of US \$3 - 5 million (these amounts will vary up or down depending on the size of development obligation).**
- **Proven track record of managing an organization in a fast-paced, demanding environment.**
- **Established team of people with shared entrepreneurial beliefs and combined experience in human resources, finance, operations, sales and marketing.**
- **Resources to create and execute an aggressive expansion plan to build brand awareness for all services and award unit franchises within the master franchise country or region.**
- **Master franchisee will be required to open and operate the first unit for a minimum of twelve months before they can start sub-franchising.**

**Few things cross language barriers like music, and when it comes to translating the successful formula for School of Rock to countries outside the U.S., The message is coming through loud and clear.**



## FRANCHISEE SUPPORT

### Unparalleled Training and Support

School of Rock's franchisee training program equips franchisees, with or without music experience, the tools to succeed. The support includes:

- **On-site training in both the business and music education instruction**
- **Assistance in getting your school built**
- **A proprietary IT system to manage the school business**
- **Grand Opening and continued marketing support**
- **Ongoing new product and program development**
- **The only international franchise network of rock music education schools**

### SOME PEOPLE CUT RIBBONS TO CELEBRATE A GRAND OPENING; SCHOOL OF ROCK SMASHES GUITARS. YOU'LL CELEBRATE THE AMOUNT OF SUPPORT YOU GET AS A FRANCHISEE, FOR YOUR GRAND OPENING AND BEYOND

School of Rock's music education franchise is one that naturally inspires passion, but passion doesn't pay the electric bill, and you've got to have more than a heart on the bottom line. Over our two-decade history, we've come up with a proven set of systems for School of Rock partner support that has been very successful.

Our franchisees transform lives through music all over the world and our support system is based on our extensive experience over the past couple of decades, through which we've gained tremendous insight into what works and what doesn't.

"We have 55,000 students enrolled in our schools, and so with that footprint, with that penetration into communities that we serve, we have a great insight into how to better serve our franchisees and how to better lead them through the process of developing a music school in their communities," says CEO and President Rob Price. "With our rapid growth in the past few years, we have further developed our expertise around franchisee support through training and technology and then operational support and marketing support."

"That's why we have been recognized by Entrepreneur and Global Franchise magazine as the leader in after school programs franchising."



AS A FRANCHISOR, WHATEVER EXPERTISE SCHOOL OF ROCK CAN SHARE WITH THEIR MASTER FRANCHISE PARTNERS HELPS EVERYONE FULFIL THEIR MISSION TO TRANSFORM KIDS' LIVES THROUGH MUSIC.

## GRAND OPENING SUPPORT

From the moment you sign a franchise agreement, the School of Rock team springs into action to help create your personal road to success. From the real estate search to making sure you open with a sufficient number of students, this team is at your disposal.

It doesn't make a difference if you're looking to open a franchise in a US state, or in another country. "We have a comprehensive process that starts months in advance of opening a location," says Alexandra Kendall, Vice President of Marketing. "We have a series of support calls, and we walk owners through every step of the process."

Pamela Ross, Director of New School Openings, says a new franchise owner participates on a kick-off call with the Project Manager and uses a Project Management Application to keep your school opening on track and on budget, and keep clear lines of communication. Cohort calls and sessions with the Operations and IT teams are also part of the opening process.

"They're going to have a weekly touch-base meeting where we use a project management software that allows them to communicate with their consultant on a number of things. Marketing, staffing, construction, architectural drawings, business programming, everything," she says.

"That contact and support last for the duration of your franchise agreement."

Master franchise partners will, in turn, learn how to build their own support strategies following the ones School of Rock has created in other countries.



## ONGOING SUPPORT

The support does not end. School of Rock has teams in place to help with operations, marketing and IT, including a 24-hour help desk to address technology-related issues. After we develop plans, School of Rock goes into execution mode. We provide tools so master franchisees can chart their own progress as they build up their business, and we make sure support teams are available and responsive.

"Our response rates are excellent," says Ross. "Our franchisees receive a level of support in all aspects of their business that is, I would say, the highest in the industry."

School of Rock walks franchisees through every step of the process while still allowing them latitude to adjust our systems in a way that best suits their individual markets.

At the end of the day, everything lines up so that when you have the grand opening of your school, you have people in attendance and the number of enrolled students that you need, setting you up for success in the long run.

**SCHOOL OF ROCK'S MISSION IS TO TRANSFORM CHILDREN'S LIVES THROUGH MUSIC. SCHOOL OF ROCK'S FRANCHISE SUPPORT IS DESIGNED TO HELP YOU SUCCESSFULLY CARRY OUT THAT MISSION.**



## MASTER FRANCHISE TESTIMONIALS



### MATIAS PUGA

**Master Franchisee,  
Chile | Peru | Paraguay |  
Colombia**

Working with SOR Corporate has been a great experience. From the very beginning, we have worked as a team, from choosing potential school territories to the weekly follow-up meetings where we can discuss the operations and share our concerns. The result, and our main objective, is a team that provides excellence and quality to all its schools.

I'll give you an example. During 2020, when COVID-19 was raging through the world, SOR Corp helped us in a very timely manner by developing and later teaching us "SOR Remote". This program was a lifesaver and permitted us to face the pandemic. So much so, that during this period we were even able to open two new schools, one in Chile and one in a new market country, Paraguay.

The success of the schools we have opened is the main reason for my interest in becoming a Master Franchisor. Recently, we have focused on developing the most potential markets in our region, such as México, Colombia and now also exploring smaller ones in Costa Rica and Uruguay. In December, we opened our tenth school, Bogota, bringing the total number of countries in which we have operations to five. We are happy.

I believe School of Rock's new approach to teaching music has provided students with greater access to learning music. The methodology is different, it's fun, and it's effective. The impact on the students' lives is what I love the most about this business. We have witnessed numerous stories about lives changing for the good, all this thanks to School of Rock, the music, and the community it creates. In our continent there are still ample opportunities to offer the School of Rock experience, and this goes both for children and adults.

As with any new business opening, especially in a new country, there are many issues and barriers to work through—legal, cultural, economic, operational, technological, etc. Our partnership with the corporate team has always been supportive and flexible. With their experience and know-how, they have helped us understand these aspects and resolve issues as a team. As a Master Franchisor of the region, I am now confident I know how the business works in Latin America, understand the cultural, social, and economic differences and peculiarities, and can offer full regional support to new franchisees from day one till showtime!





# MASTER FRANCHISE TESTIMONIALS



**PAULO PORTELA**

**Master Franchisee,  
Brazil | Spain | Portugal**

W School of Rock was a life changer for me. I used to work in a multinational company in Latin America and I always wanted to be an entrepreneur in education and people development areas. When I was presented to the School of Rock business model, it looked perfect for me. Besides the match with my personal interests, I'm passionate about music. I started operating one School in São Paulo, which was very successful. Then, 2 years later, we opened another school in Brazil. In parallel, 2 other Brazilians opened 2 other schools in the countryside. So, at the end of 2017 we decided to become Master Franchisors for Brazil. The business grew very rapidly. In 4 years we jumped from 4 to 32 opened schools and we have another 11 schools already signed in opening process. Our plan is to reach 200 schools by 2032.

The business model has proven to be resilient since Brazil has faced its worst economic recession ever during 2015 and 2016. The 4 schools that were opened never stopped growing. Of course, the speed of growth was lower than planned, but we grew during recession years. Then, in 2020 COVID-19 came.... and brought a totally different set of challenges to the business and to the franchisees. We (and I strongly include School Corporate here) were able to manage the situation as a team and we had no schools closing. Today, all of them are back to growth again and most of them are already back to profit.



For me, I appreciate the School of Rock business beyond its financials... It is a business that allows you to pursue a purpose, be it people development, impact your community with music and music education, be it fulfill your passion of working with music or something you enjoy a lot. Also, the model provides you a balanced mix of world-class franchise standards and services quality with flexibility to develop new products and revenue sources based on local requirements.

And that's why we recently decided to expand our business to Portugal and Spain and today we are also responsible for those countries as well. And we keep interested in expanding further.





## MASTER FRANCHISE TESTIMONIALS



**JOHN CARACCIO**

**Master Franchisee,  
Taiwan**

W We opened the flagship School of Rock for Taiwan in September 2021, in the city of Taichung. Prior to opening, during a year of unending COVID related disruption, the SOR team was able to deliver, via remote interactions, all the training and coaching we needed to launch a successful school. At the end of 2021 we have over 300 students and are still growing. More importantly, the unique experience has really touched the students (and parents) as was demonstrated by the tears and emotions which flowed during our first season performances in December.

This is not just a cool, hip brand, it is an experience that has a strong positive impact on the students, teachers and administrative staff!



**LEIGH SPAUN &  
KEITH TAEUBER**

**Master Franchisees,  
South Africa**

W The decision to acquire the master franchise for South Africa was an easy decision to make based on the success of our own school in Claremont, Cape Town and the continued expansion of the brand globally. The value proposition of School of Rock is palpable and totally worth capitalizing on.

When we initially started looking at businesses to invest in, one of the key requirements for us after working in big corporations for many years, was to own or invest in a business that made an impact and School of Rock does just that. School of Rock has been an incredible business to own and the support from the franchisor, in particular throughout the pandemic, is unwavering. It's a business that has an immense network across the globe that has the ability to create opportunities for aspiring musicians through their well curated local and international programmes. It connects musicians globally through work opportunities within the franchise and 100% has the ability to change lives through music.

School of Rock continues to make its mark in the music education space, it continues to win awards, it continues to open new locations, it continues to innovate its brand offering and it continues to make a difference in the lives of all our students - who wouldn't want to be part of a legacy brand such as this.







## Money Isn't Everything, But It's Necessary.

It's not enough to have business skills and experience, a love of music and passion for helping children find themselves through music and a sense of community is imperative.

A Master Franchisee also needs to be able to have access to the funds required to effectively build a foundation initially, and then grow a network of profitable sub-franchisees. School of Rock requires that our Master Franchisees have a certain level of minimum net worth, with the right amount of that available as liquid capital.

Each prospective Master Franchisee applicant will require different levels of net worth and liquid capital depending on the country, or countries of interest, and the demographics, cultures and wealth of the general population.

Part of the exploration process will be working with you to understand and best build a strategy (including financial commitment necessary) aimed at launching the School of Rock brand in your country.

## IS THIS RIGHT FOR YOU?

### Who Makes a Good School of Rock Owner?

Existing School of Rock franchisees are remarkable people with varying backgrounds. In order to be considered for a Master Franchise opportunity, you will need some type of professional business background and a love of music without needing to be musical necessarily.

Combining these elements with a passion for wanting to create, or enhance that same passion in the children who will be School of Rock students goes a long way to ensuring there is a good fit.

Although international in scale, School of Rock is ultimately a community-based music education business.

School of Rock seeks partners who are leaders in their community, those who are active in their neighborhoods, and those who are able to foster a sense of learning and community for children within their schools.

### Where Does A Master Franchisee Find Sub-Franchisees?

A part of a Master Franchisee Agreement is the development of the brand in your territory through recruiting sub-franchisees, you may well ask where you will find them?

Below is an example of the sorts of relevant marketing questions aimed at potential single-unit franchisees:

**"Retired from the road? Ready to cut back on touring? Looking for a way to stay involved in music while providing for the family? Passionate about music and experienced in business, but looking for Career 2.0? Then a School of Rock franchise may be right for you!"**



# TYPICAL SINGLE-UNIT FRANCHISEES

School of Rock franchisees come from all sorts of backgrounds, but the trait that connects them and makes School of Rock one of the best kids’ franchises for the musically inclined is their love of music. Whether they play professionally, had a garage band in high school or just sing along to the radio on the way to work, music has always been a part of their lives.

THE CONFIDENCE, SELF-DISCIPLINE AND SENSE OF BELONGING SCHOOL OF ROCK STUDENTS GAIN CARRY OVER INTO EVERY OTHER FACET OF THEIR LIVES. THEY BENEFIT FROM BECOMING PART OF SOMETHING BIGGER THAN THEMSELVES – A BENEFIT THAT SCHOOL OF ROCK FRANCHISE OWNERS EXPERIENCE AS WELL, WHETHER THEY’RE MUSICIANS OR NOT.

# SCHOOL OF ROCK DOES LOVE MUSICIANS...

School of Rock creates jobs for other working musicians, as each school typically employs about 20 part-time teachers who are professional musicians as well. While it’s true there are different labor pools in Paris or London than in, say, Chicago or New York, School of Rock has found that there are always skilled people out there. And being able to hire professional musicians helps boost overall franchisee satisfaction.

Musicians are the sort of people who would play just for the sheer joy of it, which is why so many pros still need day jobs. With musicians running their schools and teaching their students, School of Rock has earned its reputation as the premier music education school.

Our students not only learn to play an instrument, they learn how to work within a group as they form bands with their peers, how to prepare for a live show, how to handle the unexpected during those performances and what it’s like to go on tour.

These are all lessons that will serve them well in life, whether or not they go on to become professional musicians themselves. School of Rock instructors know how to prep them for these lessons because they’ve lived them.



“Anyone who has a passion for something will be great at what they’re trying to do. I would suggest an owner just have a passion for music,” says Ryan Schiff, General Manager of five of our schools in the Los Angeles area and frontman for the alt-rock group Lou Pine.

“You don’t necessarily have to be able to perform and play music, but having a real passion for rock and roll, and music, and kids, and the desire to teach kids how to play music is the most important thing.”

School of Rock is a great brand because it’s authentic,” says Matt Sandoski, a franchisee in Montclair, NJ, a musician since the age of 5 and a live sound engineer who still goes out on tour. “Live music today is overproduced. That’s why all these kids have a college band no one’s ever heard of. Classic rock wasn’t overproduced. We have new music as well that isn’t overdone, but it’s nothing you hear on the radio anymore. Most of the music you hear, it isn’t real. It’s all manufactured. Kids get that. Kids want an authentic experience. That’s why they love School of Rock.”

Musicians provide that authentic experience. That’s why School of Rock loves them, and why School of Rock is a top choice for musicians in return.





## ...BUT YOU DON'T HAVE TO BE A MUSICIAN

Bea Escobar comes from a musical family. Her father, brothers, sons and a nephew are all involved in singing and playing, but Escobar somehow grew up immersed in music without ever really participating. When she heard about the chance to become a School of Rock franchisee, she jumped at it.

"Music is definitely a passion," says Escobar, who owns the School of Rock schools in Fayetteville, and Bentonville, AR. "It makes me happy. It boosts my endorphins. I get everything done through music and always have."

After a successful career in the consumer packaged goods industry, Escobar learned about School of Rock from a friend whose child was enrolled. The idea immediately clicked, and despite her lack of knowledge about rock music — she grew up in El Salvador and was exposed to a lot of Latin music — she knew it would be a good fit.

**SCHOOL OF ROCK IS ALL ABOUT INSPIRING KIDS THROUGH THE MEDIUM OF ROCK MUSIC. OUR FRANCHISE PARTNERS SHOULD BE AS PASSIONATE AS THE COMPANY IS ABOUT OUR MISSION**

## More Reasons To Choose School of Rock

School of Rock was named the **#1 Child Enrichment Program** by **Entrepreneur** magazine in 2017, 2019, 2020, 2021 and 2022. Our students get to perform live at prestigious music festivals like Lollapalooza and well-known venues such as the Rock & Roll Hall of Fame. We also strive to hire professional musicians.

When you take a closer look at our business model, you'll see why that makes so much sense.





## A PROFITABLE FRANCHISE BUSINESS

**School of Rock's proven systems, trailblazing educational approach and franchisee-focused culture all play a part in School of Rock franchise earnings**

Passion for music and music education is crucial in the business, but it's also important to understand the financial ins and outs of our business model, including the average School of Rock unit franchise earnings.

It's impossible to predict how much you'll earn, but School of Rock can show you just how much single-unit franchisees have earned in years past.

Qualified master franchise candidates will receive a copy of our latest Franchise Disclosure Document (FDD), which is a legal document required in the United States, and includes earnings reported by franchise owners, as well as more detailed information about startup costs and what franchisees get for their initial investment.

At School of Rock, music lessons are the sole reason for being, and the business model is based on turning that passion into profit. We pour everything we do at School of Rock into helping children and teenagers find themselves through the rock music genre. Our trailblazing educational approach of performance-based lessons helps inspire and motivate our young students, instilling them with confidence and arming them with the tools they need to navigate life.



## TURN PASSION INTO PROFIT

School of Rock franchisees come from all sorts of backgrounds, but share a passion for music. Whether they're experienced entrepreneurs or musicians themselves, they get the coaching and guidance they need to maximize the profit potential of their School of Rock franchise.

When you meet the School of Rock requirements you will come to fully understand the bigger financial picture, as well as the smaller details, before any agreements are signed.

Access to the full financial details will be shared with all qualified candidates.

**THE KIDS WON'T BE SITTING ON THE EDGE OF THEIR BEDS GLUMLY PICKING OUT "MARY HAD A LITTLE LAMB." THEY'LL BE PRACTICING THEIR POWER CHORDS TO SPRINGSTEEN'S "BORN IN THE U.S.A."**





# MASTER FRANCHISE COSTS



## Master Franchise Costs Explained

It is difficult to determine the exact level of investment required in different markets, but there is nearly 20 years of experience in setting up individual School of Rock locations throughout the US, so this is a good place to start.

The following is a summary of the start-up costs for a single unit franchise location in the United States:

- Investment range:  
**\$395,800 - \$537,400**
- Minimum required capital:  
**\$125,000 (liquid) / \$350,000 (net worth)**

This information is taken from School of Rock’s Franchise Disclosure Document (FDD). For a much more detailed look at the financial picture, including average single-unit franchisee earnings, you can request a copy of the full FDD once School of Rock has assessed whether you’re a suitable candidate. This is not a representation that the investment costs will be identical to US costs in your countries.

The main areas of variable expenditure that create such a wide range of possible costs are:

- **Site selection and construction.**
- **Equipment, furnishings and finishings.**
- **Architectural fees.**
- **Additional funds\*.**

\*During the first 3 months of operation, controllable expenses, such as labor, supplies, and direct operating costs, are typically above average for a School of Rock business due to the need for additional staff training to ensure exceptional service and promoting the School. The actual amount of additional funds you will need will depend on a variety of factors, such as the number of paid employees you hire and their rate of pay, your own management and operational skill, economic conditions and competition.

In our experience, for the development of the first corporate school in your country, each master franchisee will require a minimum total investment of US \$500,000 (although this can vary greatly by the specific country and size of development obligation).

There will also be an ongoing franchise royalty fee and management services fees paid to School of Rock.





# 10 STEPS TO BECOMING A MASTER FRANCHISEE

Master franchisees follow a rigorous process to ensure that there is a good match both ways.



## GET MORE INFO ABOUT YOUR COUNTRY OF INTEREST

If you would like to find out more detail about the opportunity then you will be required to sign a confidentiality agreement, after which you will be given much more information to help you get your questions answered!

### STEP 1

**Casting Call** (detailed conversation to understand your position and what you're looking for, country you're interested in, etc).

### STEP 2

**Audition** (detailed conversation about the School of Rock history and opportunity).

### STEP 3

**Rehearsal** (You complete the Application Form prior to a review of the Franchise Disclosure Document which is a summary of how the overall School of Rock franchise is doing in the US).

### STEP 4

**On Tour** (a more detailed review to understand what you bring to the table & to provide you with a cohesive way to carry out your due diligence).

### STEP 5

**Sessions** (introduction and interviews with Executives).

### STEP 6

**Opening Act** (Discovery Day, usually 2 days @ headquarters including site visits).

### STEP 7

**Contract Offer** (signing a letter of intent).

### STEP 8

**World Tour** (country visit by Chief Development Officer).

### STEP 9

**Autograph Session** (Final Approval & Execution of Franchise Agreement).

### STEP 10

**Building Your Rock & Roll Empire** (Build, Train & Open).





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