



Sunset Strip

— 80 Proof 80's Rock —



BIO & BOOKING

678.777.3081

SUNSETSTRIPATLANTA@GMAIL.COM

ABOUT SUNSET STRIP:

Sunset Strip was founded by Front Man Jay Tee and Guitarist Mike D. in 2014. It was their vision to redefine what the "Rock Cover Band." The market was littered with "bar bands" that brought a very pedestrian show and offered little in the way innovation on their musical arrangements. Crowds are turning up less and less. People want to be entertained. That goes well beyond just sounding good. Bands must put on a show. Thus, JayTee and Mike went to the drawing board. So the big question was, what makes for a successful show? And what will make people come back again and again?

Well for starters, the band must consist of "pro-level" musicians. The band HAS to be able to play, and play really well. Second, you can't just play the hits; a unique approach has to be taken. Sunset Strip is known for their medleys and unique mashups of songs of varying song styles. This approach keeps the songs fresh and unique for the audience. Third, stay away from cartoonish dress. Wearing wigs and spandex has been done to death. Sunset Strip approached their look from the standpoint of what do their heroes from the 80's metal scene look like now? They have abandoned those outdated looks, so should Sunset Strip. It was their goal to pair a modern sound and an edgy modern look with the classic tunes. And fourth, and MOST important, the stage and show has to be BIG! Dancers, lighting, graphics, cryo and more! Sunset Strip has a warehouse full of staging and graphics to bring the "bling" to any stage; big or small. What made the Sunset Strip era bands so exciting was the big, bold stages and theatrics. In the end, that feel must be in each Sunset Strip show. And finally, cater to the ladies! Sunset Strip pays close attention to winning the hearts of the girls so they continue to come back, and even better, spread the word!

Sunset Strip stays true to this formula. From their live show to their marketing and promotional materials, innovation and creativity are at the heart. Just look at this book!

A photograph of Jay Tee, the front man of Sunset Strip. He is wearing a tan straw cowboy hat, glasses, and a dark purple sleeveless vest over a graphic t-shirt. He is holding a microphone to his mouth and appears to be singing. The background is a textured wall with vertical stripes in shades of brown and red.

**JAY TEE
VOCALS**

A photograph of Mike D., the guitarist of Sunset Strip. He is wearing a dark purple cowboy hat and a dark purple sleeveless vest over a graphic t-shirt. He has a large tattoo on his left arm and is playing a black electric guitar. The background is the same textured wall with vertical stripes as in the previous image.

**MIKE
GUITAR, VOCALS**

Sunset Strip

SCOTT
BASS, VOCALS

CHARLIE
DRUMS, VOCALS



MARKETING

Sunset Strip has seasoned branding and design professionals to develop any type of promotional campaign and deliver custom designed marketing and stage materials for a turnkey event for your venue.

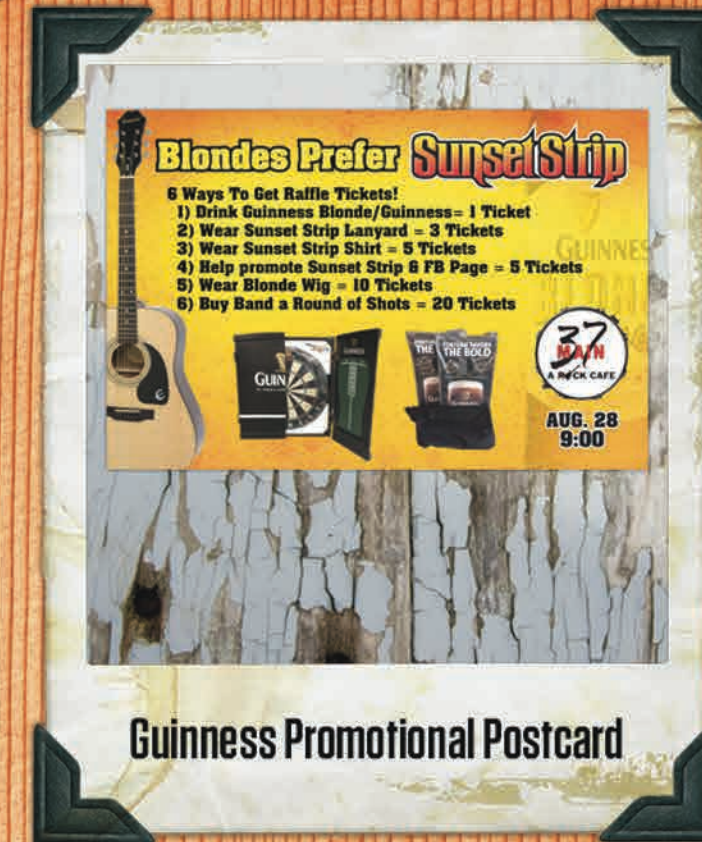
BLONDES PREFER SUNSET STRIP

Highlights: Secured sponsorship with Guinness Blonde. Raffled Guinness products during the show, such as dart boards, coolers, corn hole games and clothing. Performed a rocking version of "Devil Went Down to Georgia" and raffled off an autographed guitar by Charlie Daniel.

KICKING OFF ROCKTOBER

Highlights: Performed with the Cherry Bombs throughout the night. Brought in risers on the dance floor for go-go dancing, performed choreographed routine dances on numerous songs, and had satin acrobatics performed over the crowd during multiple songs. Raffled off an autographed Alice Cooper guitar.

Sunset Strip



Guinness Promotional Postcard



4 WEEK
TEASER
CAMPAIGN

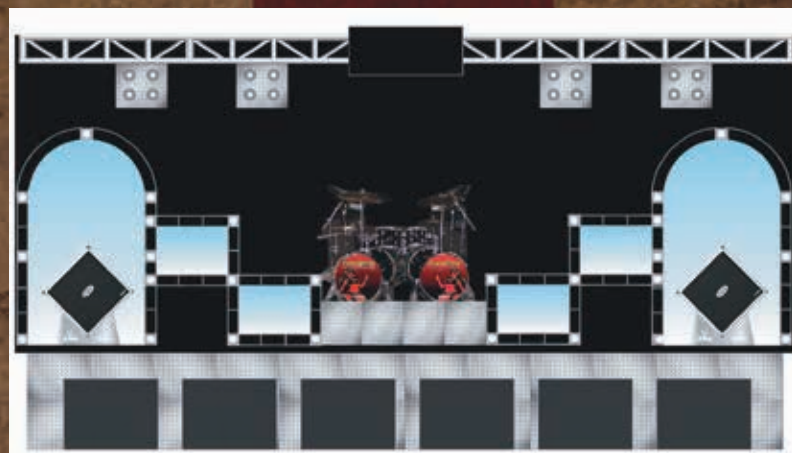


Rocktober Alice Cooper
Promotional Postcard

Charlie Daniel
ALC

LIVE SHOW THEMES

Sunset Strip has a warehouse full of staging that can be configured to create any type of unique show. Imagine a room filled with a giant Erector set, just waiting to be built and decorated in the rocking theme of your choice! The shapes and sizes can change to fit your venue. Then the graphic design team at Sunset Strip can use existing graphics or create a custom look and feel for your the show.





What Would *Cruise* Do?

To make a great show, they would get the hottest metal dance squad in the country...so that's what we do. Meet the **Cherry Bombs...**

The boys of Sunset Strip bring the wicked moves, acrobatics and sexy showmanship of the **Cherry Bombs** to any stage that can handle them!

Cherry Bombs



HOW TO ORDER:

1 Select A Show Format:

(1) Two Hour Set:

(2) 75 Minute Sets: A 15 minute break will contain Dance Music

2 Select A Theme:

Sunset Strip will provide a packaged concept for your venue. The concept will be inclusive of staging graphics, costumes, marketing materials (printed and online) and all other visual elements to compliment the show theme.

For Venues without:

- Sound System & Engineer
- Lighting
- Stage

Sunset Strip can provide at an additional cost. Costs vary and are quoted upon request.

BOOKING INFORMATION:

sunsetstripatlanta@gmail.com

678.777.3081



Sunset Strip

— 80 Proof 80's Rock —

