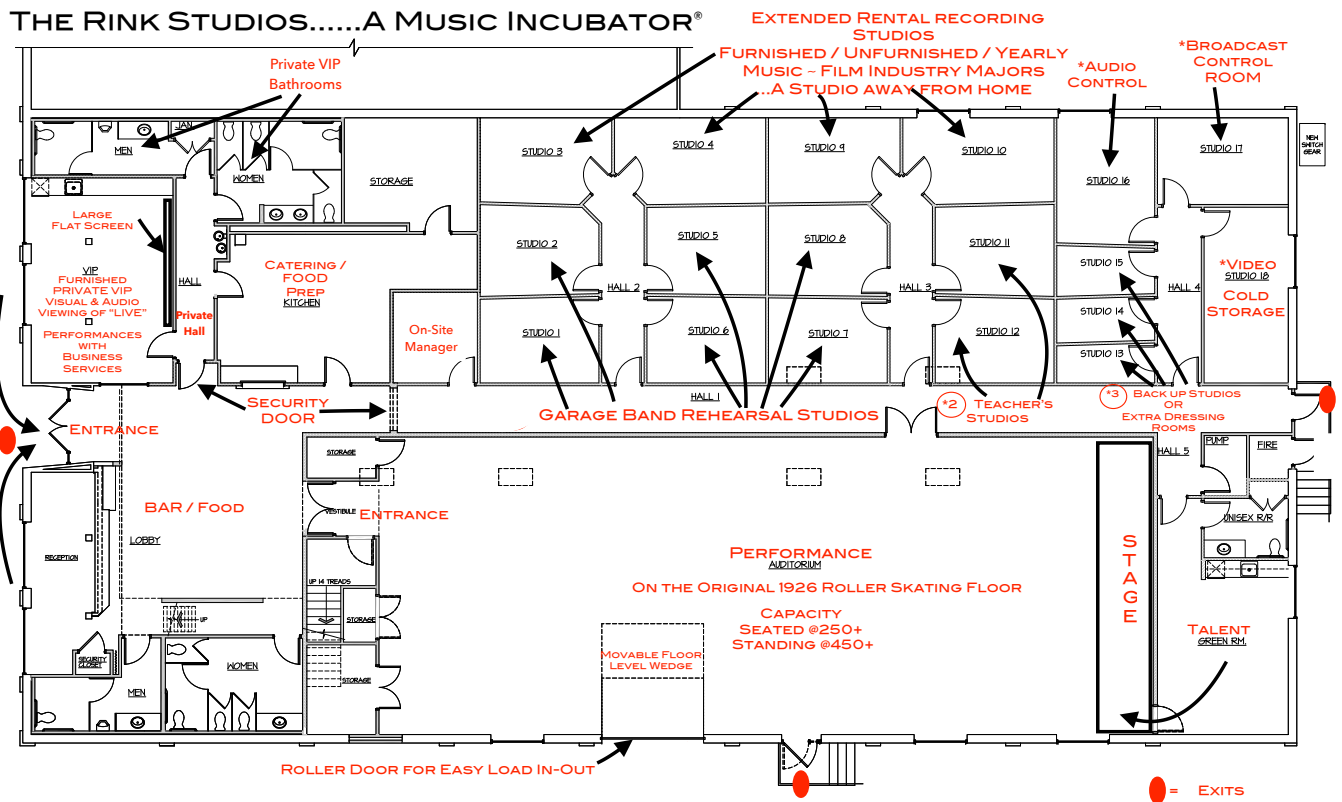




Concept: The Rink Studios (TRS) is Sacramento's music incubator and music destination complex featuring 15 studios, band rehearsal rooms, teaching studios and a rentable performance venue with high caliber audio/video (AV), recording and digital streaming capabilities all open to the public. TRS is developing its website, TheRinkStudios.com to be a full-service interactive platform to support its weekly original music contests, and promote upcoming events and performances. And Music Performance Library will have an archive of all performances for video-on-demand playback anytime.

Key Activities: The Future of A & R: In-Person and Digital Talent Scouting for film and music industry majors. Oversee the artistic development of recording artists and songwriters. Provide rehearsal room and recording studio access to garage bands, musicians, music teachers and organizations. Lease 4 high-end recording studios to music industry majors. Discover recording artists and songwriters through weekly MP3 original song/music competitions. Provide representation for TRS unearthed recording artists and songwriters. Live performances in the music performance venue.

Key Partners and Suppliers: Studio and Venue Equipment Manufacturers, Music Schools, Universities, Music Producers, Film and Music Industry Majors, Online Digital Distribution Platforms (iTunes®, Spotify®, YouTube®, etc), Event Architects (Catering), DropInToDigital.tv, (AV Streaming).



Key Features:

- **15 Studios Total**
 - 4 recording studios for music industry majors to have a satellite studio in Northern California
 - 6 garage band rehearsal/recording studios
 - 2 teaching studios
 - 3 back-up studios
- **Rentable Performance Venue** with dynamic AV digital streaming capabilities provided by key partner, DropInToDigital.tv
- **Full-service interactive website** therinkstudios.com
- **TRS is a film and network ready venue** with production control room
- **On premise video cold storage** and cloud storage back up
- **Full Catering Service** and Liquor Licensed
- **Concierge service provided by NLA (Chicago/Los Angeles)**
 - Travel, accommodations, catering and craft services, transportation (black sedans, buses - both private and commercial), and interns and volunteers
- **Weekly original music contests producing over 50 winners each year**
 - Winners will be decided each week by a global general public
 - Song will be placed on 150+ global digital music platforms with a global audience to judge by "clicking" songs to listen and re-listen, re-listen, re-listen.....
 - The one with the most "clicks" wins
 - We will send a FEDEX to the group or individual musician who entered the contest With an Invitation that says **"You Have Won a Performance at The Rink Studios!"**
 - 200 FREE Tickets to give to their Family, Friends, Teachers, Mentors etc.,.
 - When they enter the contest we ask for the design of what their album cover (including the song entered) would look like (we have a surprise ☺)
 - All Winners who perform at The Rink Studios will be streamed to our Face book page and website (therinkstudios.com) and accessed on any electronic device by family/friends who can't be at the performance for whatever reason including illness/Military Service. This includes the global general public and the music industry majors.
 - Music Performance Library on our website will store for all to see
 - Tree House - TreeHouseRocks.com interviews with bands for media
- **DropIntoDigital.TV:**
 - Dynamic audio and video streaming
 - TRS recording artists and songwriters can be seen and heard by the music industry majors.
 - Give fans exclusive Backstage Access
 - Link to over 100+ digital stores for music and merchandise sales
 - Provide LIVE Skype interviews for press or viewers
 - Edit short/shareable clips from LIVE streams
 - Upload shareable clips to all Social Media
 - Ability to offer Pay-Per-View Events
 - Ability to offer Subscription Service
 - Present video community contests with viewer voting/polling
 - Distribute programming from local talent, ranging from interview shows to staged performances
 - Ability to promote upcoming performances/events with exclusive promotions
 - Ability to provide analytics of who is watching programming
 - Offer a way for musical artists to personalize their relationship with fans
 - Develop programming to generate loyal fans
 - Create a bigger global fan base.
 - Create bigger and better opportunities to get artists booked and music licensed to the advertising and brand worlds
 - Access, interactivity and the ability to create shareable clips
 - Worldwide distribution of programming
 - Ability to create video-on-demand programming to be shared on other websites or social media
 - Ability to Record ALL LIVE performances or events for video-on-demand viewing playback anytime

- AV streaming capabilities creates the ability to connect family and friends to celebrations/events and LIVE performances by who can't be at the performance/event for whatever reason including illness/Military Service.
- Rental of venue for corporate events can connect corporate management and employees with video conferencing
- **Monday Night at the Movies @ The Rink Studios (Connecting our Community)**
 - FREE Admission
 - Specialty Foods & Beverages from Community Retailers
 - Giveaways
- **Open Band Tuesday Nights**
 - Local bands
 - Specialty Foods & Beverages from Community Retailers
 - *TreeHouseRocks.com® (*Possible) interviews with bands for media
- **Music Gives Back**
 - We are connected to a wonderful 501C charitable organization - NapaCenterKidsFoundation.org
 - We are building a Download-to-Donate platform for musicians that want to Give BACK with Music

Key Resources: AV Equipment, Digital Distribution Channels, Live Digital Streaming and Download Built-In Capabilities, Facilities/Studios

Value Propositions:

- In-Person and Digital Talent Scouting for film and music industry majors
- Unearthed music talent will be identified by TRS and noticed by film and music industry majors without having to travel
- Provide access to 150+ digital platforms for emerging artists to be seen and noticed internationally
- TRS unearthed recording artists and songwriters will have professional representation to deal with film and music industry majors
- 4 High-End Recording Studios provide Film and Music Industry Majors with Satellite Studios in Northern California
- Performing Artists at the Golden1 Center will have access to the high-end studios to lay down tracks while touring in Sacramento, San Francisco, San Jose and surrounding areas in Northern California
- TRS is film and network ready, BMI licensed with A/V digital streaming and recording capabilities
- 1 Music Performance Venue with Full Bar and Food (250 Seated/400 Standing)
- Sacramento's Only Destination Music Incubator Open to the Public
- America's Only Multi-Recording Studio with Performance Venue under one roof open to the public and independent from the film and music industry majors
- Original Music Competition Winners get a 'live' performance at TRS and recording studio access at no charge
- Low or No Cost Access to Recording Studios to Young Music Talent and Children
- Increased opportunities for music talent to be unearthed besides the handful of opportunities available through The Voice, American Idol, chance encounters or pay-to-play models such as the bar and night club touring scene
- Shining the spotlight on Sacramento as a music destination
- Creating music industry jobs in Sacramento

Customer Relationships: Collaborative A & R with music industry majors, music producers, music schools, organizations, universities and unearthed music talent.

Distribution Channels TheRinkStudios.com, DropIntoDigital.TV, TreeHouseRocks.com, 150+ Digital Platforms, Mobile Apps, Social Media, Music Industry Majors

Cost Structure: Capital Investment, Personnel, Studio and Performance Space, Travel and Accommodations, Branding, Talent Representation, Website General, Marketing and Advertising.

Revenue Streams: Talent Contract Commissions and Royalties, Licensing, Leasing Studios, Performance Venue and Corporate Apartment, Bar and Food, Digital Platforms Subscription Commissions