

# GUINNESS® BATTLE OF THE BANDS COMPETITION

Irish pubs are renowned for live music of all sorts from rock and pop to traditional Irish folk. For many people this live music is a major draw factor encouraging repeat visits as they can rely on their Irish Pub to lay-on some top quality entertainment.

Local home-grown talent is always on the rise and there are many new bands itching to get a chance for a spot on the stage of their local Irish Pub. A GUINNESS BATTLE OF THE BANDS COMPETITION is a way for you to support this rising talent while providing your guests with entertaining nights of live music.



## HOW IT WORKS:

A GUINNESS BATTLE OF THE BANDS COMPETITION will ideally be an event organised over a number of weeks with 2-3 bands playing on each individual night. Get in contact with your local Students Union for student bands and spread the word that you are looking for fresh talent through popular social networking and messaging websites.

Guests and fans vote for their favourite acts either by voting on paper or by 'Cheerometer' – whoever the crowd scream loudest for, wins the night! A grand final held after three or four weeks could bring the best of the bands together for a 'Battle of the Bands showdown', with the winner taking the main prize as best new band in town.

## WHAT YOU NEED:

- Bands to participate
- A stage for the bands to perform on
- An MC to get the crowd involved and to judge the bands
- Large prize for the overall winners.

**TOP  
TIP**

Instead of charging an uninspiring entry fee for the event, offer entry for a price such as € 3 with a token which can be redeemed at the bar for a list of special offer drinks such as a pint of GUINNESS beer.