



# SCHOOL OF ROCK®

**INTERNATIONAL**  
**MASTER FRANCHISE**  
**PROSPECTUS**

Updated January 2025

## 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 music 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 almost 600 School of Rock locations open or in development in 23 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.

# Stacey Ryan

Stacey Ryan  
President, School of Rock





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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.

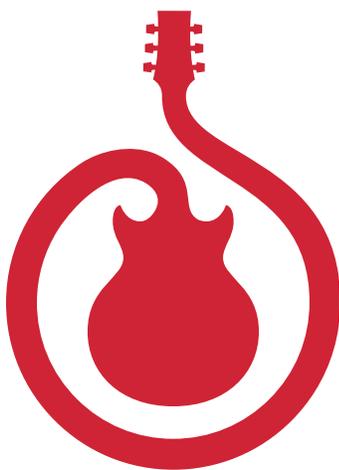




## What Makes A Successful Master Franchisee?

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.**



## 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.**

## 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.



## School of Rock And International Expansion.

School of Rock is the largest music education franchise in the U.S. with three corporate offices in Boston, Chicago and Los Angeles, and 50 company schools. In our 25+ years 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 almost 70,000 children around the globe.**
- **School of Rock currently has over 600 schools open or under development across 23 countries.**



## Countries With A 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 are currently open in:





## INTERNATIONAL EXPANSION

### School of Rock Expansion Plans.

School of Rock has universal appeal throughout the world. With 23 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.





## What 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.
- 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.
- 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.
- 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.



## 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.





## 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 25+ years of operation, we've expanded or are in development to expand to 23 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.

### School of Rock Is The 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 open or in development for 600 units in 23 countries and continue to open new schools across the world.





## 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™

**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**

Enroll your child at School of Rock and watch them become a musician. Our patented School of Rock Method™ has taught hundreds of thousands of students around the world to play music. Our method builds musical proficiency by integrating thrilling stage performance, song-based learning, proprietary Method Books™, Method Engine, and a revolutionary Method App™.



### 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™

Because the School of Rock Method™ is designed to prepare students for performing live, we have created our own Method Books™ to teach not only technique, but also musicianship for the stage. Our proprietary Method Books™ were years in the making, authored by our own team of passionate music educators. Our books demystify complex topics by putting them in context of popular songs. This SongFirst™ approach helps students prepare for the thrill of performing live with other enthusiastic musicians.



## Method App™

The School of Rock Method App™ is unlike anything you'll find from traditional music education. The app, powered by our Method Engine, provides integrated tools that support, facilitate and encourage students to advance skills between lessons, and accelerate their path to the stage. The Method App™ features exercises assigned by instructors, real-time interactive feedback, thousands of song transcriptions, and customizable song backing tracks that allow students to rehearse with other instruments.



## 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.



### Little Wing | Ages 4-5

Little Wing is School of Rock's music program designed for our youngest students. This program for toddlers features a special curriculum where students play games and participate in other interactive activities to help them learn the foundational skills they will use as their abilities grow. Students have one weekly group lesson in which they use classic rock songs to learn about rhythm, song structure, melody, and dynamics through play.

### Rookies | Ages 6-7

Rookies is designed for kids with no previous musical experience. Students have one weekly group lesson where they learn music fundamentals like chords, rhythm and song structure. Rookies students also learn and experiment with multiple instruments so they are then able to decide which one they ultimately want to continue pursuing in Rock 101.

### Rock 101 | Ages 8-13

Rock 101 is for kids and beginners. The patented School of Rock Method™ combines our core philosophy of performance-based music education with a unique curriculum designed for kids with no previous musical experience. Students have one weekly group rehearsal where they learn songs that have been simplified. They also have a weekly private music lesson with an instructor who will help them rehearse songs while teaching them foundational music skills.

### Performance | Ages 8-18

Performance is School of Rock's hallmark music program. It consists of a weekly group rehearsal where students work with a band to play through rock music's most iconic songs. Students are assigned songs and parts that are tailored to them based on their age, experience, and opportunity to learn new skills and concepts. Students then work through their parts in weekly private music lessons to refine the skills and concepts that those songs introduce. The goal of this curriculum is to prepare students for live performances. Every few months, Performance Program students take the stage and play at local music venues in front of a real audience.



## House Band | Ages 18 & Under

The School of Rock House Band music program allows students 18 and under the opportunity to join a gigging band composed of fellow musicians from their school. All students in the Performance Program are eligible to audition for a spot in their school's House Band. Once selected, House Band members perform at local rock venues and are viewed as leaders in their School of Rock community.

## Songwriting | Ages 12 & Over

Creating original songs can be one of the most enjoyable experiences for musicians. This program teaches the fundamentals of songwriting, arrangement and music theory, and helps students compose original works. Students have one weekly private lesson on an instrument of their choice where they learn concepts, technique and theory. These principles are then applied in weekly group lessons where students work together on songwriting exercises and lyrical workshops. Every few months, students take the stage to perform or band together to record their original songs.



## AllStars | Ages 18 & Under

The School of Rock AllStars Tour highlights the best students from around the world by sending these talented musicians on a country-wide summer tour across the United States. Students in House Band are eligible to audition for this prestigious program. The audition process includes video submissions, followed by live auditions. Once selected, students will have an authentic touring experience including traveling on a tour bus and performing nightly at famous venues and festivals during a two-week tour.

## Adult | Ages 18 & Over

The Adult Program is for students over 18 who are looking to improve their proficiency, or learn a new instrument. Utilizing the patented School of Rock Method™, Adult Program uses a performance-based music education approach. The curriculum focuses on learning concepts and applying them in a live performance setting. The program includes a weekly private lesson and a weekly group rehearsal. Students are placed in a band, where they learn musical concepts and skills before taking the stage in a live performance.



## 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 are open or in development for 600 units in 23 countries and continue 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 25 years. 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 they will learn the 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 You Should Know About School of Rock.

- Our students perform more than 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, Small Business Trends and many more.
- 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.

## WHAT SCHOOL OF ROCK OFFERS THEIR 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 25 years 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."



## 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*



“ 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*

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

“ 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*

“ 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*

“ 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*





## 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 2024, we had almost 600 schools open or under development in 23 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.

**School of Rock students perform 4,000 live shows per year, and our enrollment worldwide almost 70,000 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.**



## 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 over 25 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 skill sets 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."



A woman with long, curly red hair is singing into a microphone on a stage. She is wearing a black crop top and dark pants with a decorative belt. The background is dark with blue and purple stage lighting. A crowd of people is visible in the foreground, some holding up their phones to record the performance.

**“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 OVER 25 YEARS, KIDS HAVE BEEN LEARNING HOW TO CHANNEL THEIR INNER ROCK STARS, 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 almost 70,000 students around the globe. We have over 600 franchise units open or under development in 22 countries and are continuing to expand both domestically and internationally. We are owned by a private equity firm, Roark Capital, 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 recognized 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.



### **STACEY RYAN**

#### **President**

Stacey joined School of Rock as an Independent Consultant in 2015 and worked her way up the ranks, from VP of Operations to Chief Operations Officer, and now President since 2024. Stacey oversees the day-to-day administrative and operational functions of School of Rock worldwide. After graduating from Rutgers University, she began her career in education at Huntington Learning Centers, where she grew her center and region into the top performer in the nation. Stacey then developed and implemented a new department within Operations at Goddard Preschools. Here she redefined quality, raised standards, and drove results by implementing operations to support and grow the top and bottom locations. Even as a child, Stacey was always passionate about music. Her enthusiasm for music and commitment to childhood education drives her success at School of Rock. Stacey's favorite musical artists include The Beatles, The Struts, and Rodrigo y Gabriela.



### **SAM DRESSER**

#### **Chief Innovation Officer**

Since joining School of Rock in 2013, Sam has held various roles, from overseeing technology and the help desk team to now ensuring that all of our music programs, curricula, and teaching tools are world-class as our Chief Innovation Officer. Sam plays an integral part in crafting the road map to School of Rock's patented curriculum and leads projects that execute on that vision. While pursuing his music degree in Jazz Studies at DePaul University in Chicago, he began working at Apple retail stores. After completing his degree, Sam spent almost 10 years at Apple focusing on customer experience, management, and training. He grew up in a musical household, has always had a passion for music, and has been able to bring all of his passions together at School of Rock. Sam's favorite musical artists include Sonny Rollins, Foo Fighters, The Beatles, and Stevie Wonder.



## **ANTHONY PADULO**

### **Chief Development Officer**

As School of Rock's Chief Development Officer, Tony oversees School of Rock's global franchise sales and real estate efforts, as well as managing our New School Opening efforts, franchise renewals, and resale programs. With over 40 years of experience in Franchise Development, Tony has served in various leadership positions during his 22 years at Dunkin' Brands, including leading international development for 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 Senior VP of Development at AAMCO Transmissions Inc. He has also had senior development roles with BP Oil, and ReMax Realty, one of the leading real estate companies worldwide. A graduate of Loyola College in Montreal, Canada, Tony came to the US in 1987. Tony's favorite musical artists include Tina Turner, Adele, Fleetwood Mac, and Alicia Keys.



## **DEMI ISKANDAR**

### **Head of Marketing**

Demi joined School of Rock in March 2020, where she witnessed the School of Rock community come together to overcome the challenges of a global pandemic. Before joining School of Rock, Demi graduated from the SUNY Geneseo and moved to Los Angeles, where she began building her career in marketing at KB Home. Demi is responsible for the company's marketing strategies and leads a dynamic, customer-centric team. They provide comprehensive brand support, execute large-scale events, oversee marketing activities for all School of Rock locations, and collaborate with the Franchise Development team to grow the brand's footprint. Passionate about the intersection of music, education, and marketing, she is committed to inspiring the next generation of musicians while supporting the success of the worldwide network. Some of Demi's favorite musical acts include the Yeah Yeah Yeahs, Nina Simone, Black Keys, and Pretty Lights.



## **ERIC SCHMIDT**

### **Vice President Of Information Technology**

Eric currently serves as School of Rock's Vice President of Information Technology, overseeing technology and the technical support team. Prior to joining School of Rock, Eric spent over 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 when he was 10 years old and grew into a love for both musical performance and luthiery. In his free time, he enjoys building exacting replicas of iconic rock guitars. Eric's favorite musical artists include John Mayer, Metallica, Rival Sons, Dead Sara, and many old school blues guitarists.



## **JIM LOVE**

### **Vice President of Domestic Franchise Operations**

Jim joined School of Rock in 2006, serving as General Manager/Music Director for one of the original Philadelphia-area locations. In 2018, he moved into the role of Director of Operations. In addition to managing the 7 company-owned schools and providing support to the 44 franchise units in the Northeast, he served as Master Franchise support to Brazil and Latin America, as well as directly supporting School of Rock's franchisees in Australia and Canada (Ontario). Jim now oversees the administrative functions of School of Rock's domestic operations. Jim holds a degree in Music Education and has been a professional musician and educator for thirty years. His favorite music artists are Led Zeppelin, Rush, the Misfits, Ghost, and Miles Davis, plus a special nostalgic affinity for KISS.



## JASON BARTECK

### Vice President of International Operations

Jason Barteck began his career at School of Rock in 2010, directing group programs and teaching lessons in Baltimore, MD. He later oversaw a successful school in Littleton, CO, serving as both Music Director and General Manager. Since 2019, Jason has been supporting the global School of Rock community on the corporate team, where he was instrumental in launching the GearSelect program, providing everyone in our organization with access to premier musical instrument and equipment brands. He has also played a key role in managing franchise compliance, demonstrating his unwavering commitment to student safety.

As Vice President of International Operations, Jason continues to advocate for expanding School of Rock's global presence and ensuring the highest standards in music education. With his music degree from the University of Colorado Denver, Jason combines passion and expertise to help drive the success of School of Rock's performance-based programs worldwide. As a musician himself from a young age, Jason draws inspiration from a wide range of musical influences, with favorites including Prince, Jellyfish, Bernhoft, and Paramore.



## **CIA TUCCI**

### **Vice President of Company School Operations**

As the Vice President of Company School Operations, Cia will be responsible for building, supporting, and strengthening relationships with Operations Managers, General Managers, and school teams/staff. Her primary focus will be on ensuring the continued success of our Company-Owned schools by driving excellence in music programs, operational efficiency, and team collaboration.

Cia has over 30 years of leadership, operations, and multi-unit / function experience. She started her career as a cashier, and spent many years in Operations and Merchandising, which led to her first executive role as Vice President, Store Brands & Quality Assurance, leading the company's \$5B private label portfolio. In Supply Chain, she held roles of Vice President, Inventory Management for the chain's 10k+ outlets and Vice President, Distribution where she led over 8,000 colleagues across a multi-unit, nationwide footprint.

As Vice President, Sysco Brands, Cia was responsible for managing a \$18B private label portfolio. Within her first year she developed a long term growth strategy, built a team, and launched the strategy designed to reposition Sysco Brands for increased sales and margin as well as brand differentiation within the industry.

In all of her roles, she was responsible for financial performance, market growth, creating programs to improve service and brand differentiation with a deliberate focus on building, leading and developing people.

Some of Cia's favorite music artists are REM, Elton John, Ben Folds, and Stevie Wonder.



## SCHOOL OF ROCK FRANCHISEE TESTIMONIALS



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*





# ACCOLADES

## 2025

- Top Franchise Award:** Franchise Business Review
- #1 Children’s Enrichment Franchise:** Entrepreneur
- Best Children’s Services & Education Franchise:** Global Franchise Awards
- Franchisee of the Year:** International Franchise Association



## 2024

- Top Franchise for Veterans:** Entrepreneur
- Top Global Franchise:** Entrepreneur
- Most Innovative Franchise:** Franchise Business Review
- Silver Award - Employee Satisfaction:** Franchising@Work
- Recession-Proof Franchise:** Franchise Business Review
- Culture100 List:** Franchise Business Review
- Best of the Best:** Entrepreneur
- Franchise Rockstar:** Entrepreneur
- #1 in Category:** Entrepreneur
- Franchise 500 Ranked:** Entrepreneur
- Top 200 Franchise:** Franchise Business Review
- Highly Commended:** Global Franchise
- Franchisee of the Year:** IFA

## 2023

- Global Champion:** Global Franchise
- Category Winner:** Global Franchise
- Hall of Fame - 10 Consecutive Years:** Entrepreneur
- Top Global Franchise:** Entrepreneur
- Best Of The Best:** Entrepreneur
- #1 In Category:** Entrepreneur
- Top Franchise For Veterans:** Entrepreneur
- Top Franchise:** Franchise Business Review
- Most Innovative Franchise:** Franchise Business Review
- Most Profitable Franchises:** Franchise Business Review
- Recession-Proof Franchise:** Franchise Business Review
- Franchise Rock Star:** Franchise Business Review
- Top 400 Franchise:** Franchise Times
- Gold Award - Employee Satisfaction:** Franchising@Work
- Loyalty Champion Award:** Listen360

## 2022

**Regional Champion - Americas:** Global Franchise  
**Category Winner:** Global Franchise  
**Top Global Franchise:** Entrepreneur  
**Best Of The Best:** Entrepreneur  
**#1 In Category:** Entrepreneur  
**Fastest Growing Franchise:** Entrepreneur  
**Top Franchise:** Franchise Business Review  
**Most Innovative Franchise:** Franchise Business Review  
**Top Franchise For Veterans:** Franchise Business Review  
**Gold Award - Employee Satisfaction:** Franchising@Work  
**Franchise Of The Year Award:** IFA  
**Franchise Innovation Award Winner**

## 2021-2019 Highlights

**Category Winner:** Global Franchise  
**Best Of The Best:** Entrepreneur  
**#1 In Category:** Entrepreneur  
**Top Franchise:** Franchise Business Review  
**Top 200 Franchise:** Franchise Times  
**America's Best Franchise:** Forbes  
**RANKED:** Entrepreneur  
**Franchise Innovation Award Winner**

## 2018 & OLDER

**America's Best Franchise:** Forbes (2018)  
**#1 In Category:** Entrepreneur (2018)  
**Franchise 500 Ranked:** Entrepreneur (2017)  
**Top 20 Edu Franchise:** Franchise Business Trends  
**Franchise 500 Ranked:** Entrepreneur (2016)  
**Franchise 500 Ranked:** Entrepreneur (2015)

As a master franchisee in your own country, these rankings help 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 these endorsements.

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 these rankings are a strong validator.





# SEEKING INTERNATIONAL PARTNERS

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

School of Rock is currently open or in development in 23 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 \$1.5 million and net worth of US \$4 - 6 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 US, The message is coming through loud and clear.



## Unparalleled Franchisee 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 25+ year 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 almost 70,000 students enrolled in our schools, and so with that footprint, with that penetration into the communities 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 President Stacey Ryan. "With our rapid growth the past few years, we have further developed our expertise around franchisee support through training and technology and then operational and marketing support."



## GRAND OPENING SUPPORT

### **As A Franchisor, Whatever Expertise School of Rock Can Share With Their Master Franchise Partners Helps Everyone Fulfill Their Mission To Transform Kids' Lives Through Music.**

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 FRANCHISEE TESTIMONIALS



### MATIAS PUGA-HAMILTON

Master Franchisee,  
**Chile, Peru, Colombia,  
Argentina, Paraguay, Bolivia,  
Uruguay, Ecuador, Mexico and  
United Kingdom**

Recognized in 2023 with the prestigious Franchisee of the Year Award by the International Franchise Association, Matias Puga-Hamilton is a highly respected figure in the franchising world. His unwavering passion for the School of Rock brand is evident in his ongoing investments in our global expansion. Just months before finalizing his UK franchise agreement, Matias also expanded his master franchise agreement for Latin America, effectively doubling his portfolio in the region. We had the opportunity to ask Matias a series of questions about his experience with School of Rock, and his insights are shared below.

**Q: How long have you been a master franchisee, why did you decide to become a franchisee, and what has been your experience with the brand to date?**

I've been a franchisee since 2012, when I decided to bring School of Rock to my home country, Chile, and a master franchisee since 2017. The decision came from a very personal place. While living in New Jersey, I enrolled my two daughters in the "Rock 101" program and witnessed how School of Rock transformed them. It wasn't just about learning music, it was about building confidence, teamwork, and life skills in such a fun and engaging way. That experience inspired me to bring it to families in Chile. Since we opened our first school in 2015, the journey has been nothing short of incredible. We've now expanded to 9 countries, managing 17 schools, with 6 more on the horizon across Latin America. Each step of the way, my belief in

School of Rock as an innovative and inclusive franchise has only grown. This past year has been especially exciting, as we've had the pleasure of expanding the brand to the UK. We're confident it will thrive there and continue to inspire a whole new wave of students and families."

**Q: Knowing what you know today, would you do it again?**

Absolutely. Joining School of Rock was one of the best decisions I've ever made. Of course, the journey has had its challenges, every meaningful endeavor does, but the rewards have been incredible. Watching students grow in confidence, develop their talents, and discover their potential never ceases to inspire me. What truly stands out is the sense of community that is created. It's more than just a business; it's a way of bringing people together through the power of music. The connections we foster go far beyond the classroom and often last a lifetime. On a personal level, this journey has been deeply rewarding. It has allowed me to grow in ways I hadn't anticipated, particularly by transitioning from an employee background to becoming an entrepreneur and business developer."

**Q: What advice would you give to a prospective new master franchisee?**

School of Rock is not just a business, it's a mission to inspire and educate through music. One of the most important lessons we've learned is the value of understanding your market while staying true to the brand's principles. Expanding into new countries has taught us the importance of tailoring our approach to local realities. Choosing the right neighborhood, identifying the ideal customer profile, selecting the right site and developing an effective communication strategy. For instance, in the UK, we faced unexpected challenges with the bureaucratic negotiation of commercial and legal terms, including navigating planning regulations amongst other challenges. Building a strong, dedicated team is equally vital. Surround yourself with people who share your vision and are passionate about the mission. It's also essential to think long-term. Opening a School of Rock is not just about reaching enrollment targets, it's about creating a sustainable business model, fostering community relationships and delivering a transformative experience. Lastly, lean on the franchise system for support. School of Rock provides invaluable tools, training, and resources to help you succeed."

**Q: What are some of the innovations you believe differentiate School of Rock from other concepts?**

School of Rock stands out because it's more than just music education, it's a transformative experience. The key innovation, which integrates individual lessons with band practice and live performances, not only teaches music but also builds confidence, teamwork, and communication skills, which is fantastic. Another differentiating concept is the inclusivity of the program. School of Rock welcomes students of all ages, genders and skill levels, creating unique and diverse environments. It's common to see a beginner drummer performing alongside an experienced guitarist, breaking barriers often seen in other disciplines. Finally, the global community is a major differentiator. School of Rock isn't just about local schools, it's about connecting students and families worldwide through opportunities like international festivals, summer camps and global collaborations. This sense of belonging and shared passion is unmatched by any other concept I've encountered."



## PAULO PORTELA

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

Paulo Portela’s journey with School of Rock began in 2012 as a single-unit franchisee, but his vision quickly expanded. In 2017, he became the master franchisee for Brazil, growing the network to over 50 schools, with even more in development. His entrepreneurial drive continued to propel his success as he acquired the master franchise rights for Spain and Portugal in 2020, opening 5 schools with plans for 23 more. Paulo’s leadership and dedication have played a key role in establishing School of Rock as a leading force in music education across Brazil, Spain, and Portugal. A true advocate for the brand, Paulo shares his expertise with fellow franchisees and has created life-changing opportunities for students, including a notable partnership with Rock in Rio Lisboa. His exceptional achievements have earned him recognition, including the ABF Seal of Excellence in Franchising for three consecutive years. Paulo shares his thoughts on School of Rock:



We engaged with School of Rock in 2011, and we signed the first contract as a Franchisee in June of 2012, opening the first School in September of 2013. Later we opened School of Rock Jardins in 2016 and operated both schools until 2018, when we signed the Master Franchise Agreement, becoming franchisors. We were four schools at that moment since Campinas and São Caetano schools were opened directly with School of Rock Corp in parallel. Since then, we have grown from these four to 68 schools today, 52 already opened, 16 in the process of opening. Looking back, I think School of Rock evolved from a small franchise business, with 70 schools in the USA only, with limited systems and processes, to a professional franchise-based business with almost 400 schools in 15 countries .... and growing.



With the growth we faced in Brazil, we've decided to invest and open the first European operation of School of Rock and now we are also responsible for developing Portugal and Spain as well. It's a young operation, but the initial results were not only encouraging but helped us to eliminate a big concern we had, about European consumer behavior. The School of Rock model fit well in Europe, our schools there are growing fast. For me, the most special moments in my work are twofold. One, any new school opening that represents the franchisee's dream coming true and the unleashing of possibilities to transform lives in that territory. And two, a Rock 101 presentation with small kids performing with amazing beauty, empowered by what they learned from our unique method.

Today we have a presence in all 5 Brazil Regions. North, Northeast, South, Southeast and Center-West. 11 states and, 32 cities in Brazil, with around 8,000 students. We feel a great confidence in investing and expanding our investments in the School of Rock business, first because it works but also due to the strong support we have from Corporate and the importance they have demonstrated to our operations in Brazil and Europe."





## JOHN CARACCIO

Master Franchisee,  
**Taiwan**



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 Franchisee,  
**South Africa**

“ 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 programs. 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.





## 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.

### 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.

## 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.**



"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 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.

"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.**

## 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 over 25 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:

**\$387,300 - \$663,650**

**MINIMUM REQUIRED CAPITAL: \$150,000 (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 startup 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.

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## **STEP 2 - AUDITION**

Detailed conversation about the School of Rock history and opportunity.

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## **STEP 3 - REHEARSAL**

You complete the Application Form prior to a review of the Franchise Disclosure Document which summarizes how the School of Rock franchise is doing in the US.

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## **STEP 4 - ON TOUR**

A more detailed review to understand what you bring to the table and to provide you with a cohesive way to carry out your due diligence.

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## **STEP 5 - SESSIONS**

Introduction and interviews with the leadership team.

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## **STEP 6 - OPENING ACT**

Discovery, usually 2 days at School of Rock headquarters including site visits.

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## **STEP 7 - CONTRACT OFFER**

Signing a letter of intent.

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## **STEP 8 - WORLD TOUR**

Country visit by Chief Development Officer

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## **STEP 9 - AUTOGRAPH SESSION**

Final approval and execution of Franchise Agreement.

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## **STEP 10 - BUILDING YOUR ROCK 'N ROLL EMPIRE**

Build, train & open.





# SCHOOL OF ROCK<sup>®</sup>

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