

A Comprehensive History

# ROCK'N THE ROCKS

THE MUSIC MECCA OF THE WORLD





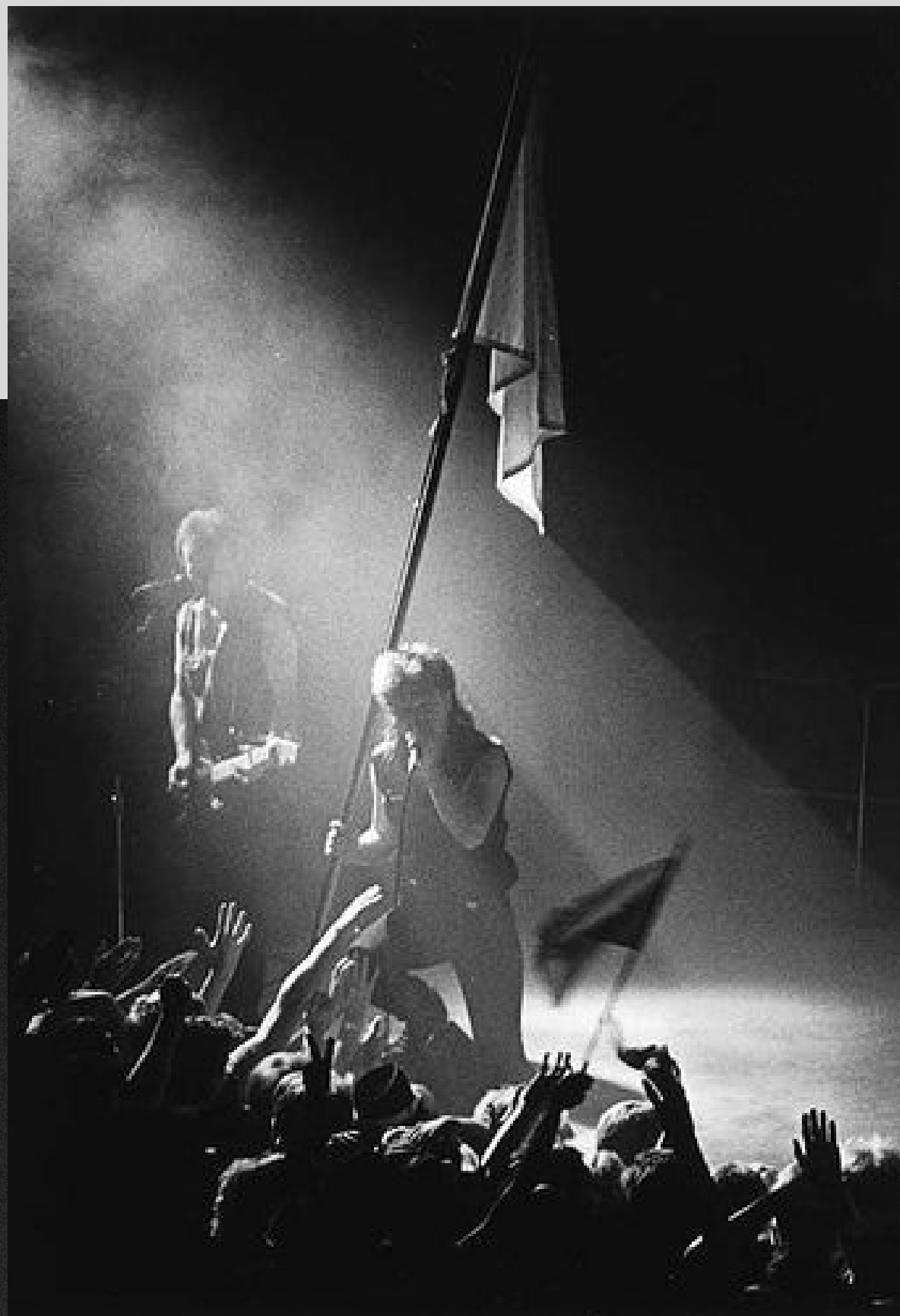
**Title:** Rock'n the Rocks  
**Subtitle:** The Music Mecca of the World  
**Genre:** Film Documentary - 12 Episodes  
**Written/Produced by:** Kerry Gleason

# FILM SUMMARY

**LOGLINE:** Bands rock there. Fans flock there. This is the history, geology, musicology and legacy of Red Rocks Amphitheatre in Morrison, Colorado... revered as the greatest natural outdoor concert venue in the world revealed through interviews and never-before-seen footage.

We're turning over every rock. Well, maybe not some of the big ones. Rock'n the Rocks, an educational news and entertainment docu-series, shines a bright light on the full, complete history of Red Rocks Park and Amphitheatre, the world's most hallowed outdoor performance venue. Its fascinating timeline will be amplified by never-before-seen concert footage, plus original and archived interviews with many of the world's most treasured musicians from yesterday and today.





# FORMAT & COMPS

Format: HD, Streaming  
Length: 12 Episodes, 44 minutes each  
Series Runtime: (528 minutes)  
Style: Interview-driven with archival video, photo excerpts

## Comps:

### 1). Summer of Soul (2021)

Worldwide Revenue: \$3.7 million

Production Company: Mass Distraction Media

Domestic Distributor: Searchlight Pictures

Sold for \$15 million after Sundance

Winner of 1 Academy Award and 71 others, with 44 additional nominations

### 2). Echo in the Canyon (2018)

Worldwide Revenue: \$3.3 million

Production Company: Mirror Films

Domestic Distributor: Greenwich Films

Winner of 2 major awards with 3 additional nominations



# STORIES EPISODES



## 1. Overture

- **Interviews** with music royalty (Bono, The Edge, Paul McCartney, Ringo Starr, Bonnie Raitt, Bob Weir, Phil Lesh, etc.)
- Archival **accolades** from Red Rocks performers
- **Beautiful landscape images**
- Overview of the venue's importance, history and evolution. **Whet the appetite for the rest of the series.**

## 2. From Prehistoric Fish to... Phish

- The geologic history of Red Rocks... a great sea with **sea monsters** and **dinosaurs** on its shores
- The Laramide Orogeny, 68 million years ago, when tectonic plates shifted creating the Rocky Mountains, Creation Rock and Shiprock.
- **Native American history** at Red Rocks: 32 different tribes held it as sacred ground
- **John Brisben Walker, entrepreneur**, who purchased the land in 1905 and held the first concerts.

## 3. We Had A Blast Building It

- The City of Denver purchases Walker's Garden of the Titans for \$54,133
- Denver Parks Commissioner George Cranmer hires architect Burnham Hoyt to **design** the amphitheatre and enlists the **Civilian Conservation Corps** to build it with pick-axes and dynamite.
- **Acoustic integrity:** interviews with Colorado School of Mines experts; if possible, acoustic testing.
- **The Grand Opening** - June 15, 1941

## 4. Backstage Pass

- A **tour** of the backstage areas with a Red Rocks veteran, perhaps Nathaniel Rateliff.
- A look at the acclaimed hallway of signatures, backstage green room, and other **behind-the-scenes** features.
- A group being presented their commemorative Red Rock award
- **Interviews** with facility managers and staff who attend to the needs of the artists. A look at "riders" from contracts of past artists.



## 5. The Early Years

- The **variety of acts**: musicals, dancing and ballet, classical, folk and spoken word, including the Easter Sunrise Service.
- **Footage/photos from early acts**, including investigation into the first "rock 'n' roll" concert: was it Ricky Nelson in 1959? Interviews with people who remember the early acts.
- Fresh from their worldwide tour, **the Beatles** performed August 26, 1964 – perhaps the only venue on their U.S. tour that was not sold out. Interviews with attendees and surviving Beatles.
- Young promoter Barry Fey brought Jimi Hendrix to the stage in 1968. Fey would go on to become the most prolific promoter for major artists at Red Rocks in a career spanning four decades.

## 6. The Promoters

- An **in-depth look** at the promoters and managers who brought and bring the entertainers to Red Rocks, poster art, ads and methods of promotion, recalled in first-hand accounts from Colorado media.
- **Barry Fey, Chuck Morris and others**. With interviews and interesting promotion stories.
- Blockbuster shows, **the Summer Concert Series** and a flood of superstars in front of Stage Rock.
- The Jethro Tull gate-crashers, and overcoming the subsequent 5-year **rock 'n' roll** ban

## 7. Puttin' on the Glitz

- A behind-the-scenes look at the **support staff** for every show: stage managers, security, concessions, truck drivers and others who overcome the challenges of the altitude and limitations presented at the historic landmark.
- Artists talk about the "roadies." "Roadies" talk about **unique experiences** at Red Rocks.
- Friends of Red Rocks and the **army of volunteers**
- Red Rocks – a model of sustainability where more than 85 percent of the trash is recycled

## 8. Stars at Their Peak

- Interviews and live archival performances featuring the **Red Rocks Hall of Fame performers**.
- A revue of some of the many bands who recorded concerts and videos since **the famous U2 concert**.
- Following one of the bands through their day - at play, sound checks, up to performance
- The **diversity of musical tastes**: classical, Reggae on the Rocks, hip hop and comedy (Victor Borge, Bill Burr, George Carlin, South Park)



STORIES



# STORIES



## 9. Alternative Rocks

- As a city park, Red Rocks provides a variety of **recreational opportunities**. People hike in the scenic 868-acre park, climb the stairs for exercise. Musicians bring instruments and perform onstage for whomever will listen. People walk dogs and take pictures – lots of pictures. Graduations, weddings and special occasions.
- **Yoga on the Rocks** attracts hundreds of participants each summer weekend.
- The first inter-denominational **Easter Service** in 1947 attracted 60,000 people, and remains one of Red Rocks' most enduring events.
- The Denver Film Society hosts **Film on the Rocks**, showing a dozen or so quirky and classic films each year to as many as 9,000 spectators.



## 10. Economic Impact

- Red Rocks Park and Amphitheatre is the **#1 tourist destination** in the State of Colorado.
- The venue contributes \$717 million dollars to Denver-area hotels, restaurants and retail businesses. That's just the beginning. The venue creates more than **7,000 jobs** in the Denver area and Morrison.
- The Trading Post is the on-site merchandise retailer; the Ship Rock Grill serves hungry folks at the Visitor's Center. Area restaurants and shops in Morrison and Denver benefit during concert season
- **Careers launched** by Red Rocks appearances.



## 11. For Those About to Rock

- The **fan experience**: Interviews with fans tailgating and waiting in line with anticipation for the show
- **"The Climb"** - Following fans from the parking lot and up the long ramps and stairs.
- **Major artist reflections** on their experience at Red Rocks, the excitement of the fans and how that excitement influences their Red Rocks shows.
- Interview with **Scramble Campbell**, the resident artist of Red Rocks who has documented hundreds of shows with his unique, on-the-spot portraiture. Stop-action video of one of his works in progress.



## 12. Finale: The Music Mecca of the World

- Actual **concert footage** and more accolades from artists, plus the story behind **Pollstar's "Red Rocks Award"**
- Interviews with Bonnie Raitt and U.S. Senator John Hickenlooper, who both were instrumental in gaining stature for Red Rocks as a **National Historic Landmark** in 2015
- Archival film/photos of the **top 12 Red Rocks moments** in history
- Praise from music lovers from all over the country and the world and **a salute to Red Rocks** from celebrities.

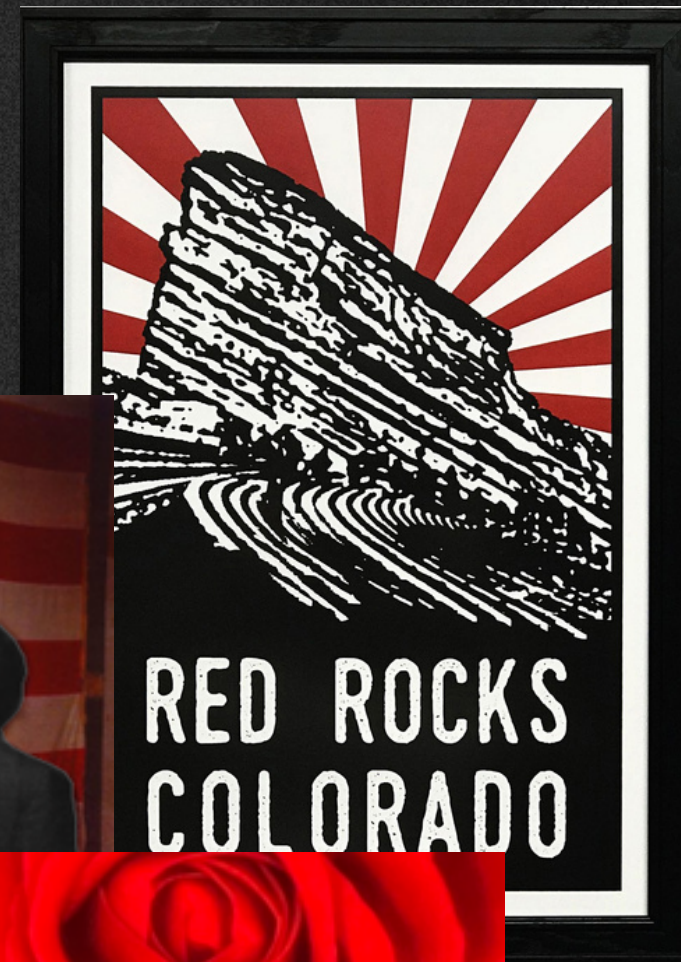


# FILM TONE

- Inspirational
- Provocative
- Joyful
- Nostalgic
- Revealing

“ In all things of nature  
there is something  
of the marvelous, ”

- Aristotle





**PRIME SOURCES**



**McCartney**



**Starr**



**Raitt**



**Bono**



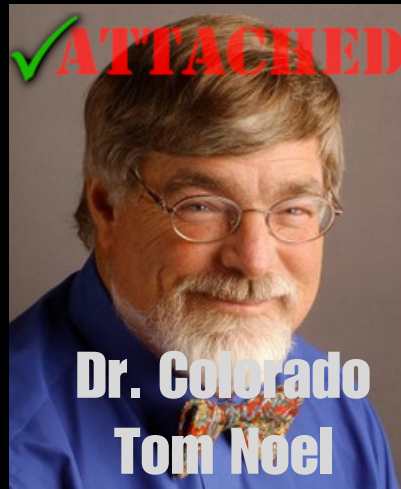
**Ronstadt**



**Scramble  
Campbell**



**Alison  
Wonderland**



**Dr. Colorado  
Tom Noel**



**Blues Traveler**



**Jones**



**Rateliff**



**Tedeschi**



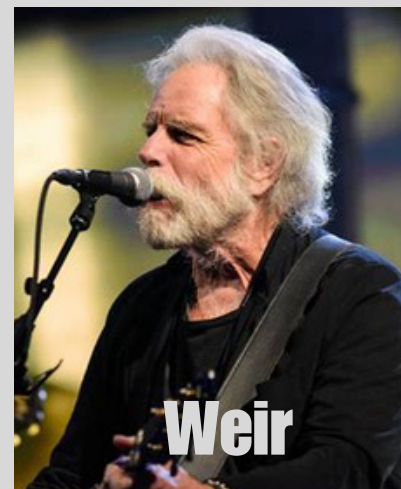
**Big Head Todd  
& the Monsters**



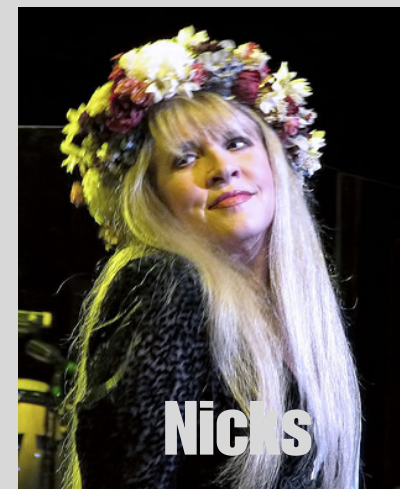
**Matthews**



**Sen. John  
Nickenlooper**



**Weir**



**Nicks**



**Chuck Morris**



**Nelson**



**Phish**



**Widespread Panic**



**Jethro Tull**



# THE TEAM



**Kerry Gleason**

Producer, Writer, Director



**Britta Erickson**

Producer, Adviser



**Johnny JJ Johnson**

Producer, Director of Photography



**Donna Lee**

Archives, Clearance  
and Rights Adviser

With permissions by:







# BUDGET

Includes travel; supplies; honoraria; licensing fees for film footage, photography and music; and all above-and below-the-line expenses

12 episodes, estimated at 44 minutes each  
\$12.25 million

# DISTRIBUTION

The Rock'n the Rocks team consists of a versatile group of professionals with decades of experience in film development, finance, marketing and promotion. We will follow standard practices to optimize distribution in accordance with current market trends.



# VISUAL REFERENCE



Sizzle Reel: [www.youtube.com/watch?v=\\_5zvhm6H1IA](http://www.youtube.com/watch?v=_5zvhm6H1IA)





# CONTACT US



## EMAIL

film@inspirationptprod.com

## MOBILE

303-565-6083

## MAILING ADDRESS

2740 Ingalls St.  
Suite 16  
Edgewater, CO 80214



Inspiration Point Productions





**THANK YOU!**