

# AMP Academy of Musical Performance



The Academy of Musical Performance (**AMP**) is a program created and administered by the Coachella Valley Community Trust (CVCT), managed by a committee of CVCT volunteers and seed funding from Goldenvoice. AMP launched in the summer of 2015 with 32 musically talented Coachella Valley students aged 12-18 attending a multi-week day camp under the tutelage of 15 expert musical instructors. Four bands were created from the group who worked together to create a live show in culmination of their AMP experience, which sold out to a full house exceeding 300 attendees.

One AMP parent commented last year that her son “*went into the program a boy and left the program a man.*” This is the sort of feedback AMP administrators receive on a regular basis as we endeavor to enrich children’s lives through music. Goldenvoice, local officials and the community at large have expressed great enthusiasm for AMP and their desire for the program flourish.

AMP 2016 will be conducted at Shadow Hills High School in the Performing Arts Center this summer, with 36 students (16 female, 20 male from 18 Coachella Valley schools) participating in a 3-week day camp from June 27-July 15, with the final public showcase at Shadow Hills High School to be held on July 16, 2016. Ticket sales for the showcase will be used to support the program.

CVCT is also considering an extension of the program to include after-school musical instruction at their office in Old Town Indio and hopes to acquire musical instruments and equipment for use by the students. No talented student is ever turned away based on ability to pay the cost of tuition for the program(s), but we need your help to continue these efforts and achieve our goals.

We are offering the following sponsorship levels. All donors will be recognized on our website and 2016 AMP promotional materials, as well as at the final showcase this summer. Top-level donors will be featured in ongoing promotional materials and media throughout the year.

<b>Hall of Fame Donor</b>	<b>\$50,000+</b>	<b>Equipment Sponsor</b>	<b>\$750</b>
<b>Headliner Donor</b>	<b>\$10,000+</b>	<b>Manager Donor</b>	<b>\$500+</b>
<b>Opening Act Donor</b>	<b>\$5,000+</b>	<b>Lunch Sponsor</b>	<b>\$500</b>
<b>Producer Donor</b>	<b>\$2,500+</b>	<b>Roadie Donor</b>	<b>\$100+</b>
<b>Promoter Donor</b>	<b>\$1,000+</b>	<b>Groupie Donor</b>	<b>\$50+</b>

You can get more information about CVCT at [cvcommunitytrust.org](http://cvcommunitytrust.org) & about AMP at [ampcv.com](http://ampcv.com). CVCT is a California non-profit, 501(c)3 organization and your donation is tax-deductible. Please mail your contribution made payable to the Coachella Valley Community Trust PO Box 855 Indio, CA 92201. CVCT operates with very low overhead so that nearly 100% your donation actually provides direct services to AMP and CVCT’s other youth-focused programs. Our tax ID is 33-0474262.

**FOXY LIONS - Humberto Vela, Director**

- Yevalea Zepeda (drums) - 9th Grade - North Shore High School
- Isamar Zepeda (guitar) - 10th Grade - North Shore High School
- Ilii Rodriguez (bass) - 8th Grade
- Chance Dia-Spina (guitar, vocals) - 9th - Shadow Hills High School
- Tiffany Campbell (vocals, keyboards) - 8th - Raymond Cree
- Eith Aliaz (vocals) - 10th - La Quinta High School
- Mariela Horta (vocals) - 11th - Indio High School
- Austiana Leal (vocals) - 12th - La Quinta High School
- Rony Arador (vocals, percussion) - 10th - Shadow Hills High School

**PRODUCTION TEAM - Guillermo "Memo" Rojas**

- Micah Hughes (sound, drums) - 10th Grade - Palm Desert Charter High School
- Matthew Gonzalez (lights, video) - 8th Grade - Palm Desert Charter Middle School

**THE RODENTS - Kevin Smith, Director**

- Farah Jade Riosse (vocals) - 7th - Palm Desert Charter Middle School
- Joella Bary (vocals) - 7th - Palm Desert Charter Middle School
- Nick Williams (drums) - 8th - John Glenn Middle School
- Aiden Schaefer (guitar) - 8th - John Glenn Middle School
- Jake Sonderman (bass) - 7th - Palm Valley School

**RED HOT CATERPILLARS - Michael Jacobson, Director**

- Ivan Hernandez (drums) - 12th Grade - Rancho Mirage High School
- Austin Regalado (bass) - 11th Grade - Indio High School
- Noah Anjo (guitar) - 7th Grade - John Glenn Middle School
- Kaylee Soriano (vocals) - 7th Grade - La Quinta High School
- Sierra Rojas (vocals) - 7th Grade - Cahulla Desert Academy

**THE ORIGINALS - Peggy Ziegler, Director**

- Israel Pineda (drums, guitar, vocals, songwriter) - 8th - Desert Ridge Academy
- Kayla Castillo (guitar, vocals, songwriter) - 9th Grade - Shadow Hills High School
- Faith Castillo (piano, guitar, bass) - 9th Grade - Shadow Hills High School
- Raquel Rodriguez (vocals) - 8th Grade - Desert Ridge Academy

**BRASS KICKERS - Darin Meyer, Instructor**

- Maryam Logo (horn) - 8th Grade - Desert Ridge Academy
- Emily Martinez (horn) - 9th Grade - La Quinta High School
- Roman Rodriguez (horn) - 8th Grade - Cahra Intermediate School
- Lena Taylor (horn) - 8th Grade - Desert Ridge Academy

**ADDITIONAL AMP INSTRUCTORS**

- Bob Fung (guitar, theory) • Cecilia Reyes (tech systems)
- John Malcolini (horn, songwriting/producing) • Lincoln Castellanos (presentation)
- Matt Makka (video, bass) • Rainbow Casey (keys)
- Randy Hewitson (tech systems) • Ray Ziegler (guitar) • Bob Hamilton (guitar)
- Will Stangor (ask of all trades, volunteer, videography)
- Kayla Schoenfeld (intern, administrative)

**AMP COMMITTEE**

- Peter Aaronson, AMP Program Director & PAC CEO/Executive Director PA
- Ann Marusa (PAC Director of Entertainment and Operations)
- Kate Spores, AMP Promotions Director & CVCT Board member
- Roman Whittaker, AMP Founder & CVCT Board Member



JUNE 29 - JULY 25 • 2015

The camp was amazing. I had the chance to learn new techniques and skills on the guitar and how to properly warm up my voice and sing from professionals. We also had the opportunity to see what it would be like being in a band. I think the best part about the camp was the show! Rehearsing and the Friday shows were amazing but the biggest moment was performing on stage at the show. A huge thank you to all the supporters who helped put this camp together! Thank you for this amazing experience!

- Kayla Castillo (The Originals)

I enjoyed the camp so much and learned so many new techniques and was given the best opportunity to learn new instruments. It was an incredible experience and a great chance to meet new friends and mentors. I loved it all!

- Kayley

This camp has taught me how to perform with others and taught me many other things I would never learn anywhere else. I made new friendships and had lots of fun.

- Emily Martinez