

A LIVE CONCERT EXPERIENCE OF PINK FLOYD'S ICONIC LEGACY



# FLOYD NATION

EXPERIENCE PINK FLOYD

A DEEP DIVE AND MARKETING GUIDE





## What Floyd Nation Fans Have To Say

"If you are a fan of Pink Floyd like me, you MUST experience Floyd Nation".

- **Jeff Seitz**, Production Manager for Stewart Copeland of The Police

"I've seen a handful of tributes... Floyd Nation and Brit Floyd are far and away, in my opinion, the top two".

- **Joseph Allegro**, Brit Floyd Fan Group admin

"By far the most accurate reproduction of Pink Floyd since Pink Floyd themselves. Amazing sound, amazing lights, and phenomenal laser show."

- **Erik Rubietta**

"Authentic and spectacular in every sense of the word! Seen Pink Floyd 5 times and many covers over the years! You guys put on the best show bar none."

- **Alfred Warren**

"Mind Blown. Floyd Nation is a no-sh\*t honest-to-goodness badass band. I hate the term cover band for these guys, it doesn't do them justice. I'd say more like a re-creation. Stunning stuff for sure."

- **Mark Matson**, Mark Matson Photography

"For a band that is not Floyd Royalty, your band is far above the rest...the best!"

- **Rod Clousing Sr.**

"...one of those rare bands that one day some fortunate people will be saying, "I saw them when nobody knew who they were". Rock On Floyd Nation!"

- **Wendy Lamour**

"Show was amazing! Very talented group of musicians and your passion for performing Pink Floyd "shines" through.

- **Daren Dorfman**

"Floyd Nation is no mere "cover band". They produce the most authentic renditions you'll ever hear - culled from the full PF catalog"

- **Fenner Brownell**

"Awesome is an understatement, the best concert ever! The best Pink Floyd tribute band I've ever heard. Eye and ear candy."

- **Donna Hodges**

"Words can not describe this band but if someone twisted my arm for one word I would say perfection."

- **Dave Wilson**

"What an amazing show! You guys and gals nailed it! The whole production was top notch. If I closed my eyes during Learning to Fly I would swear I was listening to the Pulse concert. Tons of talent, energy, and fun. Can't wait to see you again."

- **Ronaldo Newpha**



# Experience Floyd Nation

## A Musical Extravaganza For Fans and Admirers of the Legendary Pink Floyd

Some call it an homage, others call it theater and most say if you close your eyes you'll swear you're listening to Pink Floyd themselves. Floyd Nation invites you to experience the magic and nostalgia of one of history's greatest rock bands in an unforgettable musical evening. This ensemble of seasoned musicians recreates, for audiences worldwide, the sonic tapestry that defined the original band's timeless legacy. From the haunting echoes of "Dark Side of the Moon" to the epic anthems of "The Wall" to the raw grit of "Animals," prepare for a journey through time and space as this group creates a spellbinding experience, capturing the essence of Pink Floyd's otherworldly allure with every chord and lyric.

Composed of a group of US-based musicians who are die-hard fans of the music, Floyd Nation strives to carefully re-create the LIVE experience, and more importantly the "feel" of Pink Floyd. With performances delivered by several enigmatic singers and multiple virtuoso

guitarists, an in-your-face saxophonist, a dexterous keyboardist, a trio of choreographed backing vocalists, and a thunderously powerful drummer and bassist, audiences are often left in complete awe. Their concerts span many albums such as *The Wall*, *Dark Side of the Moon*, *Animals*, *Wish You Were Here*, *Meddle*, and *The Division Bell*. Their renditions of Pink Floyd's greatest hits have often been described as second only to those of the legendary band.

When you attend one of Floyd Nation's live performances you'll be immersed in sound, lights, and lasers as they take you on an epic journey, bringing back your best memories of the greatest music ever created. So join the adventure, and let the passion of this incredible band take you on a ride through the epic soundscapes that made Pink Floyd a timeless phenomenon.



# Meet the Maestros

## Will Kaiser



Will is both a leading vocalist and one of the guitarists of Floyd Nation. As a hard rock fan growing up in the 80's and 90's, he was transported to the mesmerizing world of Pink Floyd during his exploration of the golden era of 70's rock. It was the otherworldly sound of "Dark Side of the Moon" that captured his musical soul. Formal education in music, from Jazz and Classical Trumpet to Vocal Performance, and Theatre molded him into a versatile performer. Singing since the age of 15, he not only serenades with his voice but is also a master of the bass and guitar. When he's not crooning or belting out notes on stage, you'll find him writing and recording music, or crafting comedy and writing scripts, along with voice acting for animations with digital content creators.

## Brendon McDonnell



The sonic architect, lead guitarist and vocalist of Floyd Nation, Brendon is the wizard behind the ethereal tones that capture the essence of Pink Floyd. With a passion for composition and arranging, his connection with Pink Floyd's emotive power runs deep. From singing in his middle school choir to picking up the guitar after being enchanted by Eddie Van Halen's "Eruption" in high school, his musical journey has been nothing short of a melodic adventure. Beyond the stage, Brendon takes his creative prowess to the kitchen, concocting culinary delights from French cuisine to the smoky realms of BBQ. If not on stage or in the kitchen, you'll likely find him exploring other worlds of software coding and synthesizer design. A man of countless fascinations!

## Ray Nesbit



Enter Ray, the guitar virtuoso and vocalist of Floyd Nation with a track record that reads like a who's who of rock royalty. Having shared the stage with icons from AC/DC, YES, The Moody Blues, Cheap Trick, and the Allman Brothers, Ray's journey has been a symphony of legendary collaborations. One highlight? Jamming with members of AC/DC in front of an arena-packed audience. With 35 years of guitar mastery, Ray isn't confined to six strings; he effortlessly commands keys and bass. He's also served as the sound engineer for John Lodge of The Moody Blues and helps other artists find their voice through his state-of-the-art recording studio.

## Bob Harris



Recreating the ethereal atmospheres and sonic textures that define the music of Pink Floyd is keyboardist Bob Harris. Howie Hoffman, who toured with and was friends with Richard Wright of Pink Floyd, saw Bob play and said that he felt like he was back in the company of his best friend. Bob's journey began at age 7 under the guidance of renowned jazz pianist Buddy Savarise. As a teenager his passion for cinematic film scores led him to Pink Floyd, and with it an entirely new connection to music through electronic keyboards and synthesizers. His journey has included performances with progressive rock legends who are members of Yes, Lifesigns, and Saga. As fate would have it, his childhood idol and a key influence on his musical journey, is now his neighbor and good friend, Patrick Moraz of Yes and The Moody Blues. Before Floyd Nation, Bob's career spanned the realms of physics, engineering, and executive management in high-tech startups, and holds multiple technology patents. Now, it's the adventure of Pink Floyd's distinctive, space-filling soundscapes that truly captivates him, creating a musical cinematic journey for audiences worldwide.



### Jason Collins



Jason Collins Meet the bass maestro of Floyd Nation, whose musical journey spans three decades. With musical roots that trace back to the 80s when he first fell in love with David Gilmour's otherworldly guitar playing, he has adored Pink Floyd for the entirety of his life. For Jason, success isn't measured in charts but in providing respite — allowing audiences to shed their everyday burdens for the soul-soothing embrace of music. If you've seen him at a Floyd Nation show before, you might not be able to spot him next time around. That's because Jason has dropped a whopping 163 lbs in a year. And if that doesn't make him one of the most unique people you'll ever meet — he is also an avid hiker and forest dweller. Floyd Nation's crew gave him the road name "Meat Locker" due to his penchant for Arctic sleeping conditions.

### Justin Pupillo



With a drumming style that's both precise and passionate, Justin is the rhythmic backbone of Floyd Nation, ensuring that every beat resonates with the spirit of Pink Floyd. His musical awakening came via the airwaves as a child, with the song "Comfortably Numb" shaping not just a memory but his entire reality. He's been at the drum kit since he was 11, but Justin isn't confined to percussion alone. He effortlessly picks up the bass and guitar, creating a trifecta of instrumental prowess. His journey has seen him share stages with rock luminaries like Sebastian Bach, Frank Hannon, and Jon Davidson of YES, a thunderous testament to his percussive prowess.

### John Conrath



Not only is he the saxophone maestro of Floyd Nation, but also manages promotions and finances for the band. John is a multi-instrumentalist, who is also adept in many unique instruments such as the lap steel guitar, bagpipes and the Roto Toms. But he isn't just an impressive musician, he's also the head of a registered investment advisory firm named 'Portfolio Medics', an Eagle Scout and a former paratrooper in the US Army. His discipline and passion translate seamlessly into the harmonious notes he breathes into the band to which he's given his heart and soul. He also sports a magnificent, masculine beard.

### Jenna Damiano



Jenna has been singing for as long as she can remember. From belting out the National Anthem for sports teams like the Boston Red Sox and Minnesota Twins, to harmonizing in choirs, Jenna's voice is a force to be reckoned with. With roots deeply embedded in dance and music theory, in which she is formally educated, Jenna brings a harmonious blend of skill and heart to Floyd Nation's performances and leads the group's choreography. Her voice, a powerful instrument, resonates not only in stadiums but in the very essence of the band's tribute to Pink Floyd. Not only is she a killer vocalist, but a source of boundless positive energy, infectious to the point of uplifting entire crowds at our performances.

### Shannon Robinson



With a vocal journey that kicked off at the tender age of 12, Shannon has been serenading audiences with the melodies of Pink Floyd for over two decades. Before becoming one of the vocalists of Floyd Nation, Shannon toured Canada at the age of 23 with The Shannon Fayth Band, even securing a production deal with the legendary songwriter and producer Alex Greggs. As if her vocal prowess weren't enough, Shannon also wields her musical prowess on the guitar, harmonica, and piano. A true Pink Floyd devotee at heart, nothing 'gets her' more than listening to audiences become one, singing along with her the lyrics: "How I wish, how I wish you were here" night after night. Brings her to tears every time!



### Kara Gorke

A seasoned singer for 30 years and a multi-instrumentalist to boot, Kara is a vocal powerhouse. From rocking with Kingfish for 14 years to collaborating with legends from Pat Benatar and Air Supply, Kara's musical journey is a tapestry woven with diverse influences. But Kara is more than a vocalist, ...she is skilled at guitar, keyboards, and ukulele. With a repertoire that spans decades, Kara is a living testament to the timeless allure of rock 'n' roll. She also has a soft spot for grilled Miracle Whip and peanut butter sandwiches.



### Keith Read

Meet the audio engineer and program manager behind the scenes of Floyd Nation's live experience, the enigmatic Keith Read himself! With roots tracing back to 1986, Keith's journey through the music industry began at Newport Music Hall, where he delved into the intricacies of mixing and audio engineering. Embarking on his first tour in 1988, Keith's trajectory has been nothing short of legendary. Over the years, Keith has earned his stripes as the go-to engineer for a myriad of accomplished bands. His illustrious list of collaborators includes the likes of Poison, Nickleback, Pat Benatar, John Fogerty, ZZ Top, Zak Brown, Trent Reznor, and many more across diverse genres. The joy of seeing audiences revel in his meticulously crafted shows is Keith's ultimate reward.



### Tracy Martin

With a rich 25-year history in the music industry, Tracy's journey reads like a symphony of dedication and passion. Having cut her teeth with luminaries such as Classic Albums Live and Serge Nikol, Tracy's illustrious career is a testament to her expertise. In the summer of 2023, Tracy's path converged with Floyd Nation's, marking the beginning of a harmonious partnership. Witnessing the band's stellar performances firsthand, she was captivated by their depth of talent and professionalism. Tracy proudly proclaims her place in the Floyd Nation family, describing their collective synergy as a well-oiled machine.





### SHOW DURATION

2 sets of approximately 75 minutes each  
plus a 20-minute intermission



### AGE RECOMMENDATION

All ages

## A Multidimensional Concert Experience Like No Other

Floyd Nation isn't just any band. Their concerts feature elaborate light and laser shows that synchronize with the music they create, delivering a mesmerizing sensory experience. When able, the band also deploys their Quadraphonic Sound System which immerses their audience in a 360-degree wall of sound, further enhancing the live concert experience.

But there is a deeper secret to the band's success. Floyd Nation fans will tell you that the very personal connection the band continually strives to develop and nurture with their audience is what keeps them coming back show after show. Floyd Nation's success in this area is not a forced or trained act — it's a testament to who the members of Floyd Nation are as people. Their desire to make fan connections is part of Floyd Nation's culture. In many instances the group sees their fans traveling thousands of miles to be with them when they perform.

From the moment Floyd Nation's crew walks in the door, to the time they leave, the venues they work with experience a caring and compassionate connection.

Sonically, Floyd Nation strives for perfection. To the members of the band, it's not enough to play

note for note as they believe any trained studio musician can deliver note-for-note performances. Perfection to the band's members means note-for-note performances as well as diving deep into the "tone and feel" of the music. Feel is a very difficult word to describe, but simply put it's that feeling you get when you experience something spectacular that gives you goosebumps. Think back to the last time you had goosebumps and you'll begin to understand what happens to Floyd Nation's fans when they attend a live performance. From time to time during performances, the Floyd Nation will "stretch their legs" and improvise sections of Pink Floyd songs outside of the structure of the original music. The level of talent needed for a group of musicians to stay within the boundaries of Pink Floyd while improvising is immense. This is yet another facet of the band that separates them from other national touring bands who perform the music of Pink Floyd.

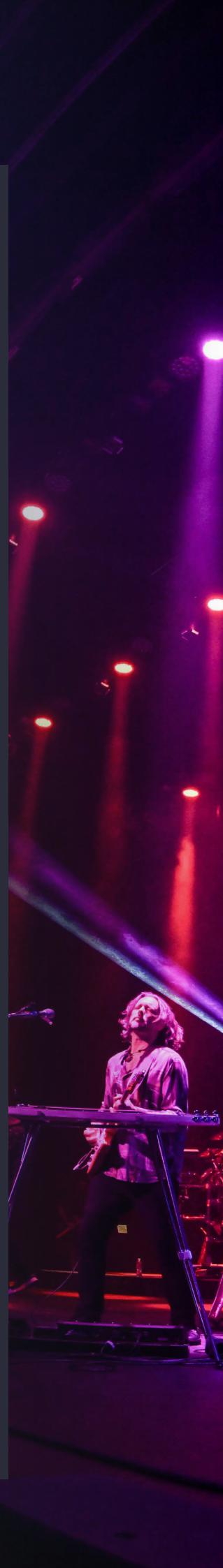
Floyd Nation has been known to create many memorable, intimate moments, connecting with audiences emotionally through the music they have forever loved. It is why, for this reason, they're often described by their fans as "second only to Pink Floyd".

# Audiences and Affiliations

Pink Floyd has arguably one of the largest and most devoted fan bases in rock music history spanning multiple generations and nationalities. Floyd Nation's audiences largely resemble those at a Pink Floyd concert.

When formulating your advertising and PR strategies to promote Floyd Nation events, you may wish to pay particular attention to the following key audience types:

- ✓ Classic Rock Enthusiasts
- ✓ Prog Rock Devotees
- ✓ Pink Floyd Aficionados / Die-hard Fans
- ✓ Art and Music Fusion Buffs
- ✓ Concert-goers with a Taste for Theatrics
- ✓ Guitar Virtuoso Admirers
- ✓ Vinyl Record Collectors
- ✓ Psychedelic Music Fans
- ✓ Concept Album Enthusiasts
- ✓ Music Educators
- ✓ Families
- ✓ Music History Buffs
- ✓ Hippie Culture Appreciators
- ✓ Abstract Art Aficionados
- ✓ Mindfulness and Meditation Practitioners
- ✓ Festival Goers
- ✓ Music Festival Travelers
- ✓ Cinematic Soundtrack Enthusiasts
- ✓ Music and Art Festival Curators
- ✓ Nostalgia Seekers
- ✓ Followers of these bands:
  - Fleetwood Mac
  - Kiss
  - Progressive rock
  - Iron Maiden
  - The Doors
  - Deep Purple
  - The Who
  - Bob Marley
  - Pink Floyd
  - Queen
  - Dire Straits
  - Killer Queen
  - Duran Duran
  - AC/DC
  - The Australian Pink Floyd
  - The Jimi Hendrix Experience
  - Roger Waters
  - YES
  - Eric Clapton
  - Paramore
  - Nirvana
  - Radiohead
  - Metallica
  - U2
  - Jimi Hendrix
  - The Police
  - Marilyn Manson
  - The Beatles
  - The Moody Blues
  - Electric Light Orchestra
  - Guns N' Roses
  - The Rolling Stones
  - Red Hot Chili Peppers
  - Black Sabbath
  - Brian May
  - Ozzy Osbourne
  - Led Zeppelin
  - King Crimson
  - Brit Floyd





# Advertising and Communications

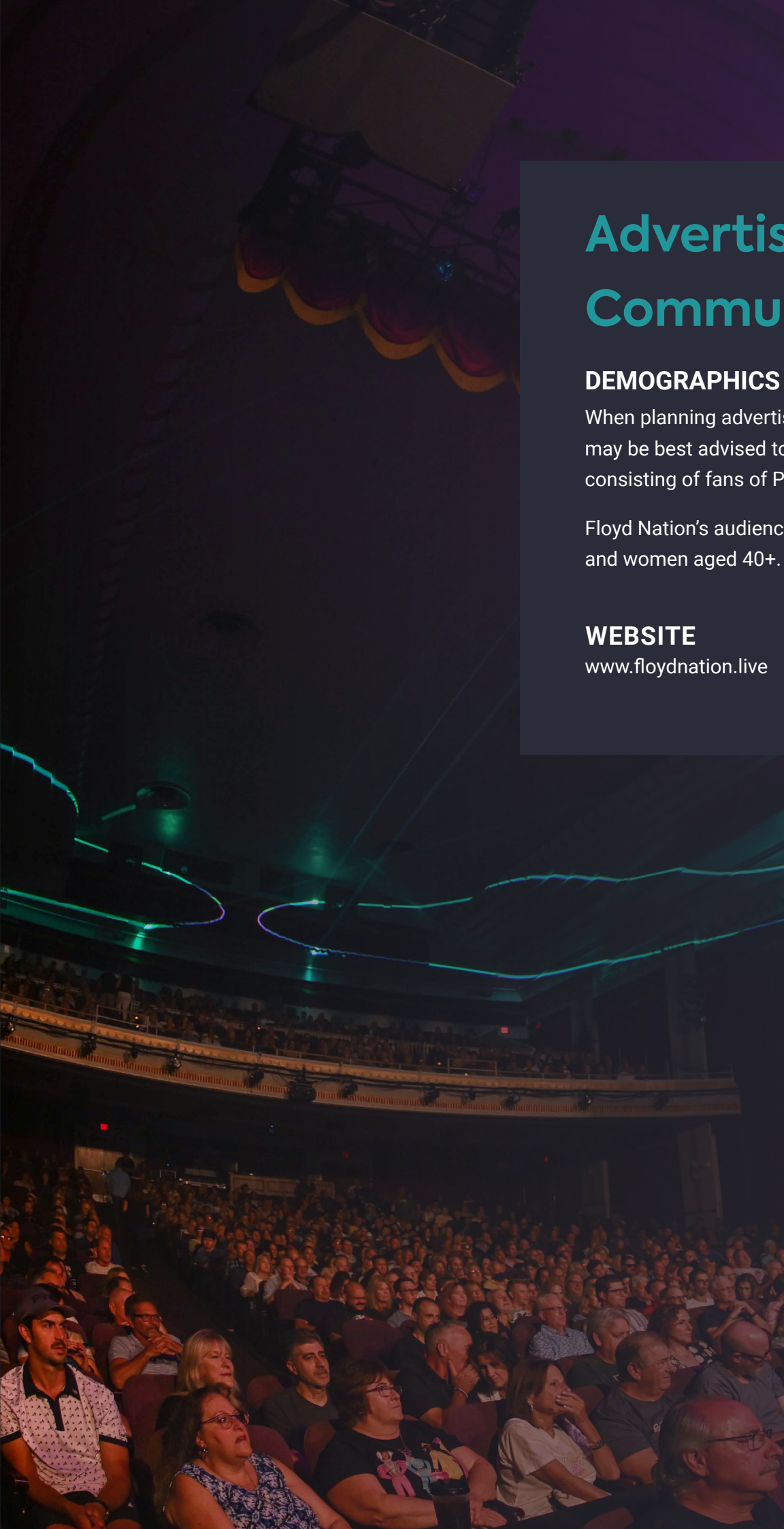
## DEMOGRAPHICS

When planning advertising expenditures, you may be best advised to target an audience consisting of fans of Pink Floyd.

Floyd Nation's audiences largely consist of men and women aged 40+.

## WEBSITE

[www.floydnation.live](http://www.floydnation.live)







## Social Media

### OFFICIAL SOCIAL MEDIA CHANNELS

You can catch Floyd Nation online on Facebook, Youtube and Instagram. The band has an official tag ([#floydnationlive](#)). You can get a sneak peek at some example social media posts for your promotion efforts on the next page. You can also find concert photos and videos in our media center [here](#). Don't forget to tag Pink Floyd (FB, Insta) in your posts to reach the wider fanbase of the iconic band.



@floydnationlive



@floydnationlive



@floydnationlive





## SOCIAL MEDIA POSTS

Here are seven social media posts you can simply copy/paste together with concert pics and videos available in the [media center](#).

Pink Floyd fans, rejoice! The ultimate concert is on the horizon, and Floyd Nation invites you to be part of the experience. Your favorite hits are about to come alive in a concert that honors the legendary soundscapes of your musical heroes. Immerse in the brilliance of their timeless prog rock classics, live on stage. Don't miss this chance to be part of a concert that pays homage to the masters!

Hot news for Pink Floyd fans: An unparalleled concert awaits you, performed by the masterful ensemble of Floyd Nation. But make no mistake. This is not just a concert; it's a celebration of the band that defined an era and shaped generations to come. From the conceptual mastery of 'The Wall' to the timeless hits of 'Animals,' every moment is an homage to the band's legendary catalog. Connect with fellow fans, secure your tickets, and be part of a collective celebration of Pink Floyd's musical genius. Don't miss this chance to witness the echoes live and immerse yourself in the nostalgia!

Witness the resurrection of Pink Floyd's timeless hits, as Floyd Nation brings the iconic sounds to life in a mesmerizing concert experience. Feel the pulse of 'Comfortably Numb,' soar with 'Wish You Were Here,' and lose yourself in 'Dark Side of the Moon.' This is more than a concert; it's a pilgrimage for true fans. Join us for a night of sonic enchantment, surrounded by fellow fans who share your appreciation for the greats. Unleash the nostalgia – get your tickets now!

Embark on a musical pilgrimage with us as we pay homage to the legendary PINK FLOYD! Floyd Nation is set to bring the legendary music of the epic band to life in a spellbinding concert. Immerse yourself in the echoes – grab your tickets now! Don't miss the chance to be part of this musical celebration that honors the masters of progressive rock.

Get ready for an evening celebrating the timeless brilliance of Pink Floyd. Floyd Nation's concert promises an authentic journey through the heart of Pink Floyd's legacy. Immerse yourself in the iconic hits that have shaped the landscape of rock music. From the ethereal 'Great Gig in the Sky' to the anthemic 'Another Brick in the Wall,' every note of this concert is a testament to the band's legacy. Secure your spot for a night of immersive nostalgia, and connect with fellow fans.

The ultimate Pink Floyd concert is set to grace PLACE on DATE. The band Floyd Nation embodies the art, legacy and spirit of Pink Floyd that conveys a deep respect for the music created by one of the most awe-inspiring bands to ever take the world stage. Composed of a group of US-based musicians who are true fans of the music, Floyd Nation strives to carefully re-create the music, and more importantly the "feel" of Pink Floyd. Join us for a night dedicated to the timeless hits that defined an era.

ARE YOU READY for a mind-blowing musical journey? Floyd Nation, an unrivaled Pink Floyd re-creation, is here to take you on an unforgettable ride through the iconic world of Pink Floyd. "If you are a fan of Pink Floyd like me, you MUST experience Floyd Nation."

- [Jeff Seitz](#), Production Manager for Stewart Copeland of The Police

# Media Pack

Find all media and materials for your promotional efforts in the Marketing Center [here](#).

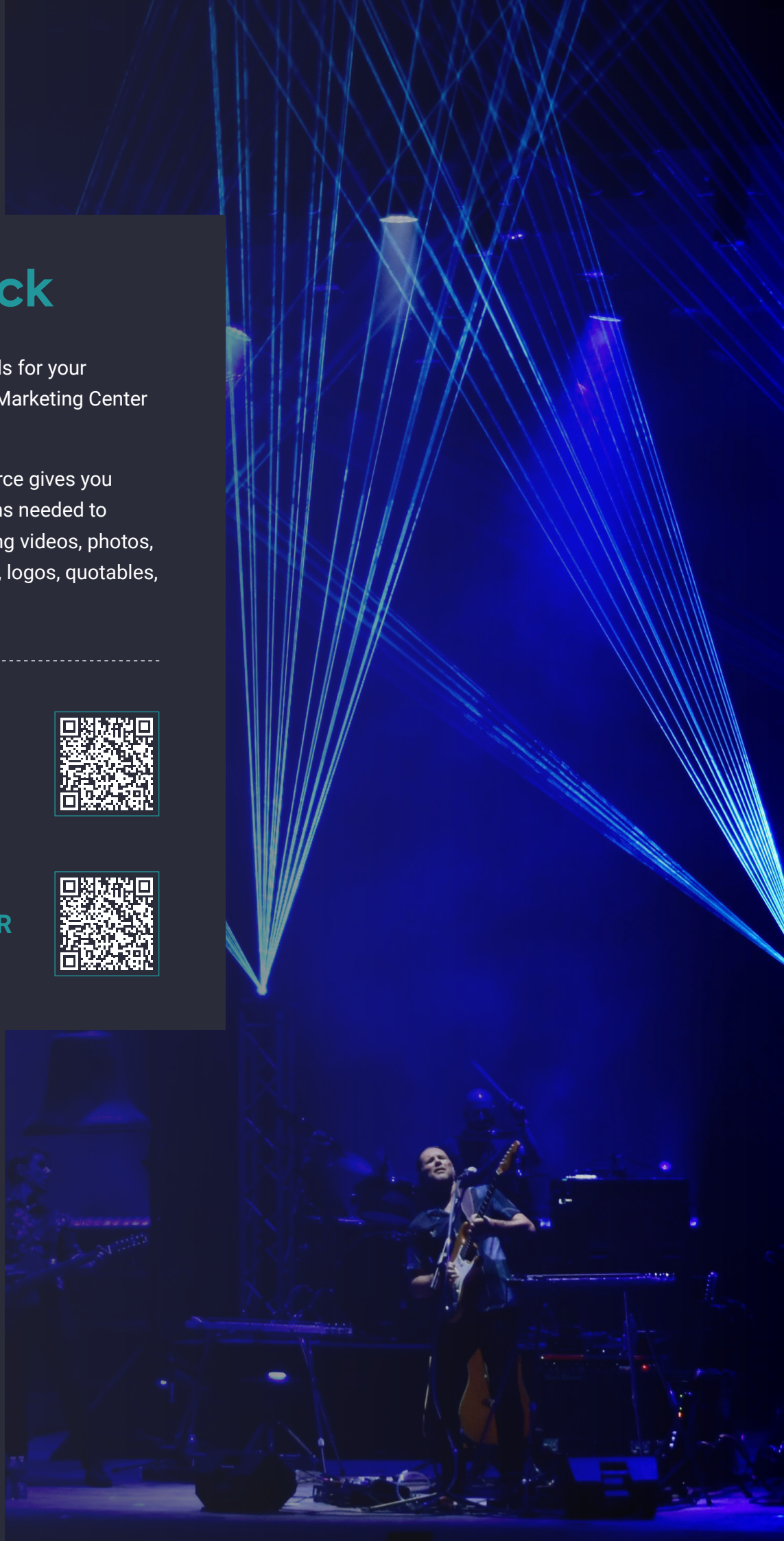
This comprehensive resource gives you access to all essential items needed to promote your date, including videos, photos, admats, social media copy, logos, quotables, radio clips and more.

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## TECHNICAL RIDER



## HOSPITALITY RIDER







# Contacts

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