



2027 PROMOTIONAL KIT

SONIC ALLEY





SONIC ALLEY is a cover rock band steeped in the legendary rock & roll period of 1967-1985, an era that still influences music to this day. Lead singer, Mike Kuran, has a manic "beast like" on-stage persona with a quality range of delivery. His style is influenced by the late 60's, early 70's sounds of Mick Jagger and Jim Morrison. Mike is professionally balanced by the sultry vocals of Lace DePadilla. This 20-year rock and opera veteran lead vocalist does beautiful renditions of Stevie Nicks, Alanis Morissette, and Annie Lenox. This SONIC duet brings charm, intensity, and harmony. SONIC ALLEY is anchored by the guitar brilliance of Greg Ratzel. The rhythm section is slated in classic rock tradition with a crew of experienced rockers. Greg Bradley is the Swiss army knife of SONIC ALLEY. Greg plays a multitude of instruments including guitar, keyboards, and harmonica. Rick Barrick, lead bass, and Mark "Dream" Weaver, drums/vocals, anchor the explosive and experienced rhythm section that are influenced by power bottom ends such as The Who and Led Zeppelin.

From the apt words of Peter Wolf, SONIC ALLEY will "blow yer face off!!" We harken the crowd back to the grand 70's through the 90's with party rock flavors and funky album cuts that every 25-year-old now knows from Spotify or Google Play. SONIC ALLEY provides a professional yet spontaneous show that will keep the bar patrons guessing and energized.





THE BAND



MICHAEL KURAN |
(Lead & Background Vocals,
Percussion)

Originally a drummer, Mike has evolved over the past 20 years of East Coast gigging to become a quintessential 1970s style FRONTMAN. Fearless & full of kinetic energy, Mike wrings every last drop out of his 3-octave range high baritone, leaving the audience drenched and wanting more!



LACE DePADILLA |
(Lead & Background Vocals,
Guitar, Percussion)

A longtime veteran of the Atlanta's music scene, having fronted a number of original music acts, Lace brings a powerful soprano voice and dynamic stage presence to SONIC ALLEY.



GREG RATZEL |
(Lead Guitar, Background
Vocals)

Steeped in music theory and decades of live performance experience, Greg is SONIC ALLEY's go-to soloist for next level audio energy. Greg leverages his classically trained background to help develop the band's vibrant cover arrangements.



GREG BRADLEY |
(Guitar, Keyboards,
Background Vocals)

Greg is the band's Swiss-army knife, bringing his musical versatility to SONIC ALLEY'S live performances. When he's not supporting the group with his tasty, Les Paul infused rhythm guitar licks, Greg brings his considerable keyboard skills to bear.



MARK WEAVER |
(Drums, Lead & Background
Vocals)

As the Dean of the group, Mark brings a wealth of stage experience from his years with a number of popular Atlanta and San Francisco area bands. Undeniably the beating heart of the band with his powerful backbeat & maniacal attention to detail. Mark also is a talented lead & background vocalist.



RICK BARRICK |
(Bass, Background Vocals)

A huge music fan since he was an adolescent all the way through his years in the music industry, Rick brings fanboy attention to his bass performances. Favoring the bass sound of the 1970s, Rick works hard to provide authentic low frequency sonic support for the rest of the band.

MUSIC INFLUENCES

ERA: 1960s – 1990s

GENRES: Rock, Pop Rock, Blues Rock

TEMPO: Mid to Uptempo, mostly high energy

TEXTURE: 1970s, 80s & 90s style arrangements. Layered guitars with booming & muscular rhythm section. Harmony vocals.

**ARTIST
FOCUS:**

Journey, Talking Heads, Blondie, Tom Petty, The Beatles, The Rolling Stones, Doobie Brothers, Alanis Morissette, Lenny Kravitz, AC/DC, The Clash, INXS, Eurythmics, Grand Funk, The Knack, The Who, Aerosmith, Queen, Led Zeppelin, Van Halen, Jet, Black Crowes, Cheap Trick, ZZ Top plus many more.



REPERTOIRE |

SONIC ALLEY has nearly a hundred songs in its catalog of performed work. The band can cater its show to drive maximum crowd engagement through high energy rock and pop/rock favorites or entertain with a more eclectic mix of fan favorites, deep cuts and surprises. The eras span from the late 1960s to earlier this century. Here is a sampling of songs we perform:

CLASSIC ROCK

"AMERICAN GIRL"	Tom Petty & the Heartbreakers
"RADAR LOVE"	Golden Earring
"DESTROYER"	The Kinks
"WE'RE AN AMERICAN BAND"	Grand Funk
"REMEDY"	The Black Crowes
"MISTY MOUNTAIN HOP"	Led Zeppelin
"AIN'T TALKING 'BOUT LOVE"	Van Halen
"YOU OUGHTA KNOW"	Alanis Morissette
"SATURDAY NIGHT SPECIAL"	Lynyrd Skynyrd
"JUMPIN' JACK FLASH"	The Rolling Stones
"WON'T GET FOOLED AGAIN"	The Who
"DREAM ON"	Aerosmith
"DIRTY DEEDS"	AC/DC

POP / ROCK

"SEPARATE WAYS (WORLDS APART)"	Journey
"MY SHARONA"	The Knack
"867-5309 / JENNY"	Tommy Tutone
"TRAIN IN VAIN"	The Clash
"DEVIL INSIDE"	INXS
"ONE THING LEADS TO ANOTHER"	The Fixx
"DON'T YOU (FORGET ABOUT ME)"	Simple Minds
"DON'T STOP BELIEVING"	Journey
"EDGE OF SEVENTEEN"	Stevie Nicks
"ARE YOU GONNA BE MY GIRL?"	Jet
FEELS LIKE THE FIRST TIME"	Foreigner
"CALL ME"	Blondie
"NEVER BEEN ANY REASON"	Head East

...and dozens more!

PROMOTION

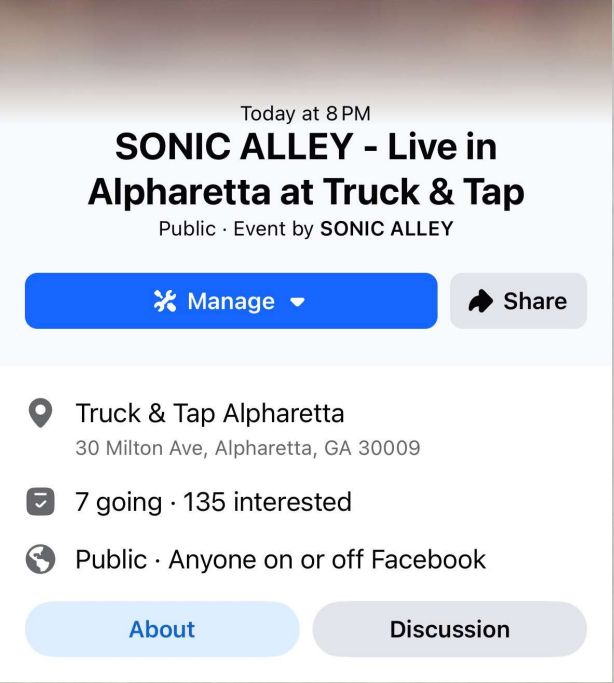
SONIC ALLEY actively helps our venue partners promote our shows by providing 11x17 color promotional posters and 3x5 tabletop acrylic posters in advance of each show. Each poster comes with a QR code that drives people to the show's event page complete with 90 second video commercial with venue branding and concert footage.



11x17 CONCERT POSTER



(:90) PROMOTIONAL COMMERCIAL WITH CONCERT FOOTAGE



FACEBOOK EVENTS PROMOTIONAL PAGE WITH TARGETED ADVERTISING



LOGOS |



PRIMARY |



WHITE (TRANSPARENT) |



B&W |

ALTERNATE LOGOS |



ALTERNATE 1



ALTERNATE 2

PHOTOS |

GROUP PORTRAIT |



PHOTOS |

GROUP PERFORMANCE |



PHOTOS |

GROUP PERFORMANCE |



PHOTOS |

GROUP PERFORMANCE |



PHOTOS |

GROUP PERFORMANCE |



PHOTOS |

GROUP PORTRAIT |





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