



DAVID PERRICO

Trumpet Soloist | Composer | Producer | Conductor

MASTERCLASS

The Commercial Music Industry: *How to Excel as a Modern Commercial Musician*

Format: Intensive workshop

Audience: Musicians, Composers, Producers, Performers, Students

Goal: Give a complete overview + actionable career framework

INTRO: Industry Reality Check

How the music industry actually works today
Portfolio career vs Single job
Revenue streams overview
Case study: live TV / NFL workflow example

1 // The Commercial Musician Mindset

Entertainer vs Performer
Professionalism & Reliability
Ethics & Reputation
Practice for working musicians
Health & Sustainability

2 // Skill Stack & Hireability

Composing / arranging / orchestration
Conducting & band leading
Rehearsal efficiency
Sibelius / notation workflow
Music tech expectations

3 // Studio, Production & Media Work

Recording studio workflow
Working with engineers
Demo reel expectations
Music for film/TV/jingles
Gear & IEM basics

4 // Legal Foundations

Copyright simplified
Licensing & publishing
Contracts basics
NDAs
Union vs non-union work

5 // Business & Money

LLC / S-Corp / DBA overview
Invoicing & bookkeeping
Pay scales & booking structure

Credit & funding basics
Investing fundamentals for creatives

6 // Branding & Marketing

Artist brand fundamentals
Image & wardrobe
Fanbase building
Merchandise strategy
Website & social ecosystem
Distribution platforms (Spotify, etc.)

7 // Booking & Professional Materials

Bio / EPK / deck
Stage plots
Band photos & video
Demo reel
Working with photographers, designers
Agents & representation

8 // Touring & Real-World Execution

Corporate events
Touring logistics
Travel & passports
Tour management basics
Networking strategy

What Participants Leave With:

Industry map / Hireability checklist / Legal awareness / Business clarity / Branding direction / Booking readiness framework / Career roadmap

Optional Add-Ons *(strongly recommended)*

Live portfolio reviews / Real contract walkthrough / Pricing examples / Touring budget example / Sync placement breakdown / "What I wish I knew" segment



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BIOGRAPHY

Currently, Perrico is Internationally known as Music Director/Conductor for the NFL Las Vegas Raiders House Band at Allegiant Stadium, and Recipient of the 2025 Bronze Clio Award.



Las Vegas Review Journal "Best of Las Vegas" recipient.

A Native of Youngstown, Ohio relocated to Las Vegas 2004, Master's Degree in Composition/Jazz Studies/Film Score UNLV 2004-2006, M.M , Youngstown State Univ. B.M. (1988-1993).

Trumpet, Composer, Conductor, and Award winning Review Journal "Best of Las Vegas" recipient presents his newest creation Pop Symphonic.

Perrico plugs his 14-piece Las Vegas "Pop String Orchestra" into symphonies creating a unique, dynamic, and powerful musical experience! Transforming the traditional symphony into a high energy show for all ages and demographics. Perrico, a master trumpet soloist, weaves through genres seamlessly paying homage to the classics but with a new exciting twists that connects with audiences.

Performance credits: Kool & The Gang, Sammy Hagar, Earth Wind & Fire, Natalie Cole, George Thorogood, Debbie Gibson, Aloe Blacc, Donny & Marie Osmond, Gladys Knight, Rachel Platten, John Kay/Steppenwolf, Dionne Warwick, Bad Bunny-Latin Grammys, Vanessa Williams, Olivia Newton-John, Toni Braxton, Frankie Valli, Paul Shaffer, Adele, Barry Manilow, Kathy Sledge (Sister Sledge), Drew Carey, Susan Anton, Chuck Mangione, Steve Stevens (Billy Idol Guitar), The Family Guy Live in Las Vegas, Cirque du Soleil-Viva Elvis, Judith Hill, Michael Feinstein, Frankie Avalon, Bobby Rydell, Bobby Vinton, The Temptations, Tommy Tune, Tower of Power, The 4 Tops, Ben Vereen, Richie McDonald (Lonestar) Phantom Of The Opera, Rich Little, Lon Bronson All Stars, Wayne Newton, The Rat Pack is Back, Little Anthony, Lena Prima, HBO-Last Comic Standing, Chuck Mangione, Petula Clark, Cleveland Jazz Orchestra, Youngstown Symphony, Las Vegas Philharmonic, The Tommy Dorsey Orchestra Soloist/Road Manager (1994-2002) Crystal Cruises (1997-1999) Adjunct Faculty Professor at UNLV Jazz Studies (2006-2011).

Pop Symphonic, Pop Strings Orchestra & Pop Evolution Big Band Residencies: NFL- Las Vegas Raiders @ Allegiant Stadium, Caesars Palace, Red Rock Hotel, Santa Fe Hotel, Sunset Station, Palms, Westgate, Stratosphere, MGM, Ellis Island, The Smith Center Las Vegas

Composition Awards: 2 National Awards for original orchestral compositions "Archetype Dance" and "Fanfare of Light" (Youngstown State Centennial)

Film Score Movie credits: Pop Star Puppy, The Three E's

Owner/Founder: DPG Enterprises, Inc | Soul Circle Records LLC | First Hawk Publishing ASCAP

DPG Enterprises Roster: Perrico is Creator and Producer of: Pop Strings Orchestra (aka Raider House Band), Pop Symphonic (Symphony Orchestra), Pop40, Pop Latin, Pop Flamenco, Pop Retro, Pop Soul, Pop Country, Kelley Greene Irish Rock Band, Quatro String Quartet, Harp Strings Duo.

Web: www.davidperricomusic.com | **Instagram:** @david_perrico | **Facebook:** David Perrico Music

Artist/Booking Management:

Nichole Beasley / West End Entertainment | Huntington Beach, CA
(714) 594-8559 | nichole@westendent.com

DAVID PERRICO

PRESS QUOTES

“Transforming the traditional symphony into a power house show for all ages to enjoy!”

- *Las Vegas Raiders*

“Perrico’s inspired arrangements deliver, every time” ...

- *John Katsilometes, Las Vegas Review Journal*

“It’s not every day that we get to hear pop music written specifically for a 68-piece Symphony orchestra! The results are stunning and greatly satisfying”

- *David Luscher, Program Director 88.5 WYSU-FM*

“Mega-concert rips the roof from Reynolds Hall and reminds us what greatness truly means”

- *Sam Novak, Vegas 411*

“David’s bands and brands are the best in the city! Such talented musicians and singers can rock a Raiders game then go into full orchestra mode at the Smith Center - who else can do that?! Such a great music gift to Las Vegas; he’s our go-to for good time!”

- *Sherry Swensk, Channel 8 News, Las Vegas*

“Vegas’s Most 100 Magnificent Men 2025”

- *Real Vegas Magazine*

“We had never seen anything like it, this full on orchestra ‘blew the lid off the place...you are in for a treat!”

- *Chris Cognac, Food Network, food.think.drink*

“David’s Vegas-based musical empire is not only prolific but sets a standard that few can match. From Allegiant Stadium to Reynolds Hall, Orlando’s Grande Lakes to your vinyl turntable, Perrico’s music isn’t just for listening...it’s meant to be felt.”

- *Sam Novak, Vegas Unfiltered*

“The Trumpeter Who Conquered Las Vegas”

- *International Journal of Music*

“Making Classical Music for The Masses”

- *Las Vegas Review Journal*

“A Las Vegas Favorite”

- *Mike Weatherford, Las Vegas Review Journal*

“David Perrico is stellar in the open field, brings the power to all performances”

- *John Katsilometes, Las Vegas Review Journal*

“David Perrico’s scorching-hot live band belts out great music...to propel the fun and nonstop action”

- *Robin Leach, Las Vegas Sun*

“...Evolving popular music to the next level.”

- *Gabe Ginsberg, Examiner.com*

“Bandleader and trumpet ace Perrico has performed one of the great magic acts in Las Vegas by assembling 18 of the best musicians in town...”

- *John Katsilometes, Las Vegas Sun*



SAMMY HAGAR



EARTH WIND & FIRE



KOOL & THE GANG



GEORGE THOROGOOD



KATHY SLEDGE



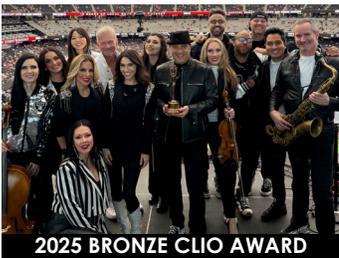
MICHAEL ANTHONY (VAN HALEN)



ALOE BLACC



DIONNE WARWICK



2025 BRONZE CLIO AWARD



RACHEL PLATTEN



SAMMY HAGAR



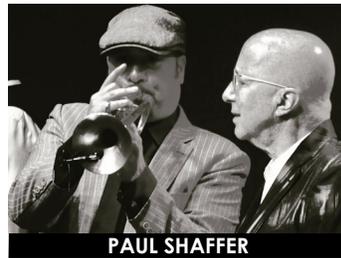
OLIVIA NEWTON-JOHN



JOHN KAYE-STEPPENWOLF



VANESSA WILLIAMS



PAUL SHAFER



WAYNE NEWTON



STEVE STEVENS (BILLY IDOL)



MARK DAVIS (NFL RAIDERS)



CHUCK MANGIONE



MARTIN SHORT



DAVID LETTERMAN



MARIE OSMOND



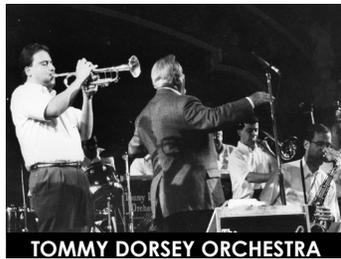
ADAM BLACKSTONE



DREW CAREY



KOOL & THE GANG



TOMMY DORSEY ORCHESTRA



DANNY SERAPHINE



EARTH WIND & FIRE