

# Dave Carroll

## Event Planning and Pricing

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## Presenting the Inspiring Story of United Breaks Guitars

### Dave Carroll: A Unique Keynote Speaker & Songwriter

Through the amazing story of United Breaks Guitars, Dave shares his unique perspective on the power of the individual, the purpose of shared connections, and our opportunity to improve the world one experience at a time. Dave's address, reinforced by his live musical interludes, is entertaining, creative, and inspiring.

### The Story Behind United Breaks Guitars

When United Airlines baggage handlers tossed musician Dave Carroll's beloved Taylor Guitar and refused to accept responsibility, Dave responded with the song "United Breaks Guitars", an overnight sensation with over 10 million YouTube views.



The United Breaks Guitars story has been featured on CNN, NBC, The View, USA Today, and the Wall Street Journal.

### Event Planning and Pricing

We can help you plan the perfect event for your attendees including relevant themes and stories supported by live music. Our events start with a special keynote address and may also include live band performance, custom songwriting for your event or organization, and event-themed music and merchandise.

The following is sample pricing for event planning purposes and is subject to calendar availability and change:

- Special keynote event (up to 60 minutes): \$10,000 to \$15,000 depending on location
- Special keynote event (up to 60 minutes) and a full band performance (60 – 90 minutes): \$15,000 to \$20,000
- Plus travel, lodging, and tax where applicable
- Special pricing available for charity and non-profit events

### What Our Customers Are Saying

*"Dave was a huge hit with our customers and the media at our client summit...His United Breaks Guitars story really brought home for our audience just how much impact a single consumer can have on a global business today"*

**Jason Mittlestaedt**  
CMO, RightNow Technologies

*"Our company audience of 1200 [was] inspired and emotionally driven to tackle the challenges of the coming year. I have never seen a performer capture the hearts and imaginations of our employees like Dave did...when he was done I witnessed the longest standing ovation I had ever seen"*

**George Heinrichs**  
President, Intrado Inc.

Plan Your Event Today – Contact Us at [bookdave@davecarrollmusic.com](mailto:bookdave@davecarrollmusic.com)