

# PRO SOUND & LIGHT SHOW

*& Absolute Celebrations*



*Area's Largest, Most Experienced DJ Service!*

## Information Package



*Award Winning  
DJ's &  
uplighting*



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*Celebrating  
our 23rd  
Anniversary!*

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## Dear Wedding/Party Planner

Thank you for considering Pro Sound & Light Show as your disc jockey and uplighting service. I know there are many different services to choose from and I appreciate the time you are taking to look at our company.

2013 marks our 23rd Anniversary of fun and entertainment! Think about what you've learned in the last 23 years. Well we've learned a lot too. Let us put our years of experience to work for you!

Planning an event can be a big job. At times it might be a little hectic and confusing to figure out what to do next. At Pro Sound & Light Show & Absolute Celebrations, we make the process of choosing a DJ EASY.

A question I like to ask all of our staff is: "What business are we in?" What would you answer? DJ business? Entertainment? Music? I think all of these answers fall short of what our business really is. Think about this. At the end of your event, when the music is done playing, and the guests are all gone, what is left? Ten years from now, what will you cherish the most about your celebration? The MEMORY!

I believe we are in the "Memory Making Business". People hire us to be a part of their life's biggest and most important celebrations, to help them create a wonderful and lasting memory. Is it possible for your celebration to rise above all the others and become a benchmark in the lives of you and your guests? Well that is our goal! We want that memory to last for many years to come!

Don't these important moments in time deserve special treatment? The bottom line is this - I believe no other area DJ company will put more time, energy and passion into your celebration than Pro Sound & Light Show and Absolute Celebrations. Check around, I believe in the end you will agree with me. I invite you to choose Pro Sound & Light Show & Absolute Celebrations as your DJ Entertainment company.

Along the way in your decision making process, please consider my office staff's many years of experience as a free resource for all of your entertainment questions. From all of us at Pro Sound & Light Show & Absolute Celebrations, our best wishes to you for a fun, unique, and memorable celebration!

Sincerely

Tom  
CEO (Chief Entertainment Officer)

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## So why choose Pro Sound & Light Show? Why are we different from other DJ companies?

Well, compare for yourself and see if any of the other companies you are considering can match up!

- **Awarded!** We are the area's leading wedding DJ entertainers! We are proud to be the ONLY Minnesota disc jockey entertainment company to earn the distinction: One Wed Best of 2008 and 2009 wedding vendor! Plus Pro Sound & Light Show has been rated by local brides and voted The Knot Best of Weddings 2010, 2011, 2012 and 2013 Pick, and received the 2011, 2012 and 2013 Brides Choice Award from WeddingWire.
- **Experienced!** Pro Sound & Light Show & Absolute Celebrations is the one of the largest, most experienced DJ services in the upper Midwest. This year alone we will perform at well over 400 events! In total, we've performed at over 14,000 events in the last 23 years and entertained over 2.2 million guests. Yes, that's a lot. 1000's of weddings, school dances, company parties and just about every type of event imaginable. This experience means that we know what works and what doesn't and we have the music that will get you and your guests up and dancing.
- **Recommended!** Complete and recent references! We ask every one of our customers for feedback after performing at their event. There are so many great comments that we receive back, we just can't list all of them. Some of them are enclosed with this information, but we have tons more at the office for your viewing. These are not just a few censored quotes, but real, recent customers with complete contact information including address and phone number. If another company can't offer you recent, complete references, it's most likely they are new in the business, don't work very often, or don't ask for feedback from their customers. If they don't ask for feedback from their previous customers then how can they improve upon their performances?
- **Professional!** Our DJ's and staff love what they do and it shows. Their enthusiasm is contagious, and they work hard at being the best they can be. Our DJ's are motivated to do a great job for you because they are paid based on how highly you rate them after the performance. No other company we know of bases their DJ's pay on the result of the performance. Wouldn't you feel better knowing your DJ has a financial incentive to do a great job for you? Our DJ's are innovators and further their entertainment abilities with our regular, monthly training classes. Every year our DJ's and staff attend regional and national DJ conventions and trainings. We learn the latest DJ entertainment techniques from other top DJ professionals from around the nation! Yes, it's expensive and time consuming, but we think your event is worth it!
- **Focused!** You only offer DJ's & uplighting? Yes! We specialize in DJ's & uplighting only! Sorry to inform you that we don't offer any other services that would distract us from being the best DJ sound & light company we can be.
- **Insured!** Fully insured for liability and theft by A.M. Best A++ superior rated Auto Owners Insurance Company. WARNING! Many DJ companies are not insured! See our current copy of insurance on page 9.
- **Prepared!** Here are some things that you'll probably never need, but it's nice to know they are available. We have back up DJ's paid to be on call at a moments notice in case of an emergency, most smaller DJ companies do not have this capability. I don't know of any other DJ company that also brings back up equipment to their events. It is expensive for us to do this but we think the success of your event is worth it. In fact, every year we get called by other DJ companies wondering if we can help them out in an emergency situation (which we do whenever we have extra DJ's available).
- **Service!** Voice mail again? You work out of your home? Not us! We have a full time, staffed office location, so we are easy to get a hold of, easy to reserve, and friendly to work with.

**Is there a difference with Pro Sound & Light Show & Absolute Celebrations? You be the judge.**

## What We Believe

### Client Mission Statement

Pro Sound & Light Show's mission is to provide the highest quality DJ's and uplighting at a great value. To carefully listen to our client's vision and dreams and create a one-of-a-kind spectacular event, a celebration unlike any other. The kind of celebration your friends and family will talk about and rave about for years to come.

### Our Pledge To You

#### *We will always...*

- ~ Be easy and convenient to work with ~
  - ~ Arrive early ~
- ~ Be appropriately dressed for your event ~
  - ~ Be professional ~
  - ~ Do our best ~
  - ~ Be flexible ~
  - ~ Go the extra mile ~
- ~ Cooperate and coordinate with other vendors and the venue staff ~
  - ~ Make your needs and wants our #1 priority ~
  - ~ Treat you and your guests with respect ~
    - ~ Be honest ~
    - ~ Have a great attitude ~
- ~ Play the music and interactive events that you want ~
  - ~ Have fun ~

#### *And,*

From the moment you contact us,  
to the final dance and farewell,  
we will be here to answer your questions,  
address your concerns,  
and fulfill your wishes for a fun,  
entertaining and successful event!

#### *We will never...*

- ~ Surprise you with hidden costs ~
- ~ Overbook our available dates or tell you we can't show up ~
  - ~ Sell your name or contact information ~
  - ~ Use inappropriate or offensive language ~
- ~ Drink alcohol or smoke before or during your event ~
  - ~ Hit on you or your guests ~
- ~ Play music that is inappropriate for your event ~

## Frequently Asked Questions (FAQ)

**What are your rates and how are they determined?** After many years of experience, we have developed several fully customizable packages to meet just about anyone's DJ entertainment needs. Plus we have a number of options to choose from to enhance your event. You'll find the quotes for each package enclosed or just contact us. Quotes may have DJ Specials/Discounts that have a limited time duration. There are no hidden extra charges like mileage, stairs fee, etc., the rate quoted is the complete rate. Package pricing and discounts/specials (if any) are based on demand. **Tip for getting our best rates:** Reserve your event early to receive the best available rate and to insure that the package and date you want is available. Our lowest rates are on Sunday – Friday year around and all week from mid October to mid April each year.

**What are your office hours? Can I call someone during my event?** Office hours are Monday – Thursday 9 a.m. – 6 p.m., Friday 9 a.m. – 5 p.m. and Saturday by appointment. In addition to the office hours, we have an On Call Manager on duty whenever we are performing at events. You can reach the On Call Manager by simply calling any of our main numbers and select the option to reach the On Call manager.

**What are your payment terms? Do you require a down payment/deposit?** It depends on the type of event you are planning. For private events (weddings, birthdays, etc.) we require a down payment/deposit when you reserve (\$199 for packages 1,2 or 3 and \$299 for package 4). The balance is due 14 days or more in advance of your event. For schools and company events, no deposit is required and the balance can be paid any time prior to or upon arrival of the DJ at your event.

**Do you have payment plans?** Yes, there is a monthly payment option on the Entertainment Agreement. You can choose to have equal payments charged to a credit or debit card up until the month before your event to pay the balance. Of course you can also make any size payments that you want along the way by phone, mail, in person, or through your online planning account on our website.

**What is your cancellation policy?** Any payments above the required down payment/deposit are fully refundable up until 90 days or more prior to your event date if you decide to cancel. Required down payment/deposits are non-refundable. To cancel an event, just contact us for a cancellation form. Return the short form completed and signed and any payments due back to you will be sent within 30 days.

**How do I reserve you?** Reserving is as easy as 1, 2 or 3: 1. You can reserve us online by logging into your client account at [www.pro-1.com](http://www.pro-1.com) (contact us for your log in information or see one of our emails) or just call us at 888-347-5562. For private events, our deposit is only \$199 or \$299 depending on the package you select. 2. Mail or bring to our office your completed Entertainment Agreement, and deposit (if required). 3. Fax your completed Entertainment Agreement with a credit or debit card deposit (if required) to 888-255-3132.

**What forms do I need to complete and when do you need them?** The first form that we need to complete the reservation process is our one page Entertainment Agreement. You can electronically sign this document through a simple link in one of our emails to you. This is the easiest way to complete this document. Also, you most likely received a paper copy with this information package. If you still need one, just contact us or download one at [www.pro-1.com/info](http://www.pro-1.com/info). We need the Entertainment Agreement back as soon as possible in order to complete your DJ reservation. Next are the planning forms. We prefer receiving your information through your online planning account on our website. Your online account will be the easiest to update and make changes to. Just check the emails we have sent to you or contact us for your login information. If you prefer paper, use our exclusive Wedding Reception Planner. For all other events, use our Song Request Form and Directions Form. All of these forms are included with this information, but if you need a new one, you can download them at [www.pro-1.com/info](http://www.pro-1.com/info) or just contact us. All of these forms should be completed and returned to us 30 days or more in advance of your event or as soon as possible.

**What type of music do you play? Do you take requests?** We can play any kind of music that you want. For a complete list of our standard system music, go to [www.pro-1.com/more](http://www.pro-1.com/more). We prefer receiving your requests through your online planning account. Check previous emails sent to you or contact us for your login information. If you prefer to use paper, just complete either the Wedding Reception Planner or the Song Request Form to choose the types of music you want played. These forms should be included with this information, but if you need a new copy, you can download them at [www.pro-1.com/info](http://www.pro-1.com/info) or just contact us. You can also pick music that you don't want played. You can be as detailed as you want to be. Our DJs are all experienced professionals and know what the hit songs are in each category and decade of music. So you don't have to pick out all of the music. In fact, the best events we perform at have a balance of the client's and guest's requests combined with songs that the DJ knows will keep your guests up and dancing. **Tip on requesting music:** The very best parties always have a mixture of songs that please and entertain all age groups. Most events have between 3 to 5 hours of dancing and that works out to about 55 - 70 songs. We suggest that you pick out roughly 5 - 20 songs in addition to the most important songs for your event. We would like to have your online planning tools or Wedding Reception Planner/Song Request Form completed 30 days or more prior to your event.

**Can I provide my own music?** Absolutely! Although we have just about every song that people like to dance to, occasionally a client will have an older or hard to find song that they want to hear. You can provide the DJ with compact discs of special music you want played at your event. Be sure to label your music with your name and phone number, indicate which songs you want played, and remember to pick them up at the end of the event.

**When do you arrive at my event? Can you set up your equipment early?** Our DJs normally arrive 1 or more hours in advance of the scheduled music start time. The equipment set up is completed just prior to the music start time. Please make arrangements to have the location open and accessible at least several hours prior to the start time. If you need our equipment set up earlier than this, just let us know. There is a small charge for early set up (for the DJ's time to wait for your event to start). See our Options Section on the DJ Packages sheet.

**Can you play music for my wedding ceremony?** Yes, see our exclusive "Wedding Reception Planner" for full ceremony information. Contact us today at 888-347-5562 to add a ceremony package today!

**What if I need to make changes to the details of my event?** If you need to make changes along the way, just contact us or request a change through your online planning account. We are happy to change or add options, times, etc., just contact us as early as possible. In most cases we can even change your event's date if needed. Again, contact us as early as possible.

**What if we want the DJ to play longer than agreed upon?** If you want the DJ to play longer during your event just ask them. Our DJs are happy to play longer than the agreed upon time if you request it. At your event, the rate per hour is decided on between you and the DJ. Occasionally a DJ may not be able to stay longer than originally stated in the Entertainment Agreement. The best way to insure that you have all the performance time you want is to reserve it 14 days or more in advance of your event date.

**Will you also be the Master of Ceremonies (MC)?** Yes! Your DJ/MC will carefully coordinate all of the activities of your event. You can let your DJ know what you want through your online planning account, Wedding Reception Planner or Song Request Form. Your DJ can also share ideas with you for coordinating and organizing your event that they've learned from other successful events.

**Do I get to talk with my DJ before my event?** Yes, your DJ will contact you several days or more in advance of your event. Before calling, your DJ will review your online planning account, Wedding Reception Planner or Song Request Form to get a feel for how you want your event to go. This is a great opportunity to get to know your DJ and for your DJ to get to know you better. You can discuss any last minute questions you may have.

**What will your DJs wear to my event?** For most formal events (weddings, proms, etc.) your DJ will wear a suit or tux during the performance. After a few hours when the dance floor heats up, we will sometimes take our suit or tux jacket off. During the set up and pack up of the equipment, our DJ's will wear casual dress clothes. For less formal events (school dances, birthday parties, etc.) your DJ will wear casual dress clothes. You may also request specific attire to be worn for a particular themed party or holiday.

**Can you provide sound for a slide show or video presentation?** Yes! Our equipment can handle a standard RCA type stereo input from most audio visual devices. Let us know as early as possible about your specific needs. It's also best to have the DJ and equipment set up somewhat close to the device because of the cord length limitations.

**How far will you travel?** We can travel anywhere you need us, some locations may require a special quote. Generally we perform throughout Minnesota, Wisconsin and the UP of Michigan.

**What do we or our event location have to provide for you? Are there any limitations on where you can set up the equipment?** All we require at the location is a 6' x 10' or larger area, a standard 6 or 8 foot heavy duty banquet table, 2 chairs, and 2 separate 20 amp standard grounded electrical outlets within 25 feet of the DJ area. The DJ area should be next to the dance floor. If the DJ area is outdoors and exposed to the open weather, we will require an alternate covered location in case of inclement weather.

**Can I provide a meal for the DJ?** Sure, just let us know so the DJ can plan for that. Our staff never consumes alcoholic beverages, however providing ice water and soft drinks is greatly appreciated.

**Is it appropriate to tip or pay a gratuity to the DJ?** This is totally up to you. Unlike many other service professionals, we do not contractually add service charges, or gratuities. After considering the level of service and quality of presentation, along with your overall enjoyment, we believe you should decide for yourself what level of gratuity, if any, you would like to give. As a reference, a tip of 10% - 15% is most common. For accounting purposes, we ask that you pay any gratuity directly to the DJ.

"We were nervous going in to it because many of our married friends said that the DJ can make or break the reception. But, in our case the DJ definitely made it a wonderful and fun celebration for everyone. He was very respectful of our likes and dislikes and was great about requests. There was never a time during the reception that the dance floor was empty! Everyone in attendance had a great time!"

Chad and Brigitte King Wedding  
1509 Franklin Ave SE, Minneapolis, MN 55414  
612-332-2813



"I kept thinking about how high I thought the price was, but wow did we get what we paid for! We had so many compliments on how wonderful the DJ and MC were, and how they really get the crowd involved. It was a perfect night of entertainment that I now realize you can't put a price on! Thank you!"

Robert and Brenda Sorgdrager Wedding  
820 W Main St., Apt 314  
Anoka, MN 55303, 763-221-2387

## Interesting Wedding Statistics

- Before the wedding, brides ranked entertainment **9th in importance** compared to their other wedding goods and services they would need.
- On average **only 5%** of the wedding budget is spent on entertainment.

### **However, after the vows...**

- **72%** of all brides say they would have spent more time choosing their reception entertainment.
- Almost **100%** say they would have spent more of their budget on the entertainment. During wedding planning, Brides say their highest priority is their attire, followed by the reception site and caterer - reception entertainment is among the least of their priorities. Within one week after their reception...
- **78% of Brides say they would have made the entertainment their highest priority!**
- When asked **81%** of guests say the thing they remember most about a wedding is the entertainment.
- **84%** of all couples that chose a band to entertain at their wedding, said, if they had it to do over again, they would have chosen a disc jockey.
- **95%** of brides polled after their reception regretted choosing a budget DJ or family friend and wished they had gone with an experienced, established professional.
- Even though entertainment on average is **5%** of the budget, it accounts for **80%** of the success of the evening.

*\*These statistics were published in St. Louis Bride & Groom Magazine in 2003. Other sources include: Simmons, 2001; USA Today, 2002; National Bridal Service, 2001; The Knot, 2002; Brides Magazine, 2001.*

## Client Stories/Testimonials

But don't just take our word for it. Here is just a small sample of what clients have said about us in the last few years. Additional references are available on our website: [www.pro-1.com](http://www.pro-1.com). Every client listed has enthusiastically agreed to be a reference. How many other companies have provided you with as many complete and recent references?

*"Mary did an excellent job of personalizing our experience. She even helped with microphone and music set up outdoors on our wedding day when it was raining outside. She called and talked to both of us the week before and even checked in with us on the day of. She played a lot of requests we wanted and made it a very appropriate event so kids and elderly could still enjoy. She was interactive and taking requests, she checked in with us to ensure everything was going great. She even sent us a thank you card which we thought was very sweet. I would recommend her to all of my bride friends to be."*

Sharon Johnson Wedding on 9/8/2012  
319 8th St. SE apt. 105, Minneapolis, MN 55414  
763-221-2213

*"Our experience with Pro Sound and Light could not have been any better. Aaron called us the week of our event and went over the schedule in detail and really put our minds at ease that he would "take over the reins" at the reception-which he did very well! We had an evening wedding and reception and he kept everything moving smoothly. Later in the evening, Aaron was so involved in making sure our guests were having a good time. He taught us how to do some new dance moves and played a couple of seriously fun games with our guests. The highlight of the evening was when the best man was turned into a twirling ballerina. We feel so grateful to Aaron and Pro Light and Sound for making our reception such a success."*

Brandon and Rachel Lane Wedding on 9/29/2012  
13846 Co Rd 116, Merrifield, MN 56465  
218-838-3430

*"Joe was AMAZING - he was so helpful in keeping everything going and was always offering to do as much as he could. I LOVED that he got out and danced (which got more people dancing) and that he came up with games for people to play. He listened to and executed our music preferences very well. I was surprised that he was able to find music that my fiancé enjoyed and incorporate that in! I would definitely recommend him to everyone/anyone who asks!!!"*

Travis and Amanda Koval  
Wedding on 10/20/2012  
1222 N 16th St., Superior, WI 54880  
218-590-9154



*"We LOVED Pro Sound and Light! Sam was absolutely fantastic! He was considerate of our requests and fulfilled all of our wedding wishes! He even provided uplighting, which made our reception decor look so much cooler! We are so happy! Everyone had an absolute blast and we will definitely recommend your organization (and Sam) to all of our newly engaged friends! Thank you for making our big day amazing!"*

Matt and Brianna Hager Wedding on 11/10/2012  
195 East 5th Street Apartment 2403, St. Paul, MN 55101  
507-398-4604

*"I was so amazed with Pro Sound and Light. To start, they discounted the package to a competitor's price. Next, because we had already exceeded our budget to hire Pro Sound and Light, we had a pretty late start time. However, the DJ, himself, told us that his personal philosophy was to begin playing when the guests arrived, which was 2.5 hours before when we paid to start having the DJ play! He did not charge us for those extra 2.5 hours! Talk about amazing. Then, the bride went to the ER for dehydration and the DJ was absolutely invaluable for keeping the crowd entertained and pretended like nothing happened. It takes a special DJ to keep things going like he was able to. Absolutely amazing. I have already told everyone how amazing Pro Sound & Light are and especially the DJ that we had. Absolutely amazing!"*

Lida Horkey Wedding on 6/25/2012  
1265 Norton St. Apt. 2, Hammond, WI 54015  
715-523-1976

*"Where do I begin!! We have our families and friends telling us that our reception was the "Party of the year"!! They said everything was perfect. The DJ hit all the generations of music, even the young adults! My son never dances and Parker our DJ got him to dance! My favorite part was the Garter toss! Parker made my husband dance until everyone agreed he was dancing good enough to get close to me to take the garter! We had people laugh so hard they were crying!! I cannot state enough good things about the service we got. It was absolutely the BEST reception ever!!! This was far more than what we expected! We love you Parker!!"*

Tara Fletcher Wedding on 7/28/2012  
2118 Pennsylvania Ave  
Superior, WI 54880  
218-348-9955

## We Make a Difference!



Pro Sound & Light Show & Absolute Celebrations is out there in the community looking for ways to make a difference. Every year we donate \$1000's in DJ services to worthy causes and schools throughout Minnesota and Wisconsin. Our charitable work has been featured on local television and in newspapers.

Here are just some of the organizations that we have been proud to support over the years:

Alcoholics Anonymous  
Alzheimer's Association  
American Cancer Society  
Beverly Health Rehabilitation Center  
Chamber of Commerce  
Children's Miracle Network  
Coaches Association  
Community Education  
D.A.R.E.  
Down Syndrome Association of MN  
Duluth Teen Dance Club  
Grandma's Marathon  
House of Hearts  
J.R.O.T.C.  
Kids Plus  
Lifehouse Youth Center  
Minnesota Storm  
Moose Run

Narcotics Anonymous  
Pillager Family Center  
Relay for Life  
S.A.D.D.  
S.E.A.R.C.H.  
TLC of Duluth, Inc.  
UNICEF  
Woman of Today

- \$400 in cash to the Save The Children - Japan Earthquake & Tsunami Children in Emergency Fund.
- \$420 in cash to the Save The Children - Haiti Earthquake Children in Emergency Fund.
- Nearly \$2000 in cash donations to local food shelves since 2007!

- \$1160 to various charities and the needy in New Orleans, LA after Hurricane Katrina.
- Our biggest donation yet, \$5000 to the Tariq Khamisa Foundation ([www.TKF.org](http://www.TKF.org)) to help stop kids from killing kids.

Salvation Army's Toyland Express  
- Over \$1500 in new toys donated



### Local DJs Are Music To The Ears Of Families In Need

Pro Sound & Light Show Disc Jockeys attired in matching T-shirts, Santa hats, Reindeer antlers and holiday beads showed up in force at the Target Store in Superior on Saturday, December 16th to purchase toys for the Salvation Army's Toyland Express program. "We all had a lot of fun! In less than 20 minutes, we had purchased nearly \$900 worth of toys. We also purchased toys from ShopKo in Duluth, Wal-Mart in Cloquet, and Surplus Outlet in Moose Lake", according to Tom Kenemore, owner of Pro Sound and Light Show Disc Jockey Service.

"Our clients and DJ's brought in toys, Target donated \$100 worth of toys, I was amazed at the response", added Kenemore. "Our goal was at least \$1000 in toys for the program, we not only exceeded that, but all together we gave 147 toys to the Salvation Army. The toys filled up 2 industrial size laundry bins; it's a good feeling to know that we helped make Christmas a little brighter this year for so many families."

The Toyland Express program (formerly Toys for Tots) distributes new gifts to children ages birth to 16 years. The toys were distributed to needy families in the area on December 18 - 20th. Pro Sound & Light Show DJs and guests that participated were Dean, Barb, Sam, Collin, David, Amanda, Vernon, Gwen, Dave, Tom and 3 children, Nick, Cassie and Alex.

### Pro Sound & Light Show Donates \$1600 to UNICEF

Pro Sound & Light Show and Absolute Celebrations, a local Disc Jockey and Karaoke service donates \$1600 to UNICEF. The donation will go to help the estimated 1.5 million children displaced or affected by the December 26th Sumatra earthquake and subsequent tsunamis that devastated communities throughout South Asia.

"Like many businesses and individuals, we were moved to help make a difference. I have 3 children and just can't imagine what it would be like if they were in the same situation", stated Tom Kenemore, Owner of Pro Sound & Light Show. "I decided in January to donate \$25 for every wedding, school dance or DJ event we reserved. It was a real stretch for the company, the biggest commitment we've ever made to a charity."

It doesn't take a lot to make a big difference, here is what the Pro Sound & Light Show donation could buy: \$5 can provide an emergency health kit for one person for three months, with medical supplies and drugs to cover basic health needs. \$87 can provide a basic family water kit for ten households, with detergent, soap, wash basin, towels, bucket and water purification tablets. \$188 can provide one "School-in-a-Box" kit containing basic education supplies for 80 children during times of crisis. \$1,058 can provide one large tent to set up a clinic or field hospital to treat survivors.

## A Word About DJ Rates

**D**isc Jockey rates vary based on talent, experience, emcee ability, service, coordination, equipment needed, music knowledge, mixing ability and personality. Rates for Professional DJs vary greatly. The best price is not always the best value, especially if you are planning a wedding. As a matter of fact, surveys conclude that nearly 100% of brides would have spent more money on their entertainment and made it their #1 priority in hindsight.

**A full-service disc jockey company will normally invest 12 to 30 hours to your special event, but it may appear that you are only paying for actual music time.**

Consultations, music purchasing & editing, preparation, set-up and tear-down, education and other business related endeavors add up to the overall success of your special occasion.

A party by definition is an entertainment function. The current national average spent on a wedding is about \$28,000! At 6 hours for the wedding and reception, that's \$4,666 per hour. If the guests leave just one hour early, because of a cheap, inexperienced DJ, the Bride and Groom will have lost \$4,666!

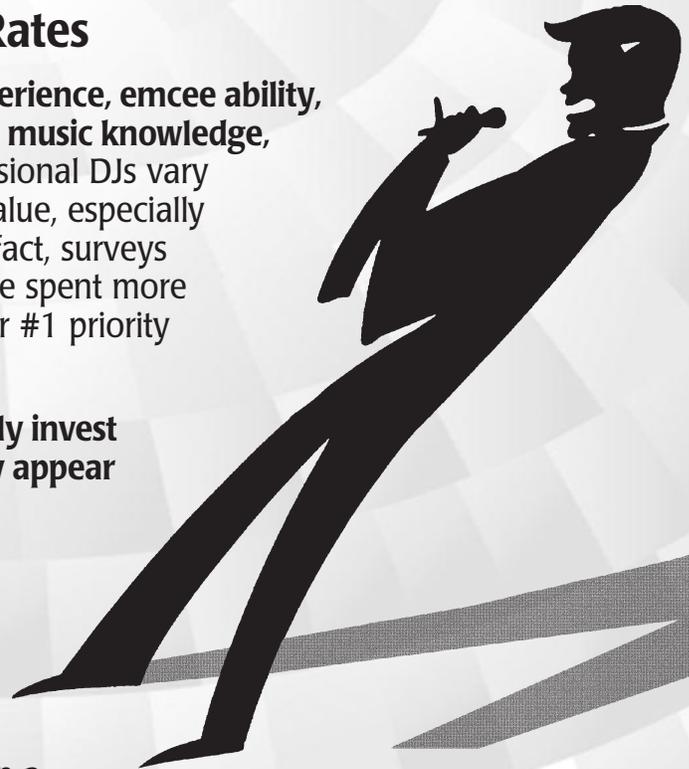
A lot of people ask about price first because they've never hired a DJ before and they're not sure what to base their decision on. An important thing to know is that a DJ is not a commodity, there is a big difference in the quality between different DJs.

If you're checking around, you're going to hear a lot of different rates, some probably more than ours and some for less, let me ask you this, who makes or breaks your party?

***What will you and your guests remember most?***

Cost	Remembered
Reception Hall & Catering 37%	Entertainment 38%
Wedding Rings 23%	Gown 18%
Bridal Attire 10%	Flowers 16%
Photo & Video 9%	Reception Hall & Catering 8%
Gown 6%	
Entertainment 5%	

- Source: Modern Bride Magazine





## Client Stories/Testimonials

*"We were so happy with our DJ and music. People are still talking about how it was the BEST DJ they've ever seen and we totally agree. We had a lot of children present and they had such a great time with the games and activities. The volume was perfect all night. It made our wedding so wonderful. We will definitely recommend you. Thanks!" What value would you place on the DJ service you received? "PRICELESS!"*

Kate & Glen Bruestle Wedding, 17060  
Frazer Path, Farmington, MN 55024,  
612-619-9392



*"Derrick was our DJ and we couldn't have picked a better DJ for our likes and dislikes. We talked prior to the wedding and I felt confident in his abilities. Meeting him on our wedding day confirmed immediately how personable and good at his job he is. He met us outside when we arrived and went over the schedule with us, carried my jacket and purse along with the bridesmaids upstairs, so we wouldn't have to march with them. He was flexible and fun to talk to. In my opinion, he went above and beyond what we were expecting. He checked in throughout the night to make sure we were happy with things and it was a relief to me to have someone making sure we stayed on schedule and had fun. Derrick was fantastic and I recommend him very highly! We were impressed and pleased with our DJ services!"*

Christy & Aaron Strom wedding, 1902  
Ironwood Bay, Hudson, WI 54016,  
651-303-0410



*"Dear DJ Mary, thank you so much for helping to make our wedding reception everything we imagined and more! You were so great in every imaginable way and we are so glad you were our DJ. Thank you! Sincerely, Faye & Ben"*

Faye Sager & Benjamin Murphy, 26172  
Jewett Place, Calcium, NY 13616,  
612-414-0095



## PRO SOUND & LIGHT SHOW DISC JOCKEYS

Featuring some of the Upper Midwest's most talented DJ/MCs

All Pro Sound & Light Show DJs are hand-picked for you and have been field-tested in every area; music knowledge and mixing, wedding basics, microphone technique and crowd interaction. Rising through the ranks of the Upper Midwest's most talented DJ/MCs requires attention to detail, expert command of wedding traditions and event flow, music mastery and knowing how to create that connection that insures a great time for you and your guests! From the very youngest to your dearest great-grandparents, your Pro Sound DJ/MC will create precious memories to last throughout the years. These individuals are true Entertainers in every sense of the word.



*Some photos courtesy of  
Paul Walsh, Photojournalist  
and Mad Chicken Studios*