



## Sequoia Productions Services

### **Audio**

Work closely with the audio technicians to design the audio to suitably complement the event.

### **Beverages**

Coordinate all the delivery, storage, service and return of beverage product logistics. Correspond with the beverage sponsors, when applicable, and their distribution agents on the delivery of product as well as all collateral and branding needed for the event. Coordinate the logistics for any special beverage related media opportunities that arise. Ensure the correct glassware is in place for the beverage service of the chosen beverages. Oversee the beverage service so that all standards are met and at the highest caliber.

### **Check-in**

To staff and manage personnel to run the Staff/Vendor/Guest check-in area, as well as the check-in area (will-call) for guests arriving without their tickets.

### **Celebrity Booker**

To recommend and support the needs of the talent broker.

### **City Logistics**

Correspond and coordinate with all city departments regarding the event. Departments to include but not limited to Police Department, Fire Department, Building and Safety and Department of Transportation.

### **Concert / Venue Coordination and Logistics**

Correspond and coordinate with the venue regarding all logistics pertaining to the event. To include but not limited to parking, ticketing, concessions, entertainment, security, etc.

### **Credentials**

Design and produce all the credentials necessary to ensure a high level of visibility and support security efforts.

### **Décor Design & Fabrication**

Present to the client a detailed décor breakdown showcasing all elements of the décor. These are made up of, but not always limited to linens, napkins, chairs, wall treatments, stage treatments, etc.

### **Entertainment**

Book and manage the talent and entertainment (i.e. contracts, riders, backline, etc.).

### **Event Labor**

Hire and manage all labor in all areas to ensure the efficient running of the event.



### **Florals**

Direct florists and floral designers with regards to the design of floral arrangements for all areas of the event and manage the load-in, set-up and strike.

### **Foliage**

Rent trees and hedges to support the décor concept of the event.

### **Food**

Facilitate a work environment suitable for the caterer and/or celebrity chefs. Ensure the components to support the chef's menu and design are in place and available for easy execution. Ensure the delivery schedule for all product and equipment provided for the event. Manage all of the caterer/celebrity chef's commitments and food instructions.

### **Insurance/Workers Compensation**

Execute a two million dollar liability insurance policy, naming client and venue as additional insured. Collect insurance certificates from specific vendors naming client, Sequoia Productions and the venue as additional insured on their liability insurance. Ensuring that Sequoia Productions and all third party vendors are covered by Workers Comp insurance at the level stipulated by the law. Additional insurance coverage is available if requested.

### **Invitations (Save the Date, Invite, Postage, etc.)**

Design and produce all guest collateral for the event. Distribute information packages and tickets to all purchased table hosts and individuals. Facilitate a will-call table on the day of the event. Manage the distribution of tickets either by messenger, FedEx or will-call.

### **Linens**

All linens and napkin options presented to client for final review and decision to compliment overall décor concept.

### **Lighting**

Direct the lighting designer and technicians to design a lighting package to suitably complement the event and all the receptions, presentations and performances taking place. Coordinate the lighting for press on the red carpet.

### **Limousine/Cars**

Manage all ground transportation vehicles from guest pick-up to guest drop-off.

### **Managing & Maintaining Budget Boundaries**

Create and/or manage the event budget and work closely with the client to ensure that the monies are being spent effectively and efficiently. Work with all vendors to ensure their services are offered at the most cost effective rate and negotiate the best possible deal on behalf of the client. Manage the production budget to ensure that the deposits and final payments are issued to vendors the most efficient way and to maximize discount.

### **Managing & Maintaining Timelines**

Develop, manage and control the overall timeline from pre-production to production to completion. Schedule and manage all production related meetings with clients and vendors.



### **Managing Overall Staff/Crew**

Hire, manage, organize, instruct, and manage payroll for all staff and crew needed for the event. Positions could include check-in/will-call attendants, traffic controlling, ticket taking, gift bag distribution, bathroom attendants etc.

### **Menu Choices and Appropriate Service**

Work with the chefs to ensure a cohesive menu across all courses. Ensure that the correct china, glassware and silverware are in place for the food service of the chosen menu. Oversee the food service for all areas of the event and that all courses are served to correspond with the event program and at the highest caliber.

### **Messenger/Deliveries**

Manage all deliveries and shipping needs in support of the event.

### **Parking & Valet**

When applicable, overseeing the proper execution of valet and parking. Ensuring the correct amount of personnel and parking spaces are available to ensure an efficient drop-off and pick-up of cars from valet and traffic controllers for self parking.

### **Parting Gifts**

To suggest and support the acquiring of the parting gift and help facilitate the storage, packaging and distribution of the gift to guests upon departure.

### **Permits**

Ensure that all necessary permits required by the City and State are completed, approved and stamped. Organize and follow through on walkthroughs with the Fire Department, Police Department (when applicable), Building and Safety (when applicable) and the Health Department (when applicable). Ensure the event layout meets with the Fire Department code and has stamp of approval. Create documentation of all permits.

### **Photography & Videography**

Work with client to provide the photographer and videographer with the list of elements needing to be captured. Manage and support the photographer and videographer for easy access to all areas of event.

### **Power**

Ensure adequate power is available at the venue for all the elements required by the event. If power is not adequate and temporary power brought in, coordination of generator location and distribution of cables to be designed, and safely distributed to appropriate locations.

### **PR Logistics**

Support the logistical needs of the PR team prior to, during and post event.

### **Press and Red Carpet Logistics**

Support the logistical needs of the Press and Red carpet management team prior to and during event.

**Product Solicitation Placement**

Assist in securing donated product for the event.

**Program/Tribute Journal**

To help design and fabricate the program.

**RSVPs**

Create and manage the RSVP system. Organize guests' tickets and help client with the placement of guest and sponsor tables.

**Radios**

Provide all personnel with a two-way radio/Nextel to facilitate efficient communication over distances within the event.

**Rentals**

Coordinate and order all rentals needed and not provided by the venue. Ensure correct delivery and return of all rentals to ensure minimal post event losses.

**Security**

Work closely with security vendor and venue's security to design a security plan to ensure the safety of all guests, celebrities and venue integrity. Also ensure that all management and outside security vendor has documented emergency evacuation plan for the venue.

**Show Production & Direction**

Hire support staff to manage the show in the form of technical directors, stage managers, front and back of house managers, dressers, stage hands and talent wranglers to greet and escort entertainment and talent upon arrival. Design, direct and create show timelines, costuming, design stage plots and stage cues, design choreography and rehearse talent and performers. Create and maintain the show run timeline from inception to completion.

**Signage and Branding**

To design and fabricate all necessary signage to help support the event. Our in-house branding department designs and produces all branding for the event from the step & repeat to sponsor boards, directional signage to guest tickets and podium signage. All branding installation and strike is managed by our branding department.

**Sponsorship Coordination & Logistics**

To help support all sponsors with their logistical needs and presence at the event.

**Sponsor Solicitation Package Consulting**

To consult and design on the presentation of the package being created to present to sponsors to solicit participation.

**Transportation**

Manage, schedule and oversee all ground transportation for VIP guests, talent, celebrities and entertainment. Ensure that all scheduled pick-ups are executed as contracted.

**Trash/Recycling Management**

To manage a full recycle program and hire the services of a trash removal company that recycles.

**Vendor Logistics**

Coordinate all parking, meals, equipment, and radio needs prior to, during, and post event.

**Thank You Letters**

To create and distribute all vendor and sponsor thank you letters.

**Venue Coordination**

Overall logistics with property/venue.

Organize and manage the outside and inside logistics with the venue and property. Manage all deliveries for load-in and load-out with vendors and the venue loading dock.

**Video/AV**

Work closely with the video director and technicians to design the video package to suitably complement the event and all the presentations and performances taking place.