

Information
Package

Area's Largest,
Most Experienced
DJ Service

PRO
SOUND & LIGHT

SHOW

& Absolute Celebrations

*Award
Winning
DJ's*

*Celebrating
our 22nd
Anniversary!*



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Office Hours: Mon. - Fri. 9am - 5pm

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Dear Wedding/Party Planner

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

2012 marks our 22nd Anniversary of fun and entertainment! Think about what you've learned in the last 22 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, and 2012 Pick, and received the 2011 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 22 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? Yes! We specialize in DJ entertainment only! Sorry to inform you that we don't offer any other services that would distract us from being the best DJ entertainment 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 13.
- **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 & Absolute Celebration's mission is to provide the highest quality DJ Entertainment 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 4 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 give us a call. 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 highest possible discount and to insure that we are 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 – Friday 9 a.m. – 5 p.m. 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 listening to the message for the special toll free number to call.

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

What is your cancellation policy? Any payments above the required deposit are fully refundable up until 90 days or more prior to your event date if you decide to cancel. Required 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 (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. Most likely you received one with this information package. If you still need one, just contact us or download one at 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 the online planning tools. 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 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. 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 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. If these forms are completed or received 14 days or less before your event, we may not be able to bring all of your requested music.

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 Reserving is Easy page of this information package.

Can you play music for my wedding ceremony? Yes, see our exclusive "Wedding Reception Planner" for full ceremony information. Also see our Reserving is Easy page for pricing options.

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. 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 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 or on the Wedding Reception Planner/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 or Wedding Reception Planner/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 full tuxedo during the performance. After a few hours when the dance floor heats up, we will sometimes take our 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. Every client listed has enthusiastically agreed to be a reference. How many other companies have provided you with as many complete and recent references?

"The DJ did a very good job, she kept things going through the reception and dance, always letting us know what event should come next. We were all very impressed with the company, especially considering that our first DJ cancelled on us 3 weeks before the wedding. You relieved much of our stress."

Wedding – DJ Lee B.
Dustin & Jamie Dale, 61067 500th St,
Sebek, MN 56477, 218-564-5237

"We loved having both a MC and DJ! They were both very professional and very welcoming to our guests. We had so much fun!"

Wedding - MC Lee B. & DJ Tym S.
Luke & Jessica Korpela
1101 3rd Ave W, Ashland, WI 54806
715-292-6204

"Vern was amazing! He DJed our wedding ceremony & reception and everything was perfect. His timing & volume level was exactly how we wanted – which was important especially for the timing of the ceremony. Although we had crazy extremes of music selection, from the 80's to polka to waltzes, he played everything at the right time and literally kept the dance floor packed the entire time! He even got our 88 year old Grandpa out on the dance floor! Vern read our personalities perfectly and knew how to make us satisfied from the beginning of the day until he finally finished after playing an extra hour!"

Wedding – DJ Vernon W.
Jason & Erin Clemens, 4565 Upton Ave N,
Minneapolis, MN 55412, 612-229-9002

"Erick was amazing! Never had a DJ like him. All the guests loved him and some even asked for his info for their events. He easily kept the night flowing smoothly during some catering issues. I wish I had another event just so I could hire Erick and Pro Sound & Light again! They definitely made my night memorable."

Wedding - DJ Erick S.
Tara & Nate Haase
1115 Farrington St, St Paul, MN 55117

"We thought everything went awesome! Sam was very professional. Our guests thought we had a reception coordinator because everything went so smooth & stress free. There were so many people on the dance floor & much interaction and the games were great and will be remembered for years to come. We loved the garter toss where the guys all sang the top gun theme! Thank you!"

Wedding – DJ Sam K.
Misty Roth & Josh Pelican
210 2nd St, Cloquet, MN 55720, 218-879-7185

"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!"

Wedding - DJ Derrick E.
Christy & Aaron Strom
1902 Ironwood Bay, Hudson, WI 54016
651-303-0410

"Me & Kaye would like to thank Pro Sound & Light. We would also like to thank Barb. She did the ultimate NASCAR intro of the wedding party & us as we came in. We had a lots of people saying that was pretty cool. I would like to add that Barb did some cool kids games right at the time my boy said he was bored, you had him running around & dancing like it was him getting married. You Rock Barb thanks."

Wedding - DJ Barb A.
Bob & Kaye Stephens
318 N. 77th Ave W., Duluth, MN 55807
218-624-5121

"Erick was Fantastic! We had a blast with him. There were many positive comments about him and a lot of people were asking "Where did you find him?" We had to enact a plan B for our ceremony when the rain wouldn't stop. He was very flexible and willing to adjust plans with us. Thanks Erick!!"

Wedding – DJ Erick S.
Erica and Ryan Byrd, 2831 5th St,
Eau Claire, WI 54703, 715-225-1123

"Vernon was extremely nice and outgoing. Even after our event, when we had car troubles, he stuck around to help us out – he was way above the title of 'emcee'."

Wedding – DJ Vernon W.
Jason & Sarah Sullivan
222 Athens Ave., Marshall, MN 56258
507-828-9221

Client Stories/Testimonials (cont.)

"Barb was truly amazing!! She is so kind, talented and professional! People are raving about how great our DJ was-thank you Barb for making our special day even more special! Your assistant rocked too! Everyone loved the "Love story". We will send videos and photos as soon as we get them! Thank you again!"

Wedding - DJ Barb A.
Julie & Tony Noack
4115 Meadow Parkway Unit A,
Hermantown, MN 55811
218-343-0286

"We received a lot of compliments on how great the dance was at our reception. People especially liked that we had a MC and how interactive he was. Sam and Mark made sure they talked to us before the dance started, which we appreciated. Everyone also enjoyed our love story. Overall, we thought they did an excellent job and would not have a dance without a MC in the future. Oh, we also loved the games that were played with our guests, especially when David's 90 year old grandparents got involved in them!"

Wedding – MC Sam K. and DJ Mark C.
David & Beth DeJongh
100 Elizabeth St #413, Duluth, MN 55803
508-332-1130

"Erick did a great job! We were a little leery of having a DJ for our event since it was a gay commitment ceremony but he was fun & really matched the music to the mood of our party. We had so many compliments on Erick's music selection and crowd interaction. He was pleasant, respectful and professional. Great Job!"

Commitment Ceremony - DJ Erick S.
Alicia Bauers & Beth Anderson
235 Louisiana St, PO Box 143,
St Croix Falls, WI 54024 612-237-2359

"I was very impressed with the level of professional service. I worked in the music and entertainment business for years for various national acts, so I understand the need for quality, and Pro-Sound & Light provided that quality clients demand."

Wedding – DJ Mark C.
Ron & Vicki Schreiner
7458 157th #108, Apple Valley, MN 55124
651-334-3638

"Sam did such a wonderful job with our wedding. He adjusted his style to fit our wedding perfectly. We had many compliments on how fun he was and how he handled the requests. He was completely independent yet we still felt like we had a say in our music. We just got back from a wedding reception and they weren't nearly in the same league as Sam, I don't know if I have been to a wedding ever that has had that great of entertainment. I would recommend Sam & Pro Sound over and over, and I think my friends and family would too. Thanks!"

Wedding – DJ Sam K.
Karl & Lura Spears
1909 Kyle Lane NW Apt. 34, Mandan, ND 58554
701-226-8845

"With planning everything for our wedding, everything got a little crazy. Our DJ was the one thing we did not have to worry about. The DJ's we had were amazing! Six months after our wedding, we are still hearing how great of a time people had at the reception, all thanks to our DJ's. A few couples who came to our wedding said they will definitely go with Pro Sound & Light. Thank you guys sooo much! We can't begin to thank you enough for making not only our day memorable to us, but also to all of our guests. Thank you again!!"

Wedding – DJ Mike B.
John & Samantha Feiler
31266 Co Rd 10, Albany, MN 56307, 320-845-7107

"Barb was awesome. She gave us some really excellent ideas. She planned a trivia for our kissing game at the reception. She also had my husband dance in order to get my garter for the garter toss. My husband does not dance, so this was great. He got the garter in the first try."

Wedding - DJ Barb A.
Destiny Brown
13311 Rainwater Circle, Pillager, MN 56473
218-746-3238

CALL TO RESERVE YOUR EVENT TODAY!

Duluth (218) 722-1355

Minneapolis (612) 724-7377

St. Cloud (320) 252-5310

Brainerd (218) 828-6266

Toll Free (888) 347-5562

www.pro-1.com • info@pro-1.com



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
Lifeshouse 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) 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.

**We've probably played at your location, here are just a few.
WE CAN PLAY ANYWHERE YOU WANT!**

American Legion
 Androy Hotel
 Armory
 Aurora Club
 Bad River Casino
 Barker's Island
 Bay Area Civic Center
 Bayview Event Center
 Beaux Art Ballroom
 Belgian Club
 Benchwarmer Bob's
 Bennett's on the Lake
 Best Western Edgewater
 Black Bear Hotel
 Blackwoods
 Blue Flame Ballroom
 Blue Heron
 Blueberry Pines Golf Club
 Breezy Point Resort
 Brook View
 Bunker Hill Golf Club
 Calhoun Beach Club
 Calm Bays Resort
 Carlson Towers
 Civic Center
 Cragun's Resort
 Crooked Lake Lodge
 CW Chips
 Days Inn
 DECC (Duluth Entertainment & Convention Center)
 Double Tree Grand Hotel
 Dry Dock
 Eagles Club
 Earle Brown Heritage Center
 Edinburo
 Elks Club
 Empress Boat
 End Zone Bar
 Fish Lake Resort
 Fitger's Ballroom
 Fort Snelling Club
 Fortune Bay Casino
 Gary's Sports Bar
 Giants Ridge
 Gitchi Gammi Club
 Glensheen Mansion
 Grand Casino
 Grand Ely Lodge
 Grand Portage Lodge
 Grandview Lodge
 Great Lakes Aquarium
 Greysolon Plaza Ballroom

Hanging Horn Village
 Harborside Lounge
 Hazeltine Golf Club
 Holiday Inn
 Homer's Bar
 Howling Wolf
 Inn on the Lake
 Ironworld
 Izaty's Golf Resort
 Jason's Casual Dining
 Kahler Park Hotel
 Kelly Inn
 Kingsland
 Knights of Columbus Hall
 Kohl's Resort
 Konteka
 Lafayette Club
 Lakeside Resort
 Lakeview Castle
 Lakewoods Resort
 Landmark Center
 LeGrande Supper Club
 Lumberjack Lounge
 Lutsen
 Madden's Resort
 Majestic Oaks
 Maple Grove Community Center
 Marriot
 Mesaba Country Club
 Michael's
 Midland Hills Country Club
 Monte Club
 Moose Lodge
 Mr D's
 Mulligan's
 Murphy's Landing
 Northern Inn
 Northland Country Club
 Old Waterfall Inn
 Olde Town Square
 Our Place
 Paradise Shores
 Park Inn
 Park Point Beach House
 Pine Cove
 Pine Inn
 Piney Ridge
 Playmor Ballroom
 Pokegama Lakeside Club
 Radisson Hotel
 Rainbow Inn
 Ramada Inn

Reunion Hall
 River Inn
 Rolling Green Country Club
 Ruttger's Bay Lake Lodge
 Savannah Portage
 Sawmill Inn
 Sawyer Community Center
 Sheraton
 Shooter's Bar & Grill
 Spirit Mountain
 Sportsman's Bar
 St Cloud Country Club
 St Croix Inn
 St James Hotel
 Star Club
 Steve's Club
 Superior Shores Resort
 T Maxwells
 The 222
 The Afterburner
 The Androy
 The Cliffs
 The Courtyards of Andover
 The Curling Club
 The Dawg House
 The Depot
 The Fireside Inn
 The Hilton
 The Labor Temple
 The Lighthouse
 The Ridges Pavillion
 The Stadium
 The Wilds Golf Club
 Thumper Pond Golf Club
 Timber Hall Lodge
 Timothy's
 Tobies
 Turtleback Conference Center
 UMD
 Union Station
 University Club
 University of St Thomas
 Upper Deck
 Valentini's
 Venetian Inn
 Vermillion Club
 VFW
 Vista Fleet Boats
 Wendigo Golf Club
 Wildwood Lodge
 Woody's
 Zoo

A Word About DJ Rates

Disc 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!

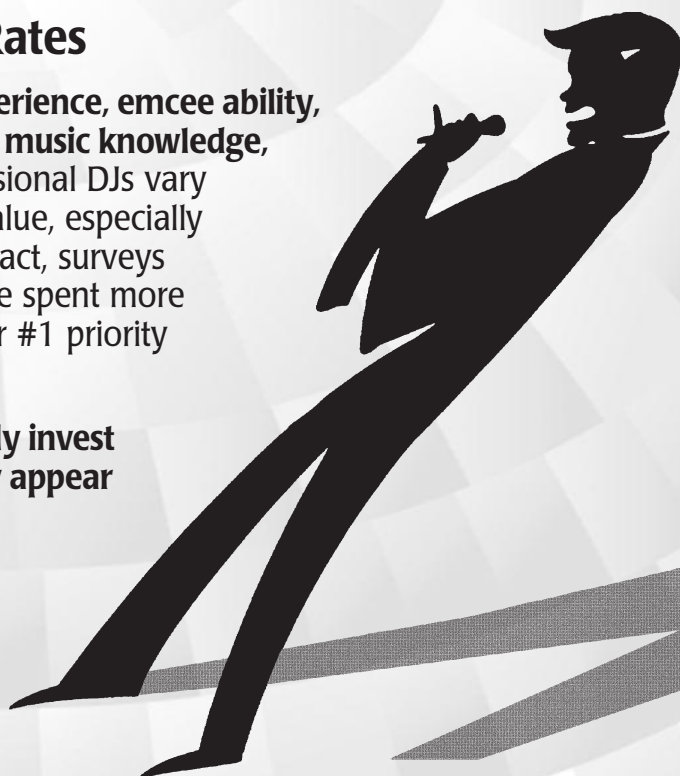
A lot of people ask about price first because they've never hired a DJ before and they're not sure what to base their decision on. An important thing to know is that a DJ is not a commodity, there is a big difference in the quality between different DJs.

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



Entertainment Packages

Our Exclusive Diamond Entertainment Packages are for clients that simply want the best in DJ entertainment available. Now featuring the **DIAMOND EXPERIENCE!** Our Pro DJ Packages offer a great price and value in DJ entertainment for our clients as well. Questions about our packages? Don't hesitate to call us. We are happy to help! Here is a price quote on the date or dates that you gave us. All rates include travel to your event location.

QUOTES ARE VALID IN THE FOLLOWING AREA(S) ONLY: _____

Exclusive Diamond Packages:

DIAMOND EXPERIENCE Package (#4):

While every wedding day is unique, we find that most couples have some things in common - they want to see their vision come to life, and after all of the hard work they want it to be as effortless as possible. This is why the Diamond Experience is for you! Imagine; the lights have come down, you hear the new union of your names again as the happy clapping carries you onto the dance floor. Surrounded by the smiling faces of your nearest and dearest, the gently swirling lights sweep you both ever deeper into Your song, until the world becomes just two. Too soon it ends, but the moment is blended right into the next memorable dance and before you know it, the floor is filled with your family and friends in joyous celebration.

Looking back later you will realize that from the moment you arrived at the venue, your Top Rated MC, along with a Professional DJ had created an entire seamless evening of these moments for you, just the way you pictured it. From the personalized Grand March introductions kicking the event into high gear, through the dinner with heart-touching toasts, to entertaining the children and even the kids-at-heart...and all you have had to do is relax and enjoy it.

Having two Professional Entertainers making sure that each part of the event flowed smoothly, and together they kept the entertainment level at the perfect pitch to keep all your guests happily involved throughout the evening. Why would anyone go home? And just when you thought it couldn't be any better, you guests keep reminding you that the Custom Touches included in the Diamond Experience were amazing and unlike anything they had ever seen before. Your guests rave about the MCs' reading of the Love Story, where they learned the sweet, the silly and the touching moments of your romance leading up to this day. Topping the night off with a special Custom Message from the two of you incorporated into the song of your choice - well, you know they will be talking about your day for many happy months to come!

Your Diamond Experience Includes:

- 1 hour of ceremony music and an additional wireless lapel microphone (a \$149 value, included free!)
 - Up to 7 hours of music or early set up
 - TOP RATED MC + Professional DJ
 - Upgraded, professional digital and CD computer sound system to handle larger audiences
 - Wireless microphone for announcements or toasts
 - Exclusive Diamond Experience lighting package
 - Deluxe giveaway package
 - 1 CUSTOM RECORDED SONG/CUSTOM REMIX (a \$99 value, included free!)
 - Your LOVE STORY (a \$249 value, included free!)
 - Announce custom bridal party introductions, and much, much more
- TOP RATED MC + PROFESSIONAL DJ = MORE PARTICIPATION = MORE FUN!

This package is extremely limited! ONLY A FEW AVAILABLE PER EVENT DATE!! So reserve early to get the DIAMOND EXPERIENCE! BEST WEDDING PACKAGE!

SPECIAL LIMITED TIME COUPON OFFER \$ _____
(Regular rate \$ _____)



DIAMOND ENTERTAINMENT Package (#3):

With our high demand and very limited Diamond Division packages, your Top Rated DJ excels at creating the personalized, romantic day of your dreams. Up to 6 hours of entertainment allows us to be involved in crafting memorable moments right from the time you arrive. By days end, your delightedly tired guests thank you for the chance to experience such unique and hands-on entertainment, customized to you from start to finish. State of the art digital sound and lighting sets the ideal ambiance for any size audience.

Your Diamond Entertainment Package includes:

- Up to 6 hours of music or early set up
- A TOP RATED DJ
- Upgraded, professional digital and CD computer sound system to handle larger audiences
- Wireless microphone for announcements or toasts
- Ultimate lighting package
- Deluxe giveaway package
- Announce custom bridal party introductions, and much, much more

RECOMMENDED FOR WEDDINGS and other events with a highly customized touch and personal flair... events that are to be the most memorable in your life! This package is extremely limited! So reserve early!

SPECIAL LIMITED TIME COUPON OFFER

\$ _____
(Regular rate \$ _____)

Pro DJ Packages

(If you have a limited budget or receive a lower quote from anyone else, let us know, we'll do our best to meet your budget or beat their price):

Ultimate Entertainment Package (#2):

Up to 5 hours of entertainment sets the stage for your DJ to bring your event to life, starting with dinner if you like. With the digital computer sound system and wireless microphone, your guests all have the best seat in the house, never missing a single special moment with you. And you...you'll be the relaxed, happy couple at the center of this celebration, knowing your Professional DJ is on the job!

Your Ultimate Entertainment Package includes:

- Up to 5 hours of music or early set up - Professional DJ
- Professional CD and digital computer sound system
- Wireless microphone for announcements or toasts
- Ultimate lighting package - Giveaway package

SPECIAL LIMITED TIME COUPON OFFER

\$ _____ (Regular rate \$ _____)

Pro Entertainment Package (#1):

The planning is done, the big day is here, and it's time for the party! You and your guests are guided smoothly from one part of your event to the next by your Professional DJ, who knows just how to create the memorable moments you are looking for. With 3 hours of entertainment, professional sound and lighting and fun giveaways, this package is perfect for fun on a budget.

Your Pro Entertainment Package includes:

- Up to 3 hours of music - Professional DJ
- Professional CD sound system
- Basic lighting package - Giveaway package

SPECIAL LIMITED TIME COUPON OFFER

\$ _____ (Regular rate \$ _____)

Reserving is Easy/Options

Reserving us:

To reserve us, just complete or correct all of the highlighted or blank areas on the enclosed agreement (Need a new agreement? You can download one at www.pro-1.com/info). Choose the package you want (plus any additional options you would like) and write that on your agreement. All packages can be tailored to your wishes. Add or adjust your times (if you know them, or you can let us know closer to your event date), sign it, then return the agreement with a deposit/ payment (if required, or you can make payments through your online planning account at www.pro-1.com) as soon as possible. We will send you a signed copy for your records. Then you'll be all set. Then all you have to do is complete your online planning tools or Wedding Reception Planner/Song Request Form 30 days or more prior to your event.

In a hurry: For faster service and to insure you get the date and package you want for your event, give us a call (or fax the agreement to 888-255-3132) and we can reserve it now with a credit/debit card for the deposit (or reserve us through your online planning account at www.pro-1.com). Questions? Just give us a call: **Minneapolis (612) 724-7377 • St. Cloud (320) 252-5310 Brainerd (218) 828-6266 • Duluth (218) 722-1355 • Toll Free (888) 347-5562**

Options: Add these after your package number on your agreement to customize your event. We are happy to discuss with you how to make the most out of your event with these options, just give us a call!

- **YOUR WEDDING LOVE STORY - HIGHLY RECOMMENDED!** The Love Story is your opportunity to have your story told the way it should be - with romance, humor, sentiment and surprises, all set to music and delivered at your reception (package 3 & 4 only, included free with package 4) \$249

- **CUSTOM RECORDED SONG** - Do you have a special message that you would like to share with your mother or father during the parent dances? Imagine that moment on the dance floor and to their surprise, when suddenly your voice and love becomes clear to all, as actually a part of the song itself! Or imagine your vows as part of your first or last dance of the night. Add per custom recorded song \$99
 3 Custom Recorded Songs, BEST VALUE! \$249

- **NEW - Ceremony Music Package** - We have personalized hundreds of ceremonies! If you would like to add the Pro Sound touch to your magical moment, just reserve package 3 or 4. Includes 1 hour of ceremony music and an additional microphone! (package 3 - 4 only, included free with package 4) \$149

- **Additional Music Hours** - One hour \$99
 Half hour \$69
 2 hours **Best value!** just \$149

- **FREE Giveaway Package** - Over 30 Glow products, party beads, and more to add even more fun to your event, (included **free** for all events)

- **Deluxe Giveaway Package** - Over 125 glow products, party beads and more (included free with package 3 & 4) . . . \$49

- **Video Karaoke** - Be a star at your own party with our selection of over 15,000 songs. just \$99

- **Custom sound reinforcement, specialty lighting, and additional options are available by contacting the office. If there is anything else we can do to help make your day magical, just let us know.**

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.



Sam K.

Sam's passion for his work sent him soaring to DJ of the Year in 2005 and continually receives above and beyond reviews from his clients. While performing more events per year than any other Pro Sound & Light Show DJ, Sam never loses focus of his main goal... assuring his clients of a night filled with romance and excitement, not distractions and decisions. Sam is also a Marbecca Certified Master of Ceremonies graduate.

"I have never seen my mom get up and boogie - but she was out there all night. My mom and dad have been married 25 years and never danced together until then. I have never gotten or heard so many positive comments on a DJ. Everyone loved him! The Love Story was the highlight and the Custom Recording made me cry. Thanks Sam - you are the best!"

Tony & Shannon Hautela wedding
2447 Maki Road, Zim MN 55738 • 218-780-8538



Bobbi G.

After taking a career assessment test that stated she would be great as a DJ, Bobbi joined the staff at Pro Sound. That test was right and Bobbi has quickly become a client favorite and recently received the Rising Star Award.

"We had a blast with Bobbi! We loved the games we played, hadn't seen them before. She played a variety of music that kept us all entertained. She was easy to work with and was flexible with the events of the evening. She was a great addition to our wedding celebration!"

Scott & Katie Galloway wedding
5073 193rd St. W, Farmington, MN 55024 • 701-740-6202



Derrick E.

His formal, elegant conduct makes him a naturally perfect fit for any event, and his attention to the all-important details wins the hearts of his clients. It's no surprise that he received the Rising Star, Above and Beyond and DJ of the Quarter awards on his path to achieving Ultimate DJ status.

"Thank you Derrick, you were amazing. You played great music all night long and were very in tune with what our guests wanted to hear. You were fun all night. We will for sure be recommending you to our engaged friends and family. We could not have asked for a better DJ!!" What value would you place on the DJ service received? "PRICELESS!"

Kyle & Chelsey Lucken Wedding
2305 Ash Ave, NW Bemidji, MN 56601 • 507-360-6959



Mark C.

Mark brings an enthusiasm and professionalism to each event that ensures his clients get exactly what they are looking for. His willingness to go 'above and beyond' has catapulted him into the well-earned Diamond DJ/MC status and to DJ of the Year in 2009.

"We heard nothing but wonderful things about Mark from our guests. He was so professional yet so fun! He really got everyone out on the dance floor, from my 85 year old grandma to our youngest guest, a 3 month old baby! He played a great mix of music, took requests, and had the dance floor full all night. Our guests loved the games and prizes too. We also got a TON of compliments on our Star Wars grand entrance! After having a week in which everything went wrong, it was so nice to just relax and not worry about anything! Thank you so much for a wonderful memorable night!!"

Steve & Heather Sutherland wedding
710 E 27th St., Hibbing, MN 55746 • 218-263-1570



Lee B.

Charming, gracious and attentive to detail, Lee is the life of her events. Her heartfelt touches are evident from beginning to end. Always seeking to perfect her craft, she receives only the highest of compliments from her clients and Lee is a natural, talented fit for the honored ranks of Diamond DJ/MC.

"Our DJ was very excellent, had all the songs we chose. We also had a special request from the parents to our new son-in-law, and let me tell you she picked the right song, not a dry eye in the house. (She played) American Soldier, he leaves for Iraq this week. Keep him in your prayers. Thank you again for making the wedding a success. I will totally recommend Pro Sound & Light to anyone who needs entertainment."

Mary Anderson for Brandon & Anna Hartmann wedding
800 Central Ave N., Park Rapids, MN 56470 • 218-732-0233



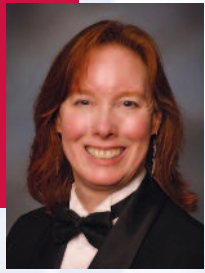
Tym S.

Boundless enthusiasm, energy and a passion for getting it right made Tym an instant star as a school dance DJ, and now his wedding clients love having their day infused with it, too. This Professional DJ is rising through the ranks quickly, having earned the Rising Star, Above and Beyond and DJ of the Quarter awards.

"Tym did an amazing job! He kept all of our guests on the dance floor all night. All of the guests stayed later than they planned because the dance floor was on fire! We loved our DJ! I highly recommend him!"

Chris & Monica Bond Wedding
14625 Portland Ave S # 313, Burnsville, MN 55306 • 952-200-5430

PRO SOUND & LIGHT SHOW DISC JOCKEYS (CONTINUED)



Barb A.

Passionate about perfection, Barb thrives on helping her clients create personal, magical moments and memories to last a lifetime. Attending local and national training yearly, as well as her 15 years of Toastmasters experience, makes Barb a shining example of a Diamond DJ/MC. Barb is a 2008 honorary recipient of the DJ of the Year award.

"Barb was Amazing! She played perfect music all night. Her interaction with guests was awesome. We heard the comment over and over again that

'I have never seen a DJ that much fun.' Her love story was awesome and a ton of fun for the guests to learn a little bit more about us. Everything flowed so much. One guest even commented she had never stayed at a reception that late. Everyone was always wondering what she would do next. Barb is Awesome! She played exactly what everyone wanted to hear! A+++ she truly made our day awesome. It was nice not to have to worry about her keeping things flowing."

Tom & Amber Borsch wedding
1990 Burns Ave. #310, St. Paul, MN 55119 • 651-356-2386



Erick S.

Upbeat by nature, his enthusiasm is contagious. He connects with guests of all ages and draws them into your party for an experience they will rave about for years to come. Never being satisfied with ordinary is exactly why Erick was chosen as the 2008 DJ of the Year and is an honored Diamond DJ/MC.

"Erick S. was an amazing DJ. He was everything I asked for and a whole lot more. We wanted our DJ to be very energetic and a "wow" factor, and we most definitely got that with him. He stopped

at no expense to get people on the dance floor and kept them entertained throughout the night. We seen it all from the extended grand march that people are still talking about to the singles scavenger hunt, which was hilarious. Our wedding was like no other and Erick definitely made that possible. We had the wedding people will still talk about for years."

Richard & Holly Thorson wedding
5036 Mayview Rd., Minnetonka, MN 55345 • 320-491-0444



Josh M.

Josh amazes his clients with his attention to detail and continuously works to improve his skills by attending almost every DJ training class available. All of his hard work has paid off as Josh has received several quarterly DJ awards and is the first recipient of the Pro DJ of the year award. Josh is also nicknamed "Subway" for his similarity to a spokesperson of the sub restaurants.

"Our DJ Josh did a great job at our wedding. I was very anal regarding songs I needed played

and he did everything I asked. Josh even rented the exact tie that the groomsmen wore to assure he matched our colors. He even threw in extra time during dinner. We had a great time and were very impressed with Pro Sound and Lighting and would recommend to other couples..."

Jessica & Phil Taylor wedding
A 5 Linden Ct., Superior, WI 54880 • 218-393-2190



Vernon W.

Vern's years of DJ experience helped him rise quickly through the ranks, from three time DJ of the Quarter to the coveted Diamond DJ/MC status. Vern added to his many awards by becoming DJ of the Year in 2007. His energy and enthusiasm allow him to connect with the crowd, while maintaining the elegance and romance of your fairy-tale day.

"Pro Sound did our daughter's wedding, son's wedding & our party!"

"TOP 10 REASONS TO HIRE PRO SOUND & LIGHT SHOW!"

10. Price – The best around
9. Willingness to work with customer on date change
8. Professionalism of office staff
7. Package offers & options
6. Coupons
5. Vern – The best DJ ever
4. Vern's ability to "read" the crowd
3. Vern's volume control!
2. Vern's choice of music & games
1. Its becoming a family tradition!"

Jerry & Diana Miller's 30th anniversary party
4957 Woodland Ave, Duluth, MN 55803 • 218-724-7200

