

DJ'S EP LLC

SERVICE PROPOSAL



WWW.DJSEVENTPLANNING.COM



Hello there!

Thank you for your consideration in working with me. I am extremely excited and honored to bring your ideas to life.

I do not take this role lightly and will provide the greatest level of professionalism and quality. Because of clients like you, I have the opportunity to grow as a business and expand my web of connections.

I look forward to your feedback, thoughts and ideas about your next project.

DeShawna Jones

Founder, DJ's EP LLC



Event Portfolio

ART UNDISCOVERED I

Hillyer Art Space

July 2014

ART UNDISCOVERED II

Sportszone in Georgetown

July 2015

GIRLFIT: WOMEN'S HEALTH EXPO

GirlFit Workout Studio

March 2019

ART UNDISCOVERED III

Civic Building in Silver Spring

August 2019

SONNE SETS

Sonne Studios

February 2022

ULTIMATE SELF-CARE SUNDAY

Creative Saints Loft

November 2022

CEO WORKDAY EVENT

Sonne Studios

April 2023

THE MAKING OF A MILESTONE

The Wine Collective

November 2023



DeShawna Jones

CEO & Founder

"I actually started off my business as a handmade, jewelry making e-commerce business. Now I work with creative entrepreneurs to provide strategy, event management, coordination and logistical support in order to convert visionary ideas into memorable experiences."



Event Portfolio: Highlights

Client: A Healthier You, Inc.

Event: The Ultimate Self-Care Sunday

Event Date: Sunday, November 6th, 2022

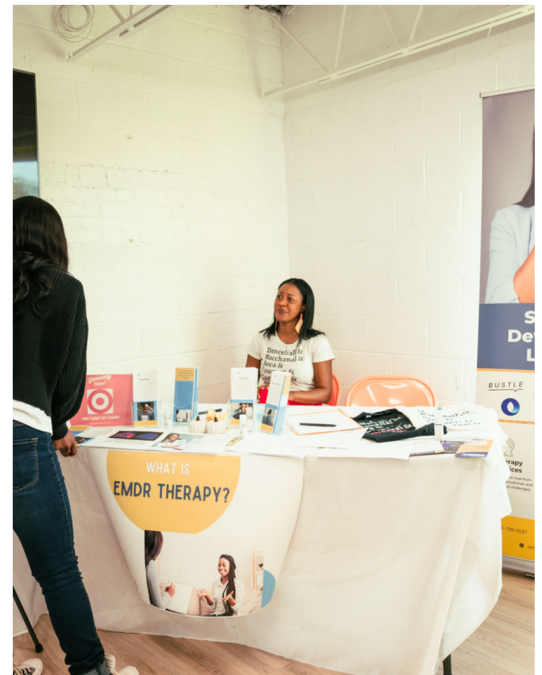
Planning Time: 10 months

Client Needs & Objectives:

- Bring awareness to the need of self-care as it pertains to holistic health and wellness.
- To provide social engagement for 50 adults to interact and enhance their well-being with "The Ultimate Self Care Sunday" Health Expo.
- Venue scouting, marketing campaign development, sponsorship outreach, event roadmap, event decor coordination, event budget management, day of coordination and support.

Highlights:

- Received In-Kind Sponsor donations from the following: Spiritual Essence Yoga & Wellness Center, Let's Roam, Vegetable + Butcher, Little Leaf Shop (Closing on 11/5), Trader Joe's, and Giant Food.
- Media Coverage: The Ultimate Self-Care Sunday event was featured on DC News Now.
- Facilitated a panel of industry experts.



Event Portfolio: Highlights

Client: DJ's EP (Me)

Event: CEO Workday Event

Event Date: Sunday, April 2nd, 2023

Planning Time: 4 months

Client Needs & Objectives:

- Increase the CEO Workday Group Membership.
- Bridge the gap between business resources and local entrepreneurs.

Highlights:

- Served 25 entrepreneurs.
- Facilitated a panel of experts featuring, Robin Haynes, Business Advisor and Financial Strategist; James Peterson Jr., VP Small Business Ambassador at M&T Bank; and Stu Tobin, Innovation Works Mentor and Former Business Owner.
- Awarded a \$5,000 grant from the ARPA Economic Recovery Fund facilitated by the Baltimore Development Corporation.
- Funds were used to acquire marketing and branding materials to give to attendees at the next CEO Workday Session happening in 2024.



March 2023

BECOME A CLIENT

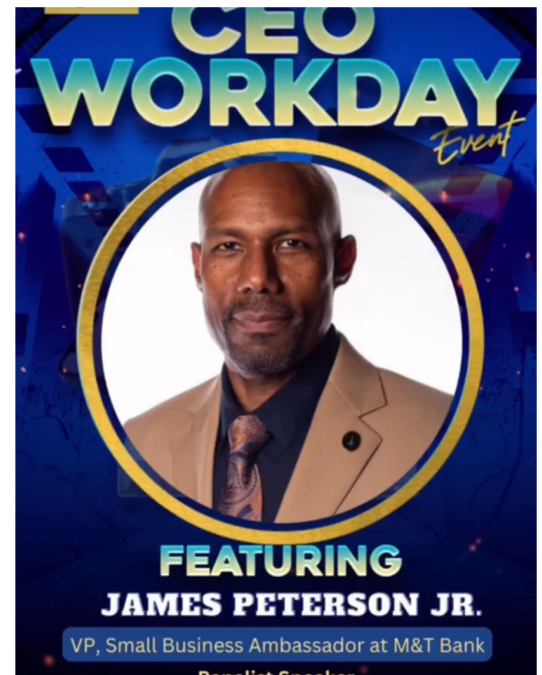
SUBSCRIBE

STARTUPS

ENTREPRENEURS / EVENTS / Q&AS

‘Gain the confidence and clarity’: A Q&A on CEO Workday and supporting Baltimore

... ..



Event Portfolio: Highlights

Client: Impact Hub

Event: The Making of a Milestone

Event Date: Wednesday, November 1st, 2023

Planning Time: 2.5 months

Client Needs & Objectives:

- Host two breakout sessions to bring visibility and resources to the small business owners they support.
- Provide a space for their partner network to show up as a collective voice and invite small business owners to share and celebrate their successes, and the resources they've tapped along the way.
- Logistic and coordination support to navigate the breakout sessions, manage event schedule, and tasks leading up to the event.

Highlights:

- Hosted (3) skill share breakout sessions focused on Vibrant communities, incubating industries, and making space for microbusinesses entering commercial space.
- Served over 75 small business owners with resources, tools and information from Impact Hub and its partners.



Event Portfolio: Highlights

Client: DJ's EP (Me)

Event Series: CEO Workday Sessions

Event Date: Twice a month (February - August 2024)

Planning Time: 1 month

Client Needs & Objectives:

- Host two monthly CEO Workday Sessions with a guest speaker.
- Provide information, resources and access to professional experts within the industries of business and entrepreneurship.

Highlights:

- Received a microgrant from Innovation Works for the marketing, and business operations of the CEO Workday Group.
- Served over 90 small business owners with resources, tools and information at the CEO Workday Sessions.
- Hosted corporations like PNC and BGE to provide information on all things financial and sustainability.

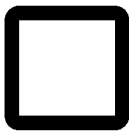


How It Works



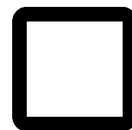
BOOK A VISIONING SESSION

On the call, you will have the space to pick my brain, tell me about your ideas, and we will build preliminary strategies to convert your idea into an event.



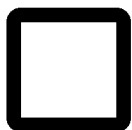
REVIEW THE PROPOSAL

After the call, you will receive a proposal that summarizes your ideas, provides a roadmap from ideation to conceptualization, and outlines my services and fees.



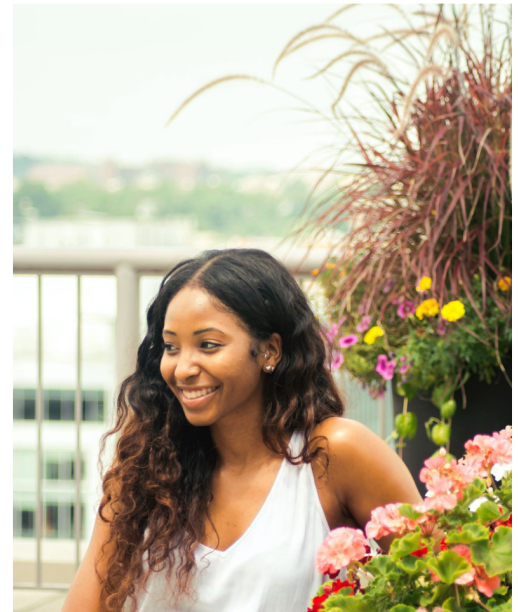
SIGN THE CONTRACT

If you accept the proposal and fees, you will receive a contract for your review and signature. The contract will include a copy of the proposal along with milestone dates, and schedules.



LET'S GET TO WORK

Once the contract is signed and the deposits are remitted, then the work begins.



COMMUNICATION

CONTACT DETAILS

+301-575-6456

ceo@djseventplanning.com

OFFICE HOURS

Mon. | Thur. | Fri.

8:00am – 6:00pm EST

Sat.

8:00am – 9:00pm EST

WEBSITE

www.djseventplanning.com

SOCIAL MEDIA

 @djsepllc

 @djseplccommunity

 @djsevtplanning





Full-Service Event Planning Package

Full-service event planning requires a minimum planning period of 6 months to a year, ensuring every detail is meticulously handled for a seamless and successful event. This comprehensive package includes a wide array of services, from initial concept development, venue selection, and vendor coordination, to day-of-event management, post-event follow-up, and everything in between. Each service is customizable to align with the client's unique vision, needs, and preferences, with pricing tailored to reflect the scope of the event, the duration of the planning process, and the level of support required.

To accommodate various budgetary constraints, the total investment for the full-service package can be conveniently divided into monthly installments. A 25% deposit of the first month's payment is required upon contract execution to secure services and begin the planning process. This flexible payment structure ensures clients have access to premium event planning services while maintaining financial comfort. Additional enhancements or services can be incorporated at any stage, making this package an adaptable solution for any event size or complexity.



Full-Service Event Planning Services

✓ **BIWEEKLY CHECK-IN CALLS**

Get answers, accountability, and guidance during weekly or monthly calls with DJ's EP founder.

✓ **ONGOING EMAIL SUPPORT**

You will receive answers to your email questions within 24 hours or less.

✓ **FLOOR PLAN REVIEW**

Review venue floorplan, ensuring everything from table placement to restroom access supports an excellent guest experience.

✓ **EVENT DAY CHECKLIST**

A detailed checklist that ensures all bases are covered and nothing is left behind.

✓ **EVENT-DAY CONSULTATION**

Head into the event confidently after a pre-event meeting between DJ and you or your chosen event-day coordinator to ensure seamless execution.

✓ **VENUE COORDINATION**

Ensure all vendors are aligned and on schedule, from the florist to the caterer, guaranteeing a cohesive experience for your guests.

✓ **DECOR AND AMBIANCE**

Work with our design team to choose the perfect decor that matches your theme and desired atmosphere, creating a visually stunning and inviting setting.

✓ **GUEST MANAGEMENT**

Receive assistance with guest list organization, RSVP tracking, and seating arrangements to ensure everyone feels welcome and included.

✓ **ENTERTAINMENT PLANNING**

Select the ideal entertainment options, whether it's a live band, DJ, or interactive activities, to keep your guests engaged and entertained throughout the event.

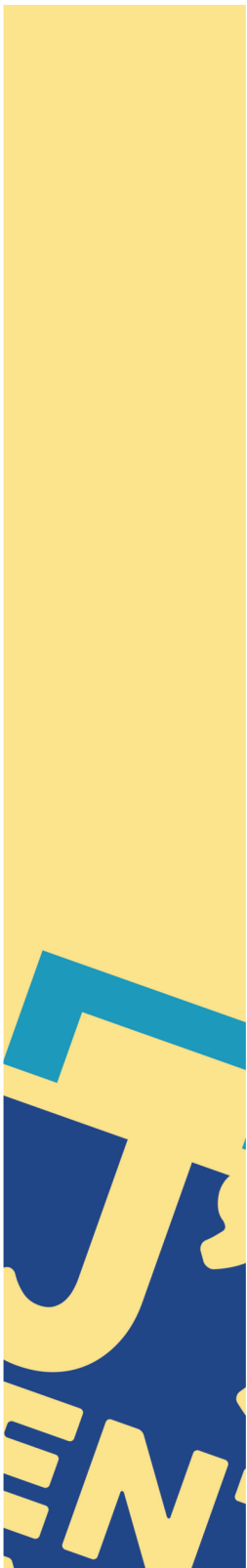
✓ **POST-EVENT REVIEW**

Schedule a follow-up meeting to review the event's success, gather feedback, and discuss any areas for improvement for future gatherings.

✓ **EMERGENCY SUPPORT**

Access on-call support for any last-minute issues or emergencies that may arise, ensuring your event runs smoothly no matter what.





Partial-Service Event Planning Package

Partial event planning is designed for clients who have already started the planning process but need expert assistance to bring everything together. This package is ideal for those who may need help with specific aspects of their event, such as finalizing vendor contracts, creating detailed timelines, coordinating logistics, or managing the day-of activities. With a shorter planning window, this service typically requires 3 to 6 months of lead time, depending on the event's complexity.

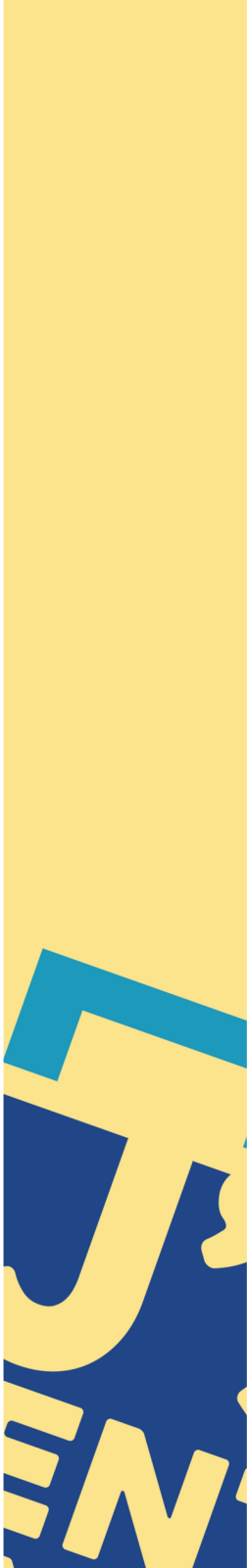
The partial planning package is fully customizable to suit the client's specific needs, and pricing is based on the services required, the event's timeline, and the level of support desired. The total investment can be divided into monthly payments, allowing flexibility and ease of payment. A 25% deposit of the first month's payment is due upon contract execution to secure services. This package provides clients with professional guidance and support where it's needed most, without the commitment of full-service planning, making it an efficient and cost-effective solution for events at any stage of development.



Partial-Service Event Planning Services

- ✓ **VENDOR CONTRACT REVIEW AND FINALIZATION**
Assistance with reviewing, negotiating, and finalizing contracts with vendors such as caterers, florists, and entertainment providers.
- ✓ **VENUE SELECTION OR FINALIZATION**
Help in selecting the perfect venue or finalizing arrangements with a pre-chosen venue, including contract review and site visits.
- ✓ **BUDGET REVIEW AND MANAGEMENT**
Evaluation of the event's current budget with recommendations for adjustments and cost-saving strategies, as well as ongoing tracking.
- ✓ **DETAILED EVENT TIMELINE CREATION**
Development of a comprehensive timeline for the event day, including key milestones, vendor schedules, and activities.
- ✓ **VENDOR COORDINATION AND COMMUNICATION**
Coordination and communication with vendors to ensure all logistics are in place and timelines are adhered to.
- ✓ **LOGISTICS MANAGEMENT**
Assistance with arranging event logistics such as transportation, setup, and breakdown schedules.
- ✓ **FINAL WALK-THROUGHS AND REHEARSALS**
Conducting final site walk-throughs and coordinating event rehearsals with vendors and key participants.
- ✓ **ON-SITE EVENT MANAGEMENT (DAY-OF COORDINATION)**
Day-of event coordination to ensure seamless execution, including managing vendor arrivals, setup, and troubleshooting.
- ✓ **GUEST LIST AND RSVP MANAGEMENT**
Support with tracking RSVPs, dietary preferences, seating arrangements, and any special guest requests.
- ✓ **POST-EVENT FOLLOW-UP**
Assistance with post-event activities such as vendor payments, feedback collection, and wrap-up tasks.
- ✓ **CONSULTATION AND ADVISORY SUPPORT**
Ongoing consultations during the planning period to provide expert advice and guidance on specific areas of need.





On-Call Consulting & Advisement Package

The On-Call Consulting & Advisement Package is perfect for clients who are handling most of their event planning independently but require expert guidance and advice along the way. This package offers flexible, on-demand support to help navigate challenges, make informed decisions, and ensure the event stays on track. Whether you need advice on vendor selection, budgeting tips, or troubleshooting unforeseen issues, this package provides access to professional event planners without the need for full-service or partial planning.

This consulting package is entirely customizable, with pricing based on the level of access and support required. Clients can choose from hourly consultations, bundled packages of hours, or ongoing monthly support. A 25% deposit of the first payment is required upon contract execution, giving clients the freedom to reach out whenever they need advice or input. With this package, you gain a trusted advisor to help refine your event and ensure everything comes together smoothly while maintaining full control over the planning process.



On-Call Consulting & Advisement Services

- ✓ **EVENT PLANNING STRATEGY CONSULTATIONS**
Professional guidance on overall event strategy, including timelines, vendor selection, and guest experience.
- ✓ **BUDGET PLANNING AND FINANCIAL ADVISORY**
Expert advice on creating, adjusting, and managing your event budget to ensure cost efficiency.
- ✓ **VENDOR RECOMMENDATIONS AND CONTRACT REVIEWS**
Recommendations for reputable vendors, along with contract review and negotiation tips.
- ✓ **EVENT TIMELINE ADVICE**
Assistance in developing or refining your event timeline to keep everything organized and on schedule.
- ✓ **LOGISTICS TROUBLESHOOTING**
On-demand support to resolve any logistical challenges that arise during the planning process.
- ✓ **GUEST EXPERIENCE CONSULTING**
Recommendations to optimize guest flow, seating arrangements, and overall guest satisfaction.
- ✓ **VENDOR COMMUNICATION TIPS**
Advisory on how to effectively communicate and coordinate with vendors to ensure smooth collaboration.
- ✓ **DAY-OF EVENT PREPARATION GUIDANCE**
Advice on preparing for the event day, including setting up checklists and planning for unexpected issues.
- ✓ **POST-EVENT GUIDANCE**
Recommendations for post-event follow-up tasks such as vendor payments, guest feedback, and thank-you notes.
- ✓ **FLEXIBLE ACCESS TO EVENT PLANNING EXPERTISE**
On-demand consultations, whether you need a quick phone call, video meeting, or email exchange to address specific questions.
- ✓ **CUSTOMIZED ADVISORY SESSIONS**
Tailored advice sessions focusing on particular areas of concern, from design to budgeting or vendor selection.



FAQ'S

How does DJ's EP compare to a traditional event planner?

DJ's EP brings all the expertise and knowledge of a traditional planner, but my process allows you to keep your personal stamp on your event because you are the ultimate decision maker!

What if I book a package and decide I want to downgrade or upgrade my level of support?

I recognize that events can unfold rapidly in the planning industry. Consequently, we permit a package upgrade or downgrade by one level within the first 14 days, provided that we have only delivered the services associated with the lower-tier package. These services encompass referrals, information, guidance, and support.

Can I pay the fees in installments?

Due to the intricacies of the event planning process, a 25% deposit of the total fee is required at the time of contract execution to initiate services. For events scheduled six months or more in advance with DJ's EP, I offer the option to divide the remaining fee into monthly installments. In this case, the initial 25% deposit is due upon signing the contract, with the balance payable by the end of the month.

What are your available hours for consultation, and what format do these consultations take?

All packaged consultations are arranged online. Most consultations are scheduled from Monday to Friday, with Saturday appointments available upon request. Consultations can be conducted via Zoom, Google Meet, phone call, or in person for local clients.



Time to Review

I look forward to receiving your feedback.
Please take the time to consider the
proposed services and your level of
support needed.

Please feel free to inquiry on a quote based
on a custom set of services.

DeShawna Jones



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