

What if you hired PHUSION instead of a DJ?



“Live music makes magic memories” – PD

Your special event is the one day where magic memories are etched in the minds of all who attend. This is why you need to set the perfect mood that not only represents your tastes, but also ensures the attending guests have an enjoyable night. This message will help dispel the common myths that most event planners have when considering a DJ over a live band. We invite you to read on to take the next step towards providing an event that will astound your guests in a unique and truly captivating way.



We understand how valuable your event is...

Your special event (be it your wedding, corporate celebration, or bar/bat mitzvah) is a massive financial undertaking and investing in live music is absolutely necessary if you want to ensure the event is a guaranteed success.





How does PHUSION deliver...?

Hiring phusion adds the perfect recipe for class, sophistication and levity like no other form of music entertainment can. The versatile genres of music we provide will really set the scene for success (visit our master set list: <http://phusionband.com/MasterSetList.pdf>).



PHUSION creates a powerful visual and emotional impression on your guests by:

1. Playing music that's easy to dance to, at a comfortable volume
2. Interacting with guests providing a lively and energetic atmosphere
3. Arranging a couple's favourite song for their first wedding dance
4. Providing a range of Samba, Salsa, and Break Dancers as required
5. Having impromptu dance competitions, live audience karaoke, backgrounds for keynote speaker entrances, unplanned birthday serenades and even last-minute wedding proposals
6. Playing that last unexpected encore as a special gift of gratefulness

Banishing uncertainty...

Many event planners opt for a DJ, and having recorded songs is certainly a safe and time-tested option. However, if you want your event to be truly unique and to stand out in people's minds for years to come, hiring phusion is the way to go. Live music has benefits which you cannot put a price on, namely that it creates an engaging atmosphere at any event. You may have attended an event with a DJ and the younger guests certainly enjoy this form of entertainment, but don't you want the type of music that all guests can appreciate? With a DJ, some guests may feel that there is no place to get away from the frenzy of over-driven bass-thumping just to have a comfortable conversation.

However, phusion's approach and treatment of the music allows the audience to participate in the performance of the event by inviting your guests to sing, dance, clap and shout-out their energy along with us. Thus, giving your audience the experience that THEY want to have and associate these positive feelings with your event and ultimately with YOU. Wouldn't it be incredible to have the advantage of dozens, if not hundreds of people associate a positive experience with you? How much good would come from that in your future? And what areas of your life could that 'positive association' affect?

- Maybe it's your business or your career? - Perhaps your relationships with your family and your friends?
- How about the confidence in knowing you will pull-off an outstanding event without a hitch?



A common misconception about live bands is that they take long breaks that break up the flow of the party. This is simply not true. The average special event runs anywhere between two to four hours. Most bands have amended in their contract they get one 10 to 15 minute break per hour of performing. Moreover, there are many formalities that occur at an event so our professional approach is to tailor our sets around your itinerary so that there are no awkward gaps of silence. For example, PHUSION takes breaks when speeches, wedding garter tosses or bouquet tosses, cake cutting or similar formalities occur. Or if you are not having any of these traditions, we simply put on a professionally recorded CD of our live performances (or anything appropriate) in the background. Some guests don't even notice when we're taking a break because the music will be identical to what they've been listening to while their attention is spent elsewhere. Similarly, once dinner is served, we can take a short break (while guests are more focused on dinner). That way, the event naturally flows onward for the entire evening, absent ambiguity.

If you're having an intimate event, consider hiring 'a phusion trio' rather than a DJ (as many DJ's tend to overpower a small room). There is another common misconception that if an event venue is small, a live band won't be able to play softly.

However, there is no reason phusion cannot perform at a level that is perfectly acceptable to everyone. In fact, DJs often project at an uncomfortably loud volume so that guests are forced to shout to the person sitting across the table from them. Has this happened to you or someone you know?

The last thing you want at your event is for everyone to be rolling their eyes and requesting the DJ turn down the music to allow for audible conversation. PHUSION owns its own professional equipment and we possess meticulous control over our instruments which allow us to adjust to the desired volume to match the type of occasion at any time. PHUSION is proven to play much quieter than, or just as loud, as any DJ for whatever volume you're after.

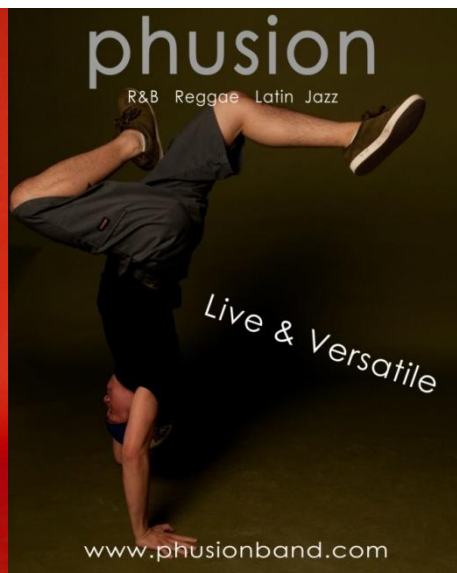
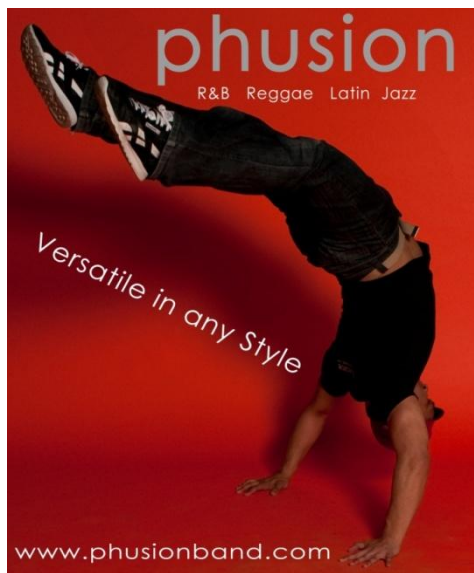


Son, someday you will make a girl very happy, for a short period of time. Then she'll leave you and be with new men who are ten times better than you could ever hope to be. These men are called musicians.

DJ's vs. PHUSION... What's the cost by comparison...?

It comes as no surprise that some DJ's may cost anywhere from 1500 to 5000 for an enterprise evening of audience engagement and special lighting. It's hard to believe that this kind of money usually goes to only one person for downloading and playing pre-recorded music that anyone could flip-on from their home, or car stereo system. Do not be mesmerized by rented laser-lighting or confuse a sea of rented speakers for skillful talent (as PHUSION can rent these add-ons for you as well, however, excessive costs do not necessarily guarantee audience enjoyment, but we do). By comparison, our wedding/corporate/bar mitzvah rates are variably half of what many DJ's can charge.

We also offer referral to a wide array of Salsa, Samba and Break Dancers to further customize your event if you like (should you choose to invest in addition to the band). We invite you to visit our pricing matrix online: http://phusionband.com/phusion_Entertainment%20Info%20Package%202011.pdf



What's the bottom line...?

Music is the one area of your event that you should not scale back, because it significantly impacts the guests' overall enjoyment. We understand that you only have one chance to get it right, so be sure to hire experienced and professional music vendors like PHUSION that can keep guests smiling and dancing throughout the night.



Thank you for reading through this message and supporting live music in Toronto. We look forward to working with you together as a strong team to give your guests an evening that won't be forgotten.



Sincerely,
Paul David
Manager/Director
PHUSION "Live & Versatile"
www.phusionband.com

