

HEIDN

SEEK

ENTERTAINMENT, LLC.
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WHAT WE DO

HeidnSeek is a special event firm specializing in event coordination, marketing, and consulting. We coordinate special events and promotions for individuals, business, restaurants, nightclubs, lounges, organizations, and the general public. Our events include...

Auctions / Birthdays / Brand, Product Launches & Cross-Promotions / Business Networking / College Outings / Concerts / Corporate Functions / Custom-designed Personal Family Events / Fashion Shows / Festivals / Group Dining & Nights Out / Graduations / Grand Openings / Happy Hours / Holiday Parties / Non Profit Fundraisers / Political Affairs / Reunions / Religious Gatherings / Singles Events / Sweet Sixteen's / Theme Parties / Weddings / Wine Tasting Events / Etc.

HEIDIKLOTZMAN

CEO and FOUNDER *heidi@hnseek.com*

The chairperson of Heidnseek Entertainment LLC, Heidi Klotzman, grew up in the Entertainment business where her father produced over 25,000 concerts throughout the nation. In 2005, while attending Goucher College, Klotzman opened her own company. Under her direction, the HeidnSeek Entertainment brand has become synonymous with Baltimore nightlife and events. She has been recognized as a key player in events in Baltimore Magazine's Power Issue, as well as Baltimore's top 35 young professionals under 35 by B Daily Newspaper. She has also been honored by the Cystic Fibrosis Foundation, has been named one of Baltimore's Rising Stars of 2011 by the Baltimore Business Journal and Living Classrooms, and has sat on the Young Entrepreneurial Women's Panel at her Alma Mater, Roland Park Country School.

HELENEMILLER

Chairperson *helene@hnseek.com*

The chairperson of Heidnseek Entertainment LLC, Helene Miller, has over 40 years of experience in the creation, presentation and promotion of special entertainment events, corporate events and weddings as the Events manager for the Maryland Food Bank, Pro Image Entertainment and her own event planning company, Eventfully Yours, LLC.

Clients include: Alice Cooper, David Cassidy, Diana Ross, Earth, Wind & Fire, Liberace, Luther Vandross, Martin Lawrence, Michael Feinstein, Miss Baltimore Beauty Pagent, Peabo Bryson, Teddy Pendergrass, Tom Jones, Wayne Newton, and more.

WHO WE ARE

SUSAN JOSEPH

Las Vegas Affiliate *susan@hnseek.com*

The Las Vegas affiliate, Susan Joseph, has over 30 years of experience in the entertainment business as Chairperson of the Justice Entertainment Group and President of the Tantrum Group. Her companies have been responsible for managing many popular recording artists. Her relationship with the entertainment industry directs the talent acquisition of artists for HeidnSeek's clients and their events.

Clients include: Bobby Caldwell, Diane Warren, Eddie Kendricks, England Dan & John Ford Coley, Laura Brannigan, Lil Kim, Neil Carter, Seals & Crofts, T.I. and more .

MAURICE AGUILAR

New York Affiliate *Maurice@hnseek.com*

The New York affiliate of Heidnseek Entertainment LLC, Maurice Aguilar, has over 15 years of experience in the entertainment industry leading his Public Relations firm, Media Monopoly Group, and his Lifestyle magazine, Velvet Addiction. His specialties include celebrity gifting suites, red carpet events and post award shows.

Clients Include: Bank of America, Good Year, Jose Cuervo, Laurie Ann Gibson, Marc Jacobs, MTV, Pan Am Travel Goods, Skull Candy, Sony, Xbox, Zyrtec, and more.

WHO WE ARE (CONT.)

HOW CAN WE HELP YOU?

- 1) COMMERCIALEVENTS
- 2) PRIVATEEVENTS
- 3) ADVERTISING/PROMOTIONS

COMMERCIALEVENTS

ADVANTAGES:

- 1) We have years of experience planning successful events at numerous upscale venues in the MD/DC area.
- 2) We have established a large following of quality clientele.
- 3) We create custom designed and themed events to attract your target customer.
- 4) We provide a multifaceted marketing campaign including email blasts, social networking engines, mobile messaging, and street team promotions, devised specifically to support your goals.

OPTIONS:

- 1) Keep HeidnSeek on retainer at your venue.
- 2) Inquire for complimentary consultation.

CLIENTS:

Yerman, Witman, Gaines & Conklin Realty: *Home Buying Workshop Happy Hour / Sound Garden Noise in the Basement Tour / Stadio Nightclub NYE 2008: 2,000 guests / Red Maple Bravo Network's Top Chef Viewing Party, Friday & Saturday Night Residencies / Primedia Inc. Super Street Magazine's 10th Anniversary / IMP Concerts HFStival 2010, Rock the Bells 2010, Virgin Mobile Fest 2010 / Hippodrome Theatre Broadway Across America's Legally Blonde Baltimore Preview Event/ Echelon Life Drive to Thrive, Ravens #55 Terrell Suggs Celebrity Wkd / Fells Point Main Street Films on the Pie / FPM Luxury Home Show. Maryland Beer & Food Fest / Get Down Lounge 4th Fridays of the month residency / Hi-Ball Events Big Night Baltimore, Blocktoberfest, Shamrock Fest / Den Lounge GlamRock Fashion Show, Gardel's, Kamp Lounge, Taste, Vin. / DJ Samantha Ronson Co-presented Nationally Renowned DJ's first date in Baltimore / CBS Mix 106.5 Gridiron Sing off with the Baltimore Ravens, Spirit Cruises / Bozzuto Group Grand Opening Event Marketing for Fitzgerald Property, 2010 / Baltimore Magazine Best of Baltimore Party, Top Singles Event, VIP Shop Crawl / Baltimore Women's Film Festival Red Maple, 2007. Xanadu, 2008. Red Maple, 2009 / Basignani Winery Cinema under the Stars / Big Night Baltimore NYE Sheraton, 2010, 2011 / AIRS Oscar Night Baltimore at the B&O Railroad Museum / Mist Nightclub Halloween, 2009.*

WORDS FROM OUR CLIENTS:

"HeidnSeek Entertainment is definitely the top company for events and promotions in the Maryland & D.C. market. Through their contacts and marketing, they have helped us tap into an entirely new base of customers, not only for our special events, but for ongoing year round business. No one seems to have the attention of the young professional in the city they way they do" -**Kenneth Petty: Kali's Restaurant group (Meli ~ Mezze ~ Tapas Adela ~ Kali's Court)**

"Our company has partnered with HeidnSeek for several amazing events! They have always shown professionalism, enthusiasm, and ensured that all of their events are flawless. They go above and beyond their duties to make all of their events huge successes." -**Jennifer Holm: Regional Manager, The p.i.n.k. Spirits Company.**

"The response to the event HeidnSeek promoted was incredible. We are still hearing it. People are talking like that Friday at The Get Down was legendary. They really did a fantastic job, and I just wanted to say thanks again for pulling out all the stops." -**Laura O'Neill: General Manager, Get Down Lounge.**

PRIVATEEVENTS

WORDS FROM OUR CLIENTS:

"I received HeidnSeek's information from a friend. I was interested in planning a night out for about 50 friends for my birthday celebration. They spoke with me on the phone for almost an hour, getting to know me and what I was hoping for in the night. After getting off the phone, I knew they would take care of me. They suggested a new club opening with many perks and the assurance of an unforgettable night- and they were right! I will always remember that birthday as being well thought-out, well-executed, and a great time for all! The club opening was fantastic, and HeidnSeek was right there when I needed them throughout the event and followed up with me afterward. I received nothing but outstanding comments from those who attended. I would definitely work with HeidnSeek again in the future " -**Sara Amin**

"HeidnSeek does the footwork so you don't have to do much of anything. If you want to throw a party and you want people to come, they have the network. -**James Davis, Longtime client, 3 consecutive events.**

"Because of you, your attention to detail, your organization, your insight, but most of all your true kindness and concern for us, our wedding was my dream come true." - **Robin & George, Wedding Clients**

"We wanted this day to be remembered forever, to our families and friends and of course in our opinion, it was absolutely perfect!" -**Jimmy & Debbie, Wedding Clients**

ADVANTAGES:

- 1) We have years of experience planning memorable and individualized events.
- 2) We take away the stress of your event.
- 3) We give you access to the services of a celebrity party planner.

DESCRIPTION OF SERVICES:

- 1) Serve as client's expert advocate during conception, development, and conclusion of event.
- 2) Research the best possible course of action to achieve client's goals.
- 3) Secure the following event elements on the client's behalf: Budget/Catering/Coat Check/ Date Choice/ Décor/ Favors/ Florals/ Graphic Design/ Invitations/ Lighting/ Linens/ Lodging/ Music/ Permits/ Photography/ Press/ Print/ Rentals/ Security/ Sound/ Staffing/ Talent (DJ, Performers, Band)/ Tenting/ Theme Conception/ Transportation/ Travel/ Valet/ Venue Selection/ Videography / and more...
- 4) Generate contractual agreements on client's behalf with all third parties.
- 5) Market & promote event to target audience, if applicable.
- 6) Day and Night of event: Supervise at venue with third parties, maintain guest list and greet guests, break down after event.

ADVERTISING/PROMOTIONS

ADVANTAGES:

- 1) We put your message, business, event, product or service in the spotlight.
- 2) We generate exposure, attendance and sales through our members.
- 3) Advertising with our HeidnSeek Newsletter can drive our Web traffic to you.
- 4) Each ad you provide is linkable to your site.
- 5) We make advertising with us the easiest and most cost-effective way to reach a distinct demographic. We have one of the highest quality email lists in the market.

OUR DEMOGRAPHIC:

- 1) Our clients are educated, motivated, professionals, ages 21-40 .
- 2) They are always on the look out for new products, places, and entertainment.

OUR REACH:

- 1) Our newsletter reaches over 42,000 young professionals in the Maryland/DC Area.
- 2) We have over 13,000 Facebook contacts over 3 different pages.
- 3) We have over 1,000 Twitter followers who trust HeidnSeek to keep them updated on the best options in entertainment.

ADVERTISING/PROMOTIONS (CONT.)

OPTIONS:

- 1) HeidnSeek Featured Ad (Top Billing)
- 2) HeidnSeek Endorsed Ad (Secondary Billing)
- 3) HeidnSeek Sponsor Box (Logo & Hot Link to site)

*Pricing can be customized to budget in special cases.

ADDITIONAL ADD-ON SERVICES:

- 1) Facebook Event (10,000 friends / 3,000 fans invited to your event)
- 2) Street Team Distribution (Invites Drop by Street Team at strategically targeted locations.)
- 3) Mass Text Alert accompanying advertising on newsletter (Text sent to mobile database of 2,700 subscribers)
- 4) Social Media Campaign (Creating company pages, Event pages, Driving traffic to your event/company profiles, Increasing your event/company contacts and fans, etc.) Initial page creation

WORDS FROM OUR CLIENTS:

"I have been the General Manager of Havana Club going on four years now. One of my busiest days ever was a night that HeidnSeek promoted. We had nothing else that day but their promotion and sales were through the roof. They are great to work with and you know if they say it, then it will happen." **-David Muegge, Former General Manager, Havana Club. A Serious Steaks Venue.**

"HeidnSeek provides us with a good distribution channel to promote our events. Their list is full of young upwardly mobile and fun professionals that enjoy getting out. They have always been very great to work with." **- Greg Nivens, President, Trigger Agency. (Formerly. Moorea Marketina)**

"HeidnSeek provides upscale organizations with upscale results. They lend credibility and successful promotion to any event and know EVERYONE in the Baltimore/Washington area. I strongly suggest exploring their professional services." **-Eric Brotman, Owner, Brotman Financial Group, Inc.**

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