



PROPOSAL
HERMOSA BEACH CONCERT SERIES 2024

SUBMITTED BY
VOX PRODUCTIONS

COVER LETTER

We are thrilled for the opportunity to present a proposal for the Hermosa Beach Concert Series. VOX is a full-service event production & experiential marketing execution company that helps our clients build brand awareness and loyalty through experiences that are unique, newsworthy, impactful, and tell a great story. We tap into the magic of experiential marketing by doing things that have never been done before. We create moments that are spectacular, attracting celebrities and influencers that generate the viral editorial coverage that amplifies marketing dollars. Our clients trust us to bring their visionary concepts to life, and we love making them happen.

For over 35 years, VOX Productions has been providing the creative solutions and infrastructure that our clients need. Our technical production capabilities include audio, lighting, video design, staging, custom fabrication, printing, power distribution, rigging, engineering, permitting, implementation, and execution. We own the assets and have relationships that give us the flexibility to ensure that last-minute ideas and additions come together seamlessly, to guarantee success.

Our proposal is focused on a detailed plan for building a covered stage utilizing a self-climbing truss system to make the install process quick and efficient. VOX will also deploy a professional grade sound system, lighting package to provide dynamic lighting effects and evenly light the performers on stage, and fencing to secure the structure between weekends. Our approach focused on providing the exact technical asks of the RFP and did not add any additional components that were not requested; however, we are always flexible and would love to help with any additional asks that the project might require. We believe this approach will provide an amazing experience for concert goers at a budget that is very reasonable.

We look forward to this opportunity and would be happy to schedule a meeting to discuss this project in greater detail.

Sincerely,

Brian Hake
Production Manager
VOX Productions

FIRM PROFILE

VOX Productions LLC has been in business for 25 years with over 35 years of experience in the industry!



Shawn Sedlacek
CEO & Founder
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VOX Productions LLC
1324 Cypress Ave Los Angeles, CA 90065
(310) 535-5510
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STATEMENT OF PROJECT

Our enclosed proposal outlines the stage, truss structure, audio and lighting packages that VOX's Productions will provide for the Hermosa Beach Concert Series if awarded the opportunity by the City. Our approach is to load in and setup the stage structure on the day before the first concert (Sept 7th, 2024) and leave it standing until after the 2nd weekend has concluded on September 15th, 2024. VOX will first construct a solid and level foundation using plywood as a subfloor. Then we will build a rectangular truss cage around the stage using 4 vertical truss legs to create a covered roof with rigging positions for the lighting package. This will be a self-climbing roof system utilizing motor control so we can easily raise and lower the roof of the structure for quick install and strike of the lighting package. The truss structure will be 32' wide x 24' deep and 20' tall. The stage will be 32' wide x 20' deep x 4' tall with 8' wide x 8' deep wings on both sides for staging equipment and artists between acts. Currently, this proposal does not include truss supports for banners on the wings left and right of the stage (since this wasn't outlined in the RFP Scope of Services) but this can easily be added to the structure for a reasonable cost. Once the stage is built, we will fence off the structure and return the next day for lighting and audio install.

On show day (Sept 8th, 2024), our crew will arrive early in the morning and install the audio and lighting systems. The main audio PA will be hung from genie towers placed left and right of the stage. The lighting fixtures will be rigged along the perimeter of the roof and then the roof will be raised to trim height and secured in place with ballast and bracing. All systems will be tested and operational by 1pm for sound checks with performers. Once the show ends, a strike crew will arrive to remove all lighting, audio, and cabling components to protect them from the elements until the following weekend. The stage and truss structure will be the only items remaining. The fence barricade will be placed back around the stage and a security officer provided by the city will watch the area.

On the 2nd concert weekend, VOX will return on Sept 15th and repeat the same install from the previous weekend with audio, lighting, and cabling. This time once the event concludes, VOX will strike all equipment and staging at the end of the night.

MEET OUR TEAM



SHAWN SEDLACEK

EXECUTIVE PRODUCER

Shawn Sedlacek is a lifestyle event and experiential marketing expert and entrepreneur. As founder and President of VOX Productions, Shawn has spent over three decades creating and executing branded initiatives that entertain and engage the most sought-after consumers in the world. Recent projects include the LA Rams Super Bowl Parade, Sundance Film Festival, Breeders' Cup Events, and ESPN NFL Draft Night in Las Vegas



JOEY GASPERICH

TECHNICAL DIRECTOR

Joey has worked in the event industry for 18 years in various capacities giving a diverse skillset well adapted for live events. From intimate private events to large scale corporate conferences his experience and skill contribute to the success of all events where ever they may be.



BRIAN HAKE

PRODUCTION MANAGER

Brian has worked in the event industry for 13 years where he has produced a wide variety of brand activations, concerts, corporate, and private events. He has experience producing a very diverse portfolio of large scale activations all over the U.S. Recent projects include Levi's 501 Experience in SF, Fanatics MLB AllStar After Party and BVLGARI Fashion Show in San Diego.

TIMELINE

Preplanning Deadlines:

Venue walkthrough must be completed with the client by first week of July 2024.

VOX must be connected with all performing acts to discuss technical rider needs before the first week of August 2024.

If additional needs are requested by performers, VOX will send an addendum proposal regarding additions no later than the second week of August for client's approval.

PRELIMINARY PRODUCTION SCHEDULE

Hermosa Beach Summer Concert					
Date	TIME	WHERE	WHO	ACTION	NOTES
9.7.24	LOAD IN (Weekend 1)				
	7:45am	Lifeguard Parking Lot	Truck	Truck Arrives	
	8am	Lifeguard Parking Lot	VOX	Crew Call Time	All gear unloaded from the truck
	8:05 AM	Lifeguard Parking Lot	All Crew	Safety meeting	
	8:30am	Beach	PM	Measure and stake out stage placement	
	9:00am	Beach	All Crew	Layout subfloor and ensure level building surface	
	9:30am	Beach	Rigging	Build out frame work of truss structure	
	10am	Power Access	PM	Establish power	
	12pm	Stage	Rigging	Raise the roof for the truss structure	Secure all ballast
	1pm	LUNCH			
	2pm	Stage	All Crew	Build out the stage platform	
	3pm	FOH	All Crew	Build FOH	
	5pm	Perimeter	All Crew	Setup fencing around stage and all VOX assets	
	6pm	Stage	Rigging	Bring roof down to working height	
	7pm	Stage	Security	Overnight Security Arrives	
	7pm	Stage	VOX	All crew cut	
9.8.24	EVENT DAY (Weekend 1)				
	7:45am	Lifeguard Parking Lot	Truck	Truck Arrives with remaining AV gear	
	8am	Lifeguard Parking Lot	VOX	Crew Call Time	All gear unloaded from the truck
	8:05am	Lifeguard Parking Lot	All Crew	Safety meeting	
	8:10am	Stage	Lighting	Setup lighting on roof of truss structure	
	8:10am	Stage	Audio	Setup PA, mixers and all audio equipment	
	11am	Stage	Rigging	Raise to trim height	Secure all cross bracing
	12pm	LUNCH			
	1pm	Stage	Audio	Sound Checks	
	3:30pm	Stage	VOX	All systems set and tested	
	4pm	Stage	VOX	EVENT STARTS	
	8pm	Stage	VOX	EVENT ENDS	
	8pm	Stage	VOX	Strike Crew Arrives	All audio, lighting and cabling removed
	9pm	Stage	Rigging	Roof lowered to working height	
	1am	Stage	VOX	All AV packed on truck	Stage and truss structure to stay until following weekend
	1am	Stage	Security	Overnight Security Arrives	
9.15.24	EVENT DAY (Weekend 2)				
	7:45am	Lifeguard Parking Lot	Truck	Truck Arrives with remaining AV gear	
	8am	Lifeguard Parking Lot	VOX	Crew Call Time	All gear unloaded from the truck
	8:05am	Lifeguard Parking Lot	All Crew	Safety meeting	
	8:10am	Stage	Lighting	Setup lighting on roof of truss structure	
	8:10am	Stage	Audio	Setup PA, mixers and all audio equipment	
	11am	Stage	Rigging	Raise to trim height	Secure all cross bracing
	12pm	LUNCH			
	1pm	Stage	Audio	Sound Checks	
	3:30pm	Stage	VOX	All systems set and tested	
	4pm	Stage	VOX	EVENT STARTS	
	8pm	Stage	VOX	EVENT ENDS	
	8pm	Stage	VOX	Strike Crew Arrives	All audio, lighting, and cabling removed
	9pm	Stage	Rigging	Roof lowered to working height	
	11pm	Stage	VOX	All AV packed on first truck	Begin breakdown of stage structure
	12am	Lifeguard Parking Lot	Truck	Second truck arrives	
	2am	Stage	VOX	All staggig and truss is struck	
	3am	Lifeguard Parking Lot	VOX	All equipment packed in truck and crew is cut	



ADDITIONAL SERVICES

In addition to the services outlined in the scope of work, VOX Productions can also add any of the following services to elevate the guest experience at your event:

- LED Video Wall
- Branding, Banners and Printing Services
- IMAG Camera Packages
- Stage FX
- General Area Lighting
- Delay Speaker Towers
- Band Backline
- Bike Rack and Crowd Control

These are just some of the additional items VOX can assist with and more. We would be happy to discuss how we can help!

RESPONSIBILITIES FOR CITY STAFF

SECURITY - VOX Productions requests security staff to be provided by the city of Hermosa for the build, show-time, and breakdown to ensure the safety of the public as well as the safety of VOX Productions crew. Security will also be requested between the Concert Series weekends (Sept. 7th-16th) in order to prevent the public from injury or damages to any equipment. Vox Productions will not be liable for damages and/or injuries due to negligence of the public during this time.

POWER - Based on the current quote, a power requirement of at least at least 300A will be required in order to ensure execution of event. Additional power could be required should there be changes to the production quote

WATER - A water supply, with a hose that extends to the stage area, will be needed to fill water ballasts to help secure the truss structure.



PROJECTS

VOX Productions provides creative solutions and infrastructure to service our clients' technical production needs. Our capabilities include audio, lighting, video, power distribution, rigging, stage design, implementation and execution.



SUPERBOWL LVI PARADE

Contract Value: \$2,500,000.00

In February of 2022, the Los Angeles Rams selected VOX to produce their entire Super Bowl Parade which took place less than 72 hours following their victory.

Services Provided

Audio, Lighting, Video, Staging, SFX, Media Content Management, Branding, Project Management

Key Personnel

Account Manager: Shawn Sedlacek
Production Manager: Brian Hake
Technical Director: Joey Gasperich





WINE AUCTION 2023

Contract Value: \$150,000.00

VOX Productions has produced the Manhattan Beach Wine Auction for nearly 20 years which includes a live auctioneer, musical performances, and a full service AV, lighting, power and stage management package.



Services Provided

Audio, Lighting, Video, Staging, Backline, Project Management

Key Personnel

Account Manager: Shawn Sedlacek
Production Manager: Brian Hake
Technical Director: Joey Gasperich





SUNDANCE FILM FESTIVAL 2023

Contract Value: \$150,000.00

Over the past 20 years, VOX Productions has designed, executed, and supported at Sundance Film Festival in Park City, Utah. The largest installment is the TAO nightclub pop-up which includes A-List performers such as Anderson .Paak and Diplo.

Services Provided

Audio, Lighting, Video, Staging, Backline, Project Management

Key Personnel

Account Manager: Shawn Sedlacek
Production Manager: Brian Hake
Technical Director: Joey Gasperich

REFERENCES

TAO Group
Gabrielle Fernando
818.522.0029
gabrielle.fernando@taogroup.com

Project:
TAO Nightclub at Sundance Film Festival
in Utah

Anthem Agency
Stephanie Gutierrez
732.606.2441
stephanie@athemicagency.com

Project:
Levi's 150th Anniversary Activation
Event in SF, CA

Track Marketing
Stephanie Brogan
954.707.3104
stephanie@trackmarketing.net

Project:
Stacy's Pita Chip Activation in
Park City, Utah

VOX PRODUCTIONS HAS BEEN SUPPORTING HERMOSA BEACH CONCERTS FOR OVER 16 YEARS!

Past Projects:

- Hermosa Beach Concert Series (With the City of Hermosa Beach 2007-2008; with Saint Rocke from 2009 through 2012)
- Hollister House “Rock for Change” Concert in Hermosa Beach (2007)
- Taste of Hermosa (2007)
- St. Patrick’s Day Parade (2008 through 2010)
- Hermosa Beach New Years Even Celebration (2009 & 2010)

