

DJ AL SMOOVE

Within this document you will find the official DJ AL SMOOVE brand-marketing assets including contacts for approval and activation.

All imagery can only be approved via email consent from authorised representatives and must not be distributed in any format until such approval.

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MANAGEMENT CONTACTS

GENERAL MANAGEMENT

For all general management enquiries please visit:

sifaevents.com.au/contact-us

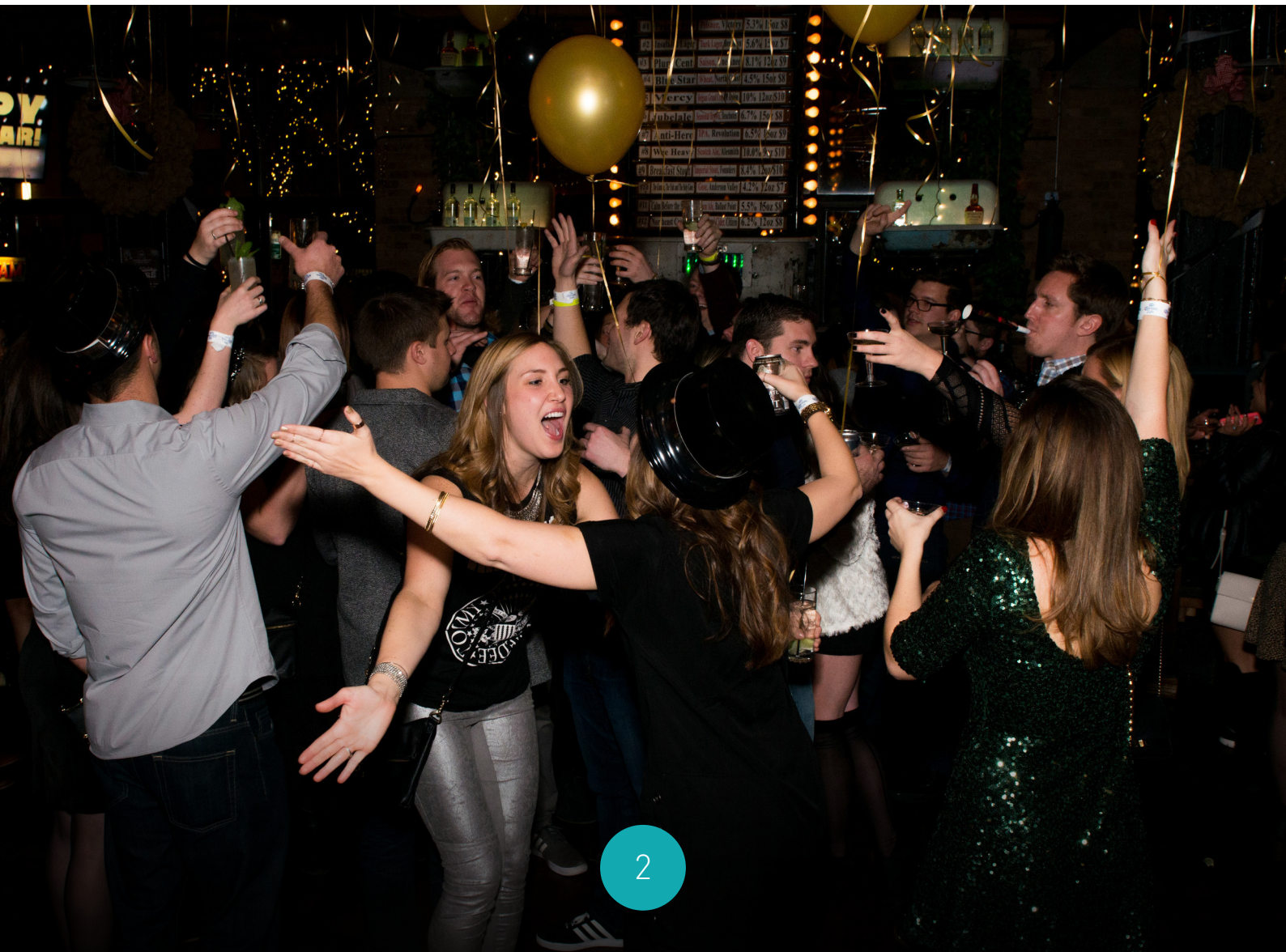
Phone :: 1300 00 SIFA

PERFORMANCE BOOKINGS

For all bookings please visit:

sifaevents.com.au/dj-for-hire/dj-alsmoove

Phone :: 1300 00 SIFA



B I O G R A P H Y

DJ AL SMOOVE began his DJ'ing career as a hobby. It was seeing the happiness he brought to his first few clients that led to him to passionately commit to becoming a DJ full time. Fast forward about to having 15 years of DJ experience under his belt, DJ AL SMOOVE's performances have expanded to cover a wide range of events, including birthdays, nightclubs, corporate events, school functions, boat cruises, weddings and parties for no reason but fun.

Being a lover of all music, DJ AL SMOOVE has a great appreciation and knowledge of many genres. Being heavily influenced by Michael Jackson, Prince, David Guetta and Notorious Big Allia, DJ AL SMOOVE can now bring the best of his talents to your event. He is of Lebanese background, a place in which music makes even the oldest and youngest of crowds move to the rhythm of a good beat. DJ AL SMOOVE can easily cater for the Arabic and Latin scenes. He brings those rich sounds and rhythms he grew up with to entertain you.

DJ AL SMOOVE also has his specialties which incorporate 70's, 80's and 90's music, hip-hop, R&B, house, techno, top 40s and Latino music. Strongly believing that tailoring the music to the audience is the number one priority, DJ AL SMOOVE puts a lot of planning into every aspect to bring the most to your event. Quick on his feet, DJ AL SMOOVE is excellent in reading an audience and adjusting the music to fit.

Conferring with your event DJ is important and it's a way in which DJ AL SMOOVE can ensure that the mood, the music and the moment all meld together to make a momentous show. Knowing your preferences well in advance is part of a DJ's process in order to have everything ready for you.

EQUIPMENT

SIFA PARTY STARTER DJ PACK



Suitable for 50 guests.

This is an ideal package for any function or event being held in a medium function space.

It provides the essentials in DJ equipment or media player/controller to achieve adequate sound and lighting for medium to large gatherings including house parties birthdays, engagements, weddings, corporate and school/uni events and more.

Mixdeck is a complete system that enables you to mix from different kinds of music sources including CD, MP3 CD, USB flash drive, iPod, your computer.

This package also includes wireless microphone for speeches and announcements.

Package includes:

- (2x) Astro Ball Disco Light Effect + 2 x Power cables (3m)
- (2x) Pioneer CDJ850 Media Players
- (1x) Pioneer DJM700 DJ Mixer
- (1x) DJ Stage Table 1200
- (2x) JBL PRX615 Powered Speakers
- (1x) Wireless Microphone (Speeches/Announcements)

EQUIPMENT

GRAND PACK



Suitable for 150 guests

This is an ideal package for any function or event being held in a medium function space.

It provides the essentials in DJ equipment or media player/controller to achieve adequate sound and lighting for medium to large gatherings including house parties birthdays, engagements, weddings, corporate and school/uni events and more.

Mixdeck is a complete system that enables you to mix from different kinds of music sources including CD, MP3 CD, USB flash drive, iPod, your computer.

This package also includes wireless microphone for speeches and announcements.

Package includes:

- (2x) Astro Ball Disco Light Effect + 2 x Power cables (3m)
- (2x) Shotgun Party Light Effect + 2 x Stands
- (2x) Pioneer CDJ850 Media Players
- (1x) Pioneer DJM700 DJ Mixer
- (1x) DJ Stage Table 1200
- (2x) JBL PRX615 Powered Speakers
- (1x) Wireless Microphone (Speeches/Announcements)
- (2x) QSC KW181 Powered Subwoofers

EQUIPMENT

MAJOR PACK



Suitable for 350 guests

This is an ideal package for any function or event being held in a large function space.

It provides the essentials in DJ equipment or media player/controller to achieve adequate sound and lighting for medium to large gatherings including house parties birthdays, engagements, weddings, corporate and school/uni events and more.

Mixdeck is a complete system that enables you to mix from different kinds of music sources including CD, MP3 CD, USB flash drive, iPod, your computer.

This package also includes wireless microphone for speeches and announcements.

Package includes:

- (1x) Smoke Machine 650
- (2x) UV LED Black Light Effect
- (2x) Astro Ball Disco Light Effect + 2 x Power cables (3m)
- (2x) Shotgun Party Light Effect + 2 x Stands
- (2x) LED Uplight Effect
- (1x) DJ Stage Table 1200
- (2x) JBL PRX615 Powered Speakers
- (1x) Wireless Microphone (Speeches/Announcements)
- (2x) QSC KW181 Powered Subwoofers
- (2x) Pioneer CDJ2000NXS Media Players
- (1x) Pioneer DJM900NXS DJ Mixer

ARTIST PRICING

PERSONAL EVENTS

DJ ONLY

Items: Client Provides Equipment

Price: \$0.00 *Minimum DJ Hire Applies

DJ - \$75 P/H (Minimum 5 hours)

PARTY STARTER PACK (1-50 PAX)

Items: 2 x Astro Ball Disco Light Effect + 2 x Power cables (3m), 2 x Pioneer CDJ850 Media Players, 1 x Pioneer DJM700 DJ Mixer, 1 x DJ Stage Table 1200, 2 x JBL PRX615 Powered Speakers, 1 x Wireless Microphone (Speeches/Announcements)

Price: \$150.00

(+ Minimum DJ Hire)

GRAND PACK (50-150 PAX)

Items: 2 x Astro Ball Disco Light Effect + 2 x Power cables (3m), 2 x Shotgun Party Light Effect + 2 x Stands, 2 x Pioneer CDJ850 Media Players, 1 x Pioneer DJM700 DJ Mixer, 1 x DJ Stage Table 1200, 2 x JBL PRX615 Powered Speakers, 1 x Wireless Microphone (Speeches/Announcements), 1 x QSC KW181 Powered Subwoofer

Price: \$250.00

(+ Minimum DJ Hire)

SIFA PACK (251-350 PAX)

Items: 1 x Smoke Machine 650, 2 x UV LED Black Light Effect, 2 x Astro Ball Disco Light Effect + 2 x Power cables (3m), 2 x Shotgun Party Light Effect + 2 x Stands, 2 x LED Uplight Effect, 2 x Pioneer CDJ850 Media Players, 1 x Pioneer DJM700 DJ Mixer, 1 x DJ Stage Table 1200, 2 x JBL PRX615 Powered Speakers, 1 x Wireless Microphone (Speeches/Announcements), 2 x QSC KW181 Powered Subwoofers

Price: \$300.00

(+ Minimum DJ Hire)

ARTIST PRICING

CORPORATE EVENTS

DJ ONLY

Items: Client Provides Equipment

Price: \$0.00 *Minimum DJ Hire Applies

DJ - \$120 P/H (Minimum 5 hours)

SIFA PARTY STARTER DJ PACK (50-150 PAX)

Items: 2 x Astro Ball Disco Light Effect + 2 x Power cables (3m), 2 x Pioneer CDJ850 Media Players, 1 x Pioneer DJM700 DJ Mixer, 1 x DJ Stage Table 1200, 2 x JBL PRX615 Powered Speakers, 1 x Wireless Microphone (Speeches/Announcements)

Price: \$250.00

(+ Minimum DJ Hire)

GRAND PACK (50-150 PAX)

Items: 2 x Astro Ball Disco Light Effect + 2 x Power cables (3m), 2 x Shotgun Party Light Effect + 2 x Stands, 2 x Pioneer CDJ850 Media Players, 1 x Pioneer DJM700 DJ Mixer, 1 x DJ Stage Table 1200, 2 x JBL PRX615 Powered Speakers, 1 x Wireless Microphone (Speeches/Announcements), 2 x QSC KW181 Powered Subwoofers

Price: \$300.00

(+ Minimum DJ Hire)

MAJOR PACK (251-350 PAX)

Items: 1 x Smoke Machine 650, 2 x UV LED Black Light Effect, 2 x Astro Ball Disco Light Effect + 2 x Power cables (3m), 2 x Shotgun Party Light Effect + 2 x Stands, 2 x LED Uplight Effect, 1 x DJ Stage Table 1200, 2 x JBL PRX615 Powered Speakers, 1 x Wireless Microphone (Speeches/Announcements), 2 x QSC KW181 Powered Subwoofers, 2 x Pioneer CDJ2000NXS Media Players, 1 x Pioneer DJM900NXS DJ Mixer

Price: \$400.00

(+ Minimum DJ Hire)

ARTIST PRICING

A D D - O N S

(Choose up to 6 items)

(1 x) Smoke Machine 650

Maximise your the effect of your lighting system with the Smoke Machine 650! This smoke machine comes pre-filled with enough fluid (sugar-based solution) to last for 4-5 hours of continuous operation. Please Note: In the majority of cases, our Fog Fluid is not detected by Smoke Alarms/Detectors, however, we strongly advise contacting your Venue to confirm whether Smoke Machine use is permitted.

Price: \$35.00
(+ Minimum DJ Hire)

(2 x) Astro Ball Disco Light Effect & (2 x) 3m Power Cables

The Astro Ball is a compact, dome-shaped LED lighting effect that projects a wide spread of single or multicoloured beams to provide a coloured 'mirror-ball' effect. Customise the colour and speed to create the desired ambience or party effect for your wedding, function or event. You can also pair these lights with a fog machine to enhance the atmosphere even further! Each light is LED powered to allow you to connect multiple lights to a single powerpoint. Easy to setup, simply connect to power and you are ready to go!

Price: \$35.00
(+ Minimum DJ Hire)

(2 x) LED Uplight Effect

The LED Uplight Effect is a compact wash light (or par can), used to highlight the theme or features of a space with your desired choice of colour! Each light comes with it's own remote, allowing for the easy operation of multiple modes, including, static wash, fade, strobe. With the ability to plug multiple units into a single powerpoint, this unit is easy to setup, simply connect to power and you are ready to go!

Price: \$35.00
(+ Minimum DJ Hire)

(2 x) Shotgun Party Light Effect & (2 x) Stands

The Shotgun Party Light is a compact, dynamic, LED lighting effect that projects powerful multicoloured beams creating a unique atmosphere for your party, function or event. Pair these lights with a fog machine to enhance the atmosphere even further! Sound-activated, these lights will trigger and move with the beat of your music, so there's no need to adjust any complex settings! Each light comes with its own Lighting Stand, and is LED powered to allow you to connect multiple lights to a single powerpoint. Easy to setup, simply connect to power and you are ready to go!

Price: \$35.00
(+ Minimum DJ Hire)

(2 x) UV LED Black Light Effect

Our High Power UV Black Light will highlight white objects and fluorescent materials to achieve a vibrant glow-in-the-dark effect. Each UV Black Light has twice the output of a traditional 4ft fluorescent tube and the pair can cover a 6m x 6m area. Our UV Lights are simple to set-up! Simply place the lights on the supplied stands and position up high, then simply plug into power!

Price: \$35.00
(+ Minimum DJ Hire)

Nimbus Low lying Fog Effect

Dance on a cloud! A dance floor the size of 8x8 meters will be covered in less than 30 seconds. 1 x Nimbus Dry Ice Fogger 1 x Transport Trolley 1 x Dry Ice 10kg with Transport Container 1 x Protective Gloves (pair) 1 x Protective Goggles 1 x Water Container 1 x Dry Ice Non-Conductive Scoop 1 x 20m Heavy-Duty Power Cable

Price: \$350.00
(+ Minimum DJ Hire)

SIFA EVENTS

At SIFA Events we're a little bit different. We understand that celebrating things like birthdays, weddings, anniversaries, and even school graduation parties mean a lot to you. At SIFA Events we manage more than 20 of the best DJ's, all of them trained, qualified and professional.

You are entrusting the music you want to hear on this special occasion to someone who does not know you personally. We hear you. We understand what the occasion means. The DJ you select will intimately know the music genre you have chosen. You want Pop, Rock, Latin, Disco, Hip Hop Rap or any of the 50 or so styles of music that has been labelled, then we have the DJ who can present that to you.

An in-depth quality controlled training and assessment program is required for all the DJ talents available at SIFA Events, ensuring staunch quality and highest caliber for your events.



SIFA ACADEMY

SIFA Academy has been a natural extension of SIFA Events. Why? Well, it makes sense that if we are advertising the hire of DJ's, then we want well trained, client-focused entertainers that will rock any event. During an intensive training program, aspiring DJ's will be taught the basic fundamentals of music presentation as part of learning their DJ skills. They will learn how to market themselves as an artist and be able to present potential employers with a fully prepared industry-ready portfolio of professional photos and video content. All successful graduates from SIFA Academy can become representatives for SIFA Events. That means we fully endorse the quality of our training.

To become a Disc Jockey, you need to first listen to the best and learn from them. In other words, you have to carefully sample some of the best products from the top entertainers and try to learn how well they blend their mixes. That's something we understand at SIFA Events and forms part of the Academy's curriculum. We nurture, train and promote new and up and coming DJs for a long and prosperous career in the music entertainment industry.



SIFA TOURING

SIFA Touring is SIFA's domestic and international touring agency, presenting and promoting high profile artists to Australian fans. SIFA Touring successfully promoted shows featuring Grammy Award-winning dancehall superstar Sean Paul and special guest, soul singer/songwriter, actor, producer, and activist, Mya. Sean Paul's full band and dancers performed all his massive hits throughout November 2014 in shows across Australia.

Paul and Mya starred in the shows which headlined in Melbourne, Sydney and Perth. All the favourite hits from "Get Busy", "Temperature" and of course "Gimme the Light", to the club jams all Sean Paul and Mya fans remember, "Case of the Ex", "My Love is Like... Wo" and "Lady Marmalade" were performed in front of an enthusiastic audience. SIFA Touring is working towards new show promotions and hopes to be able to announce tours by up and coming, and already established artists, in the near future. Watch this space.

Performers wanting a tour agent to handle their itinerary and all the associated arrangements for performances around Australia, can contact us here in the first instance. We have the experience and skills to negotiate the many speed humps, such as the legal and contractual, you are likely to meet when planning your shows. Let SIFA Touring make your travel performances a smooth journey!

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SIFA EVENTS