

TOP 7 REASONS TO CHOOSE HOT MIX ENTERTAINMENT

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*AFTER THE VOWS...

- 72% of all brides say they would have spent more time choosing their reception entertainment.
- Almost 100% say they would have spent more of their budget on the entertainment.
- During wedding planning, Brides say their highest priority is their attire, followed by the reception site and caterer - reception entertainment is among the least of their priorities. Within one week after their reception, 78% of Brides say they would have made the entertainment their highest priority!
- When asked 81% of guests say the thing they remember most about a wedding is the entertainment.
- 65% of all couples that chose a band to entertain at their wedding, said, if they had it to do over again, they would have chosen a disc jockey.

OTHER ITEMS TO NOTE:

Disc Jockey rates vary based on talent, experience, emcee ability, service, coordination, equipment needed, music knowledge, mixing ability and personality.

The DJ you select will be taking on the responsibility of over 80% of the success of your party and often gets paid less than 3% of the total budget (based on the average \$25,000.00 Wedding, 3% would equal \$750.00), yet if the DJ is a poor performer or worse, doesn't show up, your entire investment is wasted, not just that 3%.

Rates for the DJ industry vary greatly, ranging from \$795.00 to \$3,500.00 with an average of \$1,450.00 for a 4 hour booking. The best price is not always the best deal, especially if you are planning a wedding. As a matter of fact, surveys conclude that nearly 100% of brides would have spent more money on their entertainment and made it their #1 priority in hindsight.

A full-service disc jockey company will normally invest 12 to 40 hours to your special event but it may appear that you are only paying for "4 hours". Consultations, music purchasing & editing, preparation, set-up and tear-down, education and other business related endeavors add up to the overall success of your special occasion.

*These statistics were published in *St. Louis Bride & Groom Magazine* <<http://www.stlbrideandgroom.com/>> in 2003. Sources include: Simmons, 2001; USA Today, 2002; National Bridal Service, 2001; The Knot, 2002; Brides Magazine, 2001; American Disc Jockey Association ADJA.org 2004.

AS SEEN AND HEARD ON:



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