**The Social Butterfly**

**857 Atlantic Avenue  Brooklyn, NY 11238**

**(347) 799-2064**

**Objective:**

We want to spin. We want to give the people a safe haven for great music, great crowds and a great time! Our passions for spinning have driven us both down paths in life that have given us experiences with, not only the enjoyable times of spinning a sick set, but understanding the business side to the industry. The Social Butterfly will see a financial success from our sets, hands down. We would like to call The Social Butterfly home. Home meaning being known as hosting the best of the best house parties in Brooklyn!

**Proposal:**

Monthly or biweekly House Parties

**Bios:**

**DJ Qa’id (Qa’id Jacobs)**

DJ Qa’id has been mixing and spinning for 10 years. PLEASE ADD BIO

**E-Squared AKA Evolving Exponentially (Joseph Blanks)**

E-Squared, born and raised in California and hella proud of it, has been driven by music his entire life and began producing in 2005. He now resides, DJs and produces in New York City. E-Squared produces trance, electronic bangers and spins everything from Top-40 to 70's, 80's, 90's to genres of pop and rap with a passion for electronic, house, dance music. Whatever the demand of the scene, E-Squared supplies the soundtrack to an epic time.

E-Squared signed with Coal Diamond for management January 2012. This year alone, E-Squared has spun for Major League Baseball, 2K Sports, Artio Global, Muscular Dystrophy Association and Coal Diamond privately and performed sets at venues such as Guastauvino's, MLB Fan Cave, Lucky Jacks, Recoup Lounge and Lolita Bar.

**Outreach:**

DJ Qa’id DJ E Squared

Twitter 491 Twitter 436

Mixcloud 46 Mixcloud 340

Soundcloud 70 Soundcloud 28

LasfFM 86 LasfFM 5

Facebook 224 Facebook 499

Personal FB 715

**Total: 917 Total: 2278**

**Promotion:**

* Social Media: use the various platforms to expose the event (DJ Qa’id, DJ E Squared, Coal Diamond, The Social Butterfly )
* Design and disperse flyers in neighborhoods and locations that host the key demographic, ie: barbershops, clothing retailers, restaurants along Fulton/Vanderbilt/Atlantic
* Design, create and publish a specific website for the series of events
* Post event branded mixes on all music/mix sharing networks
* Initiate a podcast within which the events are marketed
* Word of mouth

**Attendance:**

Using a standard formula considering our outreach. We estimate at least 5% of our combined following **~ 123.**

**Compensation:**

* + No entry fee for the first event. We want to prove to you our value and talent are confident enough the first set will get it hooked.
  + $5 entry fee per person for events thereafter.
  + Split of the bar between DJs and The Social Butterfly after the $750 bar minimum is reached.

\*\*We are open to suggestions and preferences of The Social Butterfly.

**Equipment**

We will come fully prepared with XXXX, ideally the venue provides:

* One functional mixer with at least two stereo channels
* Two functional turntables with pitch control
* Two power strips or access to at least 8 grounded outlets within 6 feet
* Powered sound system with controllable amplitude
* Lighting for the DJ booth area

We know we can make it work. For you, The Social Butterfly, the fans, and us. We very much look forward to discussing further the success we can put into fruition.

**Contact:**

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Coal Diamond

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