

# WEDDINGS

## FREQUENTLY ASKED QUESTIONS

Answers to the most common questions my clients ask:

- 1. What type of sound gear does Gordon Avenue provide?**
- 2. What about lighting?**
- 3. Does Gordon attend rehearsals?**
- 4. Should I "time-out" my processional walk?**
- 5. How do I submit my music selections and preferences?**
- 6. Can Gordon learn a new song for my wedding?**
- 7. Will Gordon make announcements during the reception?**
- 8. How early will Gordon arrive?**
- 9. How do I book Gordon Avenue?**
- 10. What types of payment does Gordon Avenue accept?**
- 11. I want to pay via GigMasters. What is GigMasters?**
- 12. Can we customize a package or service?**
- 13. What are the travel costs?**
- 14. What do we need to provide for Gordon on the day of our wedding?**

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### **1. What type of sound gear does Gordon Avenue provide?**

With every wedding I work, I provide two full sound systems. Both systems are setup and tested prior to the ceremony. That way I can move from one location to the next, ensuring smooth transitions during the wedding. At the end of the day, I circle back and tear down all the gear.

The ceremony system is a traditional PA with stereo mains. The system is set off to one side so that it stays out of wedding photos, yet covers the audience evenly. The ceremony setup includes a wireless lapel mic for the officiant as well as a handheld wireless mic for any readings, prayers, etc. The handheld wireless mic is also available for amplifying vows. I highly recommend using the wireless handheld instead of placing a lapel mic on the groom (or having the officiant unclip their lapel mic in attempt to use it like a handheld). Using a mic on the

groom, in an attempt to pick up the bride's spoken vows, is a recipe for feedback. I recommend one of two options: 1) have the officiant hold the handheld mic for the bride and groom or 2) simply allow the bride and groom to each hold the mic when they speak their vows.

The reception system is a line-array style sound system made by Bose, with all the DJ gear included. The tower has 24 speakers and a subwoofer comes with it, providing uniform sound coverage of 180 degrees. Basically, whether you stand in front of the system or off to the side, you will experience the same crystal clear sound.

Depending on which package you select, FX lighting for the dance floor may also be included. See the FAQ related to lighting. The reception setup includes a wireless handheld mic which is available for speeches/toasts.

## **2. Do you provide lighting for the dance floor? What about Uplighting?**

My "*classic*" and "*deluxe*" packages come with FX lighting, designed to spread color and movement around the dance floor. Often times this can help make your reception feel more like a party. In most cases, I have the FX lights mounted to one or two speaker stands and placed near the DJ table. Either way, the effect will be color and movement spread around the dance floor.

I also offer uplighting. This beautiful type of lighting is not designed to spread color or movement around the dance floor. Instead, it becomes part of the decor of the room, highlighting walls, columns or accent pieces. Uplights are low-power-consumption, high-output LEDs, that can be programmed to any color. Uplighting is available as an add-on at \$30 per light, including delivery, setup & teardown.

Here are a few examples of uplighting:



### 3. Do you attend rehearsals?

I do not attend rehearsals. There are a couple of reasons for this:

- 1) I am often working other weddings/events during the time the rehearsal is scheduled, and
- 2) it's just not necessary

**Reason #1:** Most weekends I'm working weddings and several weekdays I'm performing other public and private events. From a scheduling standpoint, I'm simply not free during most rehearsal times.

**Reason #2:** In light of my extensive experience, having me attend the rehearsal is *just not necessary*. By asking a few simple questions to the right people the day of your wedding (what will the cue be to start the processional? who is the last person walking in before the bride?) I can swiftly gather the info I need to make my song transitions at exactly the right moment. Plus, since I will be performing the processional music LIVE, I will be able to adjust the length of each song (longer or shorter) to fit the moment when people are walking. It's simply not necessary for us to practice getting this timing right at a rehearsal. Just walk at whatever speed you'd like and I'll take care of all the timing.

### 4. How do we "time out" our processional music for the ceremony?

As we mentioned above, there is no need to try to "time out" your processional with my music. Since I will be performing the processional music LIVE, I will be able to adjust the length of each song (longer or shorter) to fit the moment when people are walking. It's not necessary for me (or for you) to practice getting this timing right at a rehearsal. You just walk at whatever speed you'd like and I'll take care of all the timing.

*One exception:* you choose to use pre-recorded music. If so, just let me know if there's a certain section of the song you'd like to start or end at for each specific moment. I can also edit the audio files ahead of time to ensure they are long enough in the event of delays or people walking more slowly the day of the wedding.

### 5. Can we choose the songs we want for the ceremony and for dancing? How do we share that information with Gordon Avenue?

Absolutely. I encourage my clients to have as much direct input about their wedding music as possible! Unlike other music or DJ companies, I don't come in with an agenda of doing "my thing." Instead, I want to do "your thing." In the process, I offer help and advice, and ask my clients to provide me input on what they want.

Many of my clients select specific songs for each moment (i.e. processional, recessional, first dance, cake cutting, last dance, exit song, etc.), while other couples don't have specific preferences. Both are great! I provide each of my clients with questionnaires that provide me with all the info I'll need. If my clients don't have specific preferences, I'm happy to select pieces that work well for each moment.

One of these is the "DJ Questionnaire." Clients provide me information about genre's they like or don't like, how they want me to handle song requests, and so forth. This includes the option to give me their "must play" songs as well as they're "do not play" list.

#### **6. Can Gordon learn a new song for our wedding?**

I'd love to! I have a "standard setlist" of all the songs I know & perform. I do my best to keep the list updated, since I'm always learning new material. If the song you want is not on the list, no problem! Clients can hire me to learn and perform a song not currently on my list for only \$50 per song.

#### **7. Does Gordon make all the announcements at our wedding/reception? Can he direct our guests so that everyone knows where to go and what's happening next?**

I'm thrilled to make any and all announcements at your wedding. This includes things like introducing the couple, announcing special dances, cake cutting and toasts, as well as directing your guests at various times. In general, I think of myself as the "master of ceremonies." I want to make sure you and your guests always know what's happening, coming up next, and how to prepare for it.

Take toasts, for example. If you plan to toast with whatever your guests have in their glass, I'll make a few announcements beforehand, encouraging them to visit the bar or beverage station. This ensures they're prepared for the toasts "coming up shortly."

### **8. How early will Gordon arrive on site the day of the wedding?**

Since I typically set up and test two different sound systems, I prefer to arrive 2 - 3 hours before the ceremony. I like to setup in a relaxed fashion, not rushing at the last minute, which only adds to the stress of your day. This extra time also allows me to trouble-shoot any issues that may arise and fix things before the ceremony begins. If by chance, access to the venue is delayed, I can set up *much* faster. I just don't like to. ;)

### **9. I'm ready to book Gordon Avenue! How do I complete the process and secure my date?**

Booking your wedding involves two steps:

- 1) signing a contract
- 2) submitting a deposit payment

The contract establishes the basic logistical information about the wedding (who, where, when, etc) and details the services I'll be providing. It also sets the terms of our agreement (sound gear, policies in case of cancellation, sickness, etc). The deposit payment for each wedding differs since it's calculated as 50% of the total price. Most deposits are somewhere between \$300 - \$500.

There are two ways to pay: 1) through GigMasters or 2) via check or cash. The most popular way is through GigMasters. Once you have decided what package (and any other additional services) you want for your wedding, I will send (or re-send) a quote through GigMasters with the amount agreed upon. Once you receive the quote, simply press "book now" and GigMasters will walk you through the steps. Once I receive the 50% deposit, your wedding date will be secured!

### **10. What types of payment do you accept?**

Gordon Avenue accepts payment via cash, check and/or credit/debit card. Payments in cash must be made in person.

Payment via check can be mailed to:

**Gordon Avenue  
2300 Welton Street, #429  
Denver, CO 80205**

To pay via credit/debit card, I ask my clients to pay through GigMasters or split the credit processing fees with me by paying 1.5%. As a small business I just don't have the profit margin to absorb those fees completely.

(Paying through GigMasters instead of PayPal—or other online merchants—allows me to accept cards for free. Plus, every wedding I book through GigMasters give me a higher ranking on their preferred vendors list. Which helps me book more weddings. And I like that.)

### **11. I want to pay via GigMasters. What is GigMasters and how do I book Gordon Avenue with it?**

GigMasters is an event marketplace where people hire musicians, DJ's, and the like, for their events. You will be able to pay for your wedding with a 100% money-back guarantee, backed by the GigMasters corporation. Many clients discover me through GigMasters. And so, the more weddings I confirm through GigMasters the higher my rankings. Which I like very much. ;)

How do you create a GigMasters profile? If you found me via GigMasters . . . then you've already done it! If not, I can create a profile and book the event for you! (Why give *you* extra work?) After I create your event/profile you will receive an email from GigMasters, asking to *confirm the booking* (with a link to do so). Click on the link and it will take you to your newly created GigMasters profile. From there you can pay with your card, as well as leave me a review after the wedding. (hint hint)

### **12. Can we customize a package or service?**

Yes! The packages listed are simply the most popular configurations of my services. Each can be customized by removing unwanted services, adding additional services, or starting from scratch. In such cases these packages serve as "pricing guideposts".

### **13. What are the travel costs? How are they calculated?**

Most of my weddings are close enough that I do not need to charge anything extra. But sometimes this is necessary. Travel costs are determined by how long it takes me to drive to the wedding location and back home. Here's how it works:

\* My first hour of travel (roundtrip) is FREE. *Woohoo!*

\* Any addition hour of travel (roundtrip) is \$50 per hour.  
(i.e. 2 hours roundtrip = \$50; 3 hours roundtrip = \$100; etc.)

#### **14. What will Gordon need on-site the day of the wedding?**

I require my clients to provide a few simple things for me on the day of the wedding:

1. A 6 foot table adjacent to the dance floor on which I can place my DJ gear. (This enables me to travel in a more fuel efficient vehicle that doesn't fit a table that size)
2. Provide safe and adequate power within 100 feet of ceremony, cocktail hour and reception venues. (I don't mind running extension cords to power, but I don't carry more than a few hundred feet of cord. Plus, if there's no power I need to know ahead of time, so I can reserve you a generator or battery power supply.)
3. Provide a meal for Gordon and one guest (usually his wife) to eat. (either the same food you're serving your guests or a "vendor meal" from your caterer).
4. Have a back up plan in case of rain/snow. This means that you have access to a covered space (tent or indoors) or that you'll reserve a popup tent for me (10ft by 10ft) if there is potential rain/snow in the forecast. I simply cannot setup thousands of dollars of gear with no cover and potential rain/snow in the forecast and then "hope for the best."