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**SHARPE PURSUITS, INC.
DBA SP3 EVENT COMPANY
GENERAL INFORMATION
& REFERENCES**

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SHARPE PURSUITS, INC. AT-A-GLANCE

We have extensive experience in the event industry and are qualified to provide a wide variety of services for all client and event types.

- 26 years of experience in all aspects of the event industry.
- Experience planning, producing, and managing online and in-person, multi-day events.
- Experience managing logistical operations and volunteer teams.
- Excellent organization and project management skills.
- Full-time event planning and production team
- Creative event design services to create a unique experience that is customized to your brand and vision for the event.
- Décor and logistics resource rentals
- Full technical team to implement small to large scale audio, video and lighting displays.
- Energetic, innovative, creative staff
- Solution and results oriented management style.
- Ability to work well under pressure and meet deadlines.
- Ability to prioritize tasks.
- Ability to provide excellent customer service for all entities involved.

This document outlines our corporate background and experience, service history and references, and full list of services.

We would be delighted to work with your organization, and we look forward to speaking with you further regarding your event.

Sincerely,

Desmond and Shayla Sharpe, Owners
Sharpe Pursuits, Inc.



COMPANY BACKGROUND AND EXPERIENCE

Sharpe Pursuits, Incorporated, is a minority and woman owned business that is a member of the Greensboro Chamber of Commerce, M/WBE and HUB certified by the State of North Carolina and is structured as a S-corporation. We have been serving in the event community since 1999. The owners and staff possess the ability to expedite planning events of all types and sizes, with a personal and professional understanding of achieving the goals of each event.

Our company is unique being that we provide a full-service approach to events. We service our clients and community with in-house planning/management, production, disc jockey, event design/decor, graphic design, film direction, video, audio, and lighting services. Our clientele includes multiple state and private colleges and universities, government entities, corporations, non profit organizations, the cities of Greensboro and Durham, entertainment groups, event planners, as well as private clients. Our services span a wide range of event types, including conventions, commencements, festivals, trade shows/vendor exhibitions, concerts, corporate gatherings, themed events, receptions, etc. These events range in size up to 100,000 attendees per event. We are continually growing in our knowledge of the event industry, making us experts at what we do.

We provide concierge style service, working hard to meet the needs of our clients as quickly as possible. Event Managers are assigned to each event and oversee all operations related to contracted services. These managers make themselves available as needed (meetings, site visits, set-up, events, etc.), based on the event, to provide accurate and timely service. This includes any changes related to the scope of work. Suggestions will be made regarding the best course of action, and changes will be reviewed with and approved by the client prior to finalizing details. Documentation will be provided to keep all staff/vendors organized and informed of the daily logistics and activities. This includes, but is not limited to, planning timelines, itineraries, layouts/diagrams, online access links, etc.

Company Size and Organizational Structure

Sharpe Pursuits, Inc. currently employs 5 full-time Employees, and 8 part-time employees. The company structure is built based on the need for daily client interaction and event related needs during the daytime, evening, and weekends. Our staff is composed of event producers, event planners/managers, designers, logistics managers, technicians (audio/video/lighting/backline), graphic designers, disc jockeys and general laborers.



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RECENT EVENT HISTORY

Shown below: A sampling of events completed or in progress.





SERVICE OFFERINGS

The following services are available through Sharpe Pursuits, Inc.

- Custom Event Concepts
- Full-Service Event Planning
 - *Weddings, Dinners & Receptions, Banquets, Award Ceremonies, etc.*
- Full-Service Production Planning (audio, lighting, video, staging, and backline)
 - *Festivals, Commencements, Concerts, Athletics/Special Events, Corporate Receptions, etc.*
- Event Logistics Management - Media, Vendor Procurement and Supervision, Set up/Breakdown, Labor, etc.
- Event Design Services, Décor Rentals, Lighting, Drapery and Event Furniture Rentals
- Live Video Streaming and Virtual Event Software Applications
- Video Production & Direction Services
- Entertainment/Activation Search and Coordination
- Graphic Design & Printing, Promotional Products for Event Branding and Event Websites
- Disc Jockey Services
- Vendor Exhibition Management
- On-site Event Management and General Labor
- Volunteer and Participation Coordination

CLIENT FINANCIAL RESPONSIBILITY

While our event planning service includes the planning and coordination of all aspects of the event, the client is responsible for actual payment of services or purchases to third parties, unless otherwise noted in the contract.

This may include, but is not limited to:

- Venue Fees and Catering
- Ticketing fees and credit card processing
- Subcontractors – Photographer, Videographer, etc.
- Miscellaneous purchases



CLIENT REFERENCES

- City Government and Resources:* Josh Sherrick – Special Events Office, City of Greensboro joshua.sherrick@greensboro-nc.gov
- Brent Christensen – Greensboro Chamber of Commerce
bchristensen@greensboro.org
- Colleges and Universities:* Rashanda Lowery – Director of Student Activities NC A&T SU
rllowery@ncat.edu
- Scott Billingsley – Associate Provost UNC Pembroke
scott.billingsley@uncp.edu
- Non-Profit Organizations:* Zack Matheny – Downtown Greensboro, Inc.
zack@downtowngreensboro.org
- Stephen Colyer - Greensboro Bound Literary Festival
stephencolyer@msn.com
- Weddings and Private Events:* Andrea Stephens – Owner, Triad Weddings Magazine
andrea@triadweddings.com
- Joy Harris – Private Event Client
joy.harris@continuousimprovementconsultants.com
- Special Events:* Terry Venable - Director of Guest Experience, HP Market Authority
terry@highpointmarket.org
- Dr. Kory Bennett – Program Delivery Partner
North Carolina FIRST Tech Challenge & FIRST LEGO League
kory@ncat.edu
- Venues:* Ayesha Oglesby – Vice President of Member Relations, Congdon Yards
ayesha@congdonyards.com
- Rebecca Foley – Sales Manager, The Inn at Elon
rfoley@theinnatelon.com



PRESS & PROJECTS

[Fox8 News 2025 New Interview](#)

[Go Greensboro Feature](#)

[Red, White and Say 'I Do' Wedding Giveaway Recap](#) & [Red, White and Say 'I Do' News Story](#)

[Behind the Scenes at Sharpe Pursuits Weddings](#)

[NC A&T Virtual Homecoming Feature](#) – *concept, written and directed by SP3 Event Co.*

[University of North Carolina Pembroke Commencement](#)

CONTRACT AND PAYMENT PROCESS

A non-refundable deposit and signed contract are required to begin services. The actual deposit amount is based on the service type and will be communicated during the estimate process. Remaining payments are billed in installments with the full balance being due 30 days prior to the event date, or as otherwise noted on the invoice. Government entities may provide an official purchase order in lieu of the signed contract; however, all payments will be billed against the purchase order as noted in the estimate.

Please note:

- Consultation Fee: A \$1500 consultation fee will be required if an event discovery and site visit is required to determine the scope of work and service requirements for the event. The amount will be applied to the total amount of services/rentals on the actual invoice upon contract signing.
- Service Minimum: Our service/rental minimum is \$2500 per event.
- Purchase Orders: Purchase orders with net terms are only accepted from approved corporations, educational institutions, and government entities. The deposit noted above will be billed to the purchase order upon receipt. Services are reserved once deposit payment is received.
- Additional Services after Contract: Any items or services added to the invoice after contract signing will be governed under the same contract, and the full balance will be due as agreed upon (unless otherwise noted).
- Sharpe Pursuits, Inc. is fully insured for services provided under the invoice ONLY. A Certificate of Insurance (COI) is available upon request. We recommend that all customers purchase a separate event insurance to cover the event and its attendees.
- View all company policies at: <https://sp3eventcompany.com/policies>



EVENT PLANNING/PRODUCTION/DESIGN, AND MANAGEMENT SERVICES

We understand that customers seeking our services are often at the beginning stages of the event process. Our event planning/production/design and implementation services are broken into 3 parts, to allow customers the opportunity to ease into the contractual commitment, with the confidence in understanding the direction of the event and the knowledge of what they are paying for.

Part 1: Event Consultation - \$1500.00

**A simple invoice agreement is required for part 1 and the fee is due in full prior to services. The consultation fee will be applied to the overall invoice if client decides to move forward with services.*

Our Event Consultation service allows our clients to begin the planning process with a detailed assessment of the overall event, to determine what their actual event needs are. This process is completed in three parts:

ξ Discovery

- A meeting to discuss all event requirements, objectives, and outcomes.
 - ③ What is the goal of this event?
 - ③ What are the organization and client 'take-aways' at the conclusion of the event?
 - ③ What is the desired event experience or 'feeling' you want the event to convey?
 - ③ What are the requirements of this event?

ξ Site Visit

- During the site visit, we will walk the event space to review what the space has to offer, and how to best utilize the space to accomplish the needs of the event.
- The site visit will also help us identify any restrictions that need to be adhered to, while planning the event.
- Note: If venue search and selection is a part of the service requirements, the site visit will be delayed to part 2 of services.

ξ Deliverables

- Itemized Proposed Event budget - This will include all variables of the event based on the assessed event requirements, including travel fees.
- Scope of Work – A full list of required event services to meet desired outcome. ○ List of Considerations - Written advice on things to consider before moving forward with the event:
 - ③ budget and facility capacity
 - ③ impact of the environment on the event
 - *weather, competing events, local construction, space restrictions, security, etc.*
 - ③ impact of event on the environment (if applicable)
 - *additional fees tied to cleaning, maintenance, and protection of existing buildings and surfaces.*



Part 2: Event Design & Planning/Production - starting at \$3,500

Two fee structures are offered for event design and planning.

Sharpe Pursuits, Inc. reserves the right to choose which pricing structure to offer, based on what is best for the planning process. Required travel, labor and/or delivery fees will be included on all invoices.

§ Percentage Rate

When the event budget is not fixed, and/or the scope-of-work defined during the event consultation requires additional flexibility and approvals throughout the process. An estimated 'starting and maximum budget' must be identified by the client before services begin. The billing installment and balance due amounts will be adjusted once the event plan and budget are finalized. Client will be required to approve all changes in writing.

§ Flat Rate

When the event budget is fixed, and specific event needs are stated at the time of contract. Event needs should be fully defined, allowing for a full assessment of the time required and level of services needed to complete the event planning/production/design and implementation process.

Event Planning/Production/Design Service Description:

Our services are designed to assist our clients throughout the planning process, while providing professional guided expertise as it relates to all aspects of the event.

§ Regular Planning Meetings (in-person and/or virtual)

§ Planning Resources - event checklist/timeline, budget assessment, and detailed event schedule
**Real time reports, lists, and online planning documents will be available throughout the planning process.*

§ Event Layout and Décor Design – includes 2D scaled space layouts

**3D layouts are available upon request, however, may not be available for some environments.* § Entertainment Search and Management

**DJ's, Bands, Karaoke, Comedians, Tours, Novelty Acts, Roaming Artists/Characters, etc.* § Production Planning and Implementation

**Audio, Visual, Lighting, Backline, Streaming Services, Staging, Tech Ryder Fulfillment, etc.* § Hybrid and Virtual Event Management (if applicable) with post event analytics. §

Creative event concepts that meet the specific needs of the client and intended audience. § Vendor & Rentals search, referral, procurement (if desired), and coordination

**Rentals, Photography/Videography, Catering, Floral, Transportation, Security, etc.*

§ Shopping assistance for all event related purchases

§ Communication with all participants. Volunteer training provided as needed. §

Attendee registration and customer service.

§ Basic event webpage to communicate all public event related information (if applicable)

Services are completed on a weekly basis from start of contract through the week leading up to event implementation.



Part 3: Event Implementation: (Day-of Services, Resources, Management and Labor) – pricing based on Scope-of-Work

Our event implementation services include a concierge style approach to managing all details related to the event. We are the first to arrive on-site and the last to leave, allowing the client to enjoy the event and engage with the audience directly.

Available Day-of Services:

**Note: only the services listed in the contracted scope of work will be provided on the day of the event.*

- § Event Logistics Management/Production Team
- § Event Technicians (audio, video, lighting, etc.)
- § Attendee engagement and check-in
- § Media Management
- § Participant and Volunteer coordination
- § Equipment Rentals
- § Venue and Vendor communication and coordination
- § Set-up labor, transportation, and/or security management (if applicable).
- § Post Event Debrief

**Post event documentation and reports (if applicable) must be defined prior to event start.* § All other tasks based on the scope of work.

Please Note:

Part 1 will not be required, if the service request comes via:

- § Request for Proposal (RFP) or Request for Quote (RFQ) out for public bid by a Government Entity. Request documentation must include a detailed Scope-of-Work (event location, full list of all requirements, estimated guest attendance, and all necessary supporting documentation), and the opportunity to ask questions via email or meeting prior to bid deadline.
- § Repeat Business: The event is a repeat or annual activity, in which at least one similar event has been completed by Sharpe Pursuits, Inc. for the client within the last 18 months.
- § New Business with Required Details: The client can provide a detailed Scope-of-Work at the time of estimate (exact event location with copy of contract, itemized list of all event needs, estimated guest attendance, venue requirements, pre-defined budget, and a list of all currently contracted vendors). The provided information should allow for a full assessment of the level of services needed to complete the contract.

Parts 2 and 3 are assessed under one written contract/purchase order, that must be signed/approved by client before the start of services.



NEXT STEPS

Thank you for taking the time to review our company information.

Please contact us to schedule a meeting to discuss your event in detail. After the full scope of services are identified via estimate, the contract and invoice will be sent for signing and deposit payment.

Thank you for your interest in Sharpe Pursuits, Inc. We appreciate your time and look forward to working with you soon.

CONTACT INFORMATION

Sharpe Pursuits, Inc.
dba Sharpe Pursuits Event Company
1904 Fairfax Road, Suite E, Greensboro NC, 27407
(336) 273-5575
www.sp3eventcompany.com

CONTACTS:

Desmond Sharpe, Owner
desmond@sp3.us

Shayla Sharpe, Owner
shayla@sp3.us



PHOTO GALLERY

Take a walk down memory lane and preview some of our past events! See attached.

- ξ Production Services
- ξ Event Management
- ξ Virtual Event Services
- ξ Event Design and Rentals
- ξ Theme Development
- ξ Event Branding
- ξ DJ Services



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PRODUCTION SERVICES





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ACTIVATIONS





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EVENT BRANDING





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THEME DEVELOPMENT





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EVENT DESIGN & RENTALS

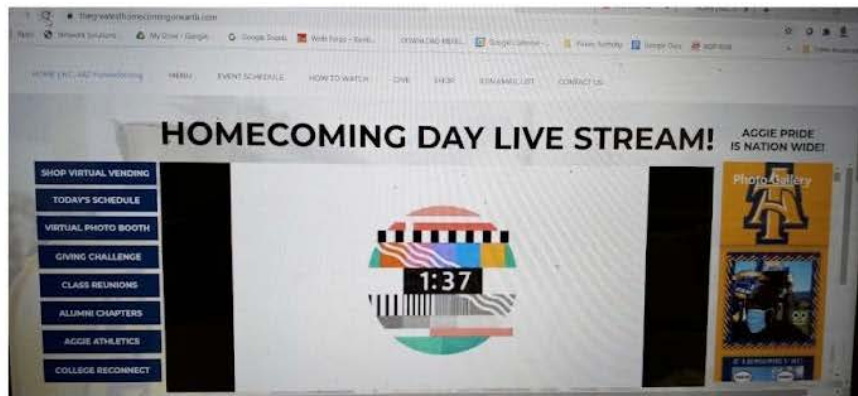
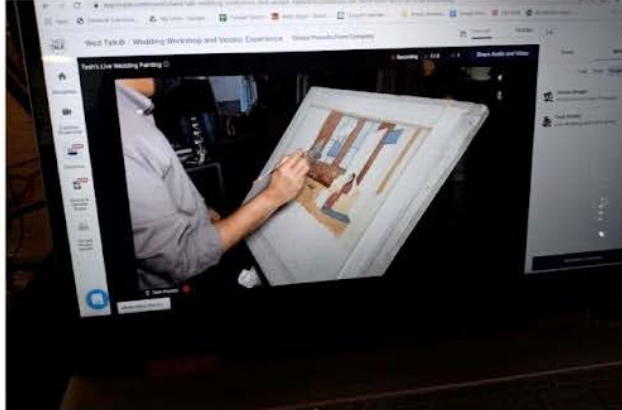




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VIRTUAL EVENT SERVICES





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EVENT MANAGEMENT

