

Site outline

The goal of this document is to preplan the project the best we can so that the designer and production people can use it as a blue print, and make their life easier.

I put the navigation in to “stage 1” and “stage 2,” just to represent that visually, that the things in stage 1 will be more visual emphasis than those in stage 2, maybe a thumbnail image and feature tagline, versus just a button.

Navigation 1st stage, highlighted content

1. Home
(This one is in here for placement in the NAV, but doesn't need to be a feature. Logo will link to home too)
2. Services
3. Talent Roster
4. Event Builder/Book Talent

Navigation 2nd stage, standard content


5. Event Calendar
6. Representation/Auditions.
7. Gallery
8. The Gibson™ Acoustic Asylum
9. Press
10. Merch
11. Contact Us/About
12. Links

Footer: Copyright information.

Press Merch Event Calendar Representation/Auditions Contact Us/About

For the rest of this document, let's get every section and every page outlined, what's on it, what creative direction we want as far as imagery and so on.

For imagery, can you please get me images you want for each section – maybe put them in folders with the names as noted above for the section – for example, create a folder called, “home” and put all of the images you want us to use on the home page, a folder called ”Live Bands,” a folder called “Press” and so on.

I'll try to put all text that is actually intended to go on the site, in gray, , like this, versus just directions and details.

1... HOME

Home page to have the main “sell” of Frequency Entertainment, both with imagery and a sort of informal “mission statement” although all of the items in this 1st stage and 2nd stage navigation links are always part of the site navigation, I separated these into “1st stage” as they will be featured stronger than the rest, and have some imagery/ thumbnails and a little teaser tagline/test versus just a navigation button. We have the main company logo, and the logo tagline of: **Entertainment is Our Business™**. Also, as part of the main site header the contact phone number, and contact email address remain part of the design, for obvious reasons.

We’ll aim to make it as APPLE.com as we can, without it getting too corporate looking.

Informal mission statement for home page:

One of a Kind. That describes the Frequency mentality. We strive to create and source the best talent for your entertainment dollar. Based in the "Entertainment Capital of the World," Las Vegas, Nevada, and producing entertainment for events internationally, our staff has the collective experience and expertise to handle any of your event's demands. Whether it's the high-energy output of a college nightclub or the soothing background to a corporate dinner party, Frequency has just the entertainment package you've been looking for.

Below are the teaser/taglines – I abridged these a little so they could be brief, rather than a full feature type thing, this will help us in that we plan to have this as a consistent interface element on every screen.

Live Bands, teaser/tagline for home page:

When it comes to live entertainment, our bands are second to none.

Services, teaser/tagline for home page:

The entertainers and everything in between.

Talent Roster, teaser/tagline for home page:

Live bands. DJs. Dancers. Tribute. Cover. Corporate. Headliners. It's all here.

Event Builder, teaser/tagline for home page:

Know what you need, but don't know where to get it? We know entertainment. Let us help.

Also on the home page, a place for some “featured content:”

+ **Recent News and Events**

Typically a thumbnail and some verbiage promoting whatever we want here. The idea being you can change this easily as needed, and it can obviously announce whatever you want it to, like new bands, successful past event, whatever. You can link it to an existing page in the site if needed.

+ **Featured Artist**

This is pretty self explanatory. Same design treatment as the “Recent News and Events” – but to put artist information in here, and then link to a page in the site.

2...Services

We will create a home page for services. This will be a simple page OUTLINING the company's mission and services.

Entertainment is our business™, but a great event doesn't end with the entertainment itself. The following services are where a relationship with Frequency will help your event shine:

Talent Buying and Entertainment Sourcing.

An invaluable entertainment resource for Casinos, Destination Management Companies, Colleges and Universities, Festivals, Performing Arts Centers and Event Planners. Let us find the best talent for your event, it's at the very core of our business and it's what we do best. Whether you have an entertainment program that needs to be augmented, a special event that needs that something "special," or a gap in your programming schedule that needs to appeal to a specific demographic, our talent buying team will never let you down. Big or small we've serviced all! We book headliners, cover bands, tribute acts, motivational speakers, emcees, DJs, dancers, magicians, comedians, cirque-style performers...you name it, we have sourced it! What's more, we have one of the fastest availability turnaround times in the business, keeping to under 24 hours or less with most requests.

Button: [Explore our Talent Roster Here](#)

Exclusive Productions

We produce unique, one of kind acts in house like the Yacht Rock sensation Michael "Mack" Donald's Pleasure Cruise and the Performing Arts Center smash-tribute to the Beach Boys, Good Vibrations. Do you know exactly what you want, but it doesn't seem to exist in the market? Let our experienced production team put it together for you.

Button: [Explore our Featured Talent Here](#)

Event support services.

We are a full service consultant for all of the support services related to entertainment for a wide range of programs. We have a fully comprehensive team of vendor partners, bringing lighting, staging, sound reinforcement, video acquisition and many more services; all essential to the success of your event. It's often taken for granted if you've never done it before; from scheduling sound checks, providing adequate power, handling artist rider requirements, transportation, hospitality, accommodations and logistics, put your trust in our ability to get it done, and get it done right.

Button: [Visit our Event Builder here, and start planning your event now.](#)

3. Talent Roster

This roster will feature a backend customizable search with contextual menu's for each category. Only Primary Categories and their designated top-level icons will remain visible on the "Home" talent roster page. This will give visitors an idea of the range of talent represented by Frequency, but will not give them access to the actual talent themselves. Talent will be revealed ONLY to customers and potential customers, valid for search with a customizable key pass that expires after 24 hours of issue to prevent fishing the talent pool resources. A customer with access key can then access the Talent Roster deeper. The second level navigation filters to the talent roster will help further isolate the exact talent a customer is looking for. Once on a page, the user can narrow their search by only including buttons they have depressed on the filter options. Some acts may include more than one tag and remain until their specific filters have been selected/deselected. Some pages will have no filter options, such as those for magicians or Acoustic acts. Only pages with filters have been specifically described. Other pages will follow site template.

We're proud to represent these talented entertainers

We pride ourselves in sourcing and producing the best entertainers in the business. Our roster is ever-growing, and includes everything from bands and DJs to impersonators and motivational speakers. Because our roster is so extensive, we've included just the categories here below. For more specific requests, or to see the entire list of artists from a specific category, please email or give us a call, we will create a custom pass key for your access.

Search return Home

<-Back search level

PRIMARY Categories page

Exclusive Acts	Featured Acts	Live Bands	Acoustic Acts	Emcees	Speakers/Emcees
Models	Dancers	Magicians	Comedians	Ventriloquist	DJs
Specialty					

Live Bands Page

When it comes to live entertainment, our bands are second to none.

Frequency Entertainment represents a wide variety of acts, from hip hop to country, heavy to easy listening, we are sure to have a band custom fit to your entertainment needs. Check out all we have to offer here.

Filter options

Cover	Hip Hop	Rock	Country	Era	Tribute	R&B
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Dancers Page

The right fit for your event. Captive audience or ambience, our dancers will dazzle!

Filter options

Gogo	Troupe	Modern	Jazz	Cossack
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Specialty Page

Tired of the same old entertainment options. Look what we have in store for you!

Filter options (appear as needed per performer)

Bubble Blower	Cirque	Fire Breather	Glass Blower	Candy Maker	Hat Maker
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DJ

Direct from the legendary Las Vegas Nightclub scene!

Filter Options

Breakbeat	Downtempo	Wedding	etc
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Models

Filter Options

Blonde

Brunette

Other Hair Color

Sort by Height

Example Talent Page Layout

This next screen represents the template type page for each band.

<p>[Larger photo of band]</p>	<p>Band Name Genre of music</p> <p>Band BIO:</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi et erat. Suspendisse lorem. Proin sit amet sem quis mi tincidunt consectetur. Ut a nibh id libero mattis auctor. Quisque elit nunc, ultrices at, porttitor eu, pulvinar eget, felis. Duis auctor augue sed tellus. Vestibulum eu quam. Nam eleifend elementum tortor. Mauris ut leo ut elit accumsan bibendum. Donec pellentesque, diam non euismod auctor, augue elit rutrum lacus, ut tincidunt odio lorem nec lorem. Donec suscipit, arcu quis pulvinar sagittis, tellus massa tincidunt ligula, eget luctus ipsum augue eget eros. Quisque et metus. Etiam pellentesque. Praesent ornare sem nec lorem.</p>
<p>[ICON/LINK] : VIDEO (can link to whatever video is provided, ideally .MOV or .WMV, or even a link to a YOU TUBE posting – it will pop a new window)</p> <p>[ICON/LINK] : AUDIO 1 [ICON/LINK] : AUDIO 2 [ICON/LINK] : AUDIO 3 (these will all be MP3 files)</p>	<p>[ICON/LINK] : List of any needed PDF files, listed by name (also provide a link to the ADOBE.com PDF plug-in download)</p> <ul style="list-style-type: none"> - Rider - Input - Stage <p>[ICON/LINK] – MY SPACE (or website link)</p>

4... Event Builder

Know what you need, but don't know where to get it? Know what you want, but aren't quite sure if you've made the right decisions? Let the staff at Frequency Entertainment help. Together we have over 50 cumulative years experience in the entertainment business. From backline to front of house, transportation and hospitality, we can help you build your event to ensure its success.

This is an interactive form page. Something to gather information about our client's events, and build a client database. We have one built in the wordpress database already...For example:

Frequency Entertainment wants to help ease the burden of your event planning needs. By providing us with some basic information, we can custom tailor a entertainment production package for your event. We have a large network of event support companies we deal with internationally, from sound reinforcement to lighting, video production to stage setup and set design we've got you covered. Let Frequency Entertainment demystify the planning process for you and help ensure the success of your event!

1. Please describe the type of event you are hosting. For example, St. Patrick's Day Party, Wedding Reception etc.

2. What is the target Age Demographic of your event? (mark all that apply)

18 and under

18 to 25

26 to 35

36 to 45

45 to 60

Senior Citizens

3. Where will your event be held?

A. Indoors

Night Club

Event Center

Ballroom/Meeting Room

Public thoroughfare (such as inside a convention center etc)

B. Outdoors.

4. What is the capacity of your Venue and estimated number of guests in attendance?

5. PRODUCTION Please mark all that apply:

5a. I am interested in having the following Bands perform at my event:

x Sabotage

x Pleasure Cruise

x The Moonshiners

5b. I will require sound reinforcement equipment (P.A. system, Speakers etc.)

5c. I will require stage lighting.

5d. I am interested in video production for my event. For example: video walls with projection equipment for guests located further from the stage. (This is recommended for large events)

5e I am in need of a stage for my event

5f. I am interested in having a DJ at my event. If so, how many?

5g I am interested in having Go Go Dancers to perform at my event. If so, how many?

Please tell us about yourself. Frequency Entertainment will contact you within 24 hours of submitting your Event Builder Request to discuss any specifics not covered in this form. We look forward to helping you with your entertainment needs!

First Name, Last Name. Company name. Title. Phone Number address etc...

5. Events Calendar

A Nice Events style plug in easily accessible from the back end. A way to convey the feed from Facebook.

6. Representation/Auditions

Frequency Entertainment is always looking for new talented performers, bands, DJ's, dancers and others with odd freak-show-like skills. We produce our own acts, as well as represent both exclusive and non-exclusive talent to our international customers. Please check back here often for openings in our exclusive productions. If you think you have something that we may be interested in representing, please send us your demo. If you would like us to fast forward through your demo, we prefer it in digital format either through a youtube video link or direct to our email at info@frequencyentertainment.net. If you must, you can send it by snail mail to our physical address listed in the footer of our website.

Current openings

Currently seeking

7... Gallery

Self explanatory. Maybe Filter by date and tags by keyword.

8...The Gibson™Acoustic Asylum

Frequency Entertainment is proud to have partnered with Gibson Guitars™ in producing the Acoustic Asylum; a weekly singer/songwriter showcase that pairs the best in local and national talent with some of Gibson's most amazing instruments. The showcase is sourced and hosted by Frequency Entertainment and is a must see for the music lover in any one. The Acoustic Asylum strips the art of songwriting down to it's bare minimum, and there is nothing quite like the intimacy of experiencing an artists' performance of their material, (in some cases for the first time) quite like the acoustic format. Live from your local participating Hard Rock Cafe, check back often for our weekly schedule of performers, or visit our dedicated Gibson Acoustic Asylum website and Facebook pages.

9... Press

This section is to feature media coverage the company or any of the acts get. We would just have a consistent layout formula, something easy to add stuff to and update. We'll keep it simple, and template-able.

Initial section page, can simply be a headline like:

What's the word on the streets...

Example layout:

<p>[THUMBNAIL]</p> <p>Press Name Headline of press piece/article <i>Date</i> One sentence snippet. [link]</p>	<p>[THUMBNAIL]</p> <p>Review Journal Best act of 2012! <i>04/20/2008</i> Pleasure Cruise voted best band in LV! [link]</p>	<p>[THUMBNAIL]</p> <p>Review Journal Best act of 2008! <i>04/20/2008</i> Pleasure Cruise voted best band in LV! [link]</p>
<p>[THUMBNAIL]</p> <p>Review Journal Best act of 2008! <i>04/20/2008</i> Brass Monkey voted best band in LV! [link]</p>	<p>[THUMBNAIL]</p> <p>Review Journal Best act of 2008! <i>04/20/2008</i> Brass Monkey voted best band in LV! [link]</p>	<p>[THUMBNAIL]</p> <p>Review Journal Best act of 2008! <i>04/20/2008</i> Brass Monkey voted best band in LV! [link]</p>

10... Merch

We'll just promote the fact that the bands have merch, and is available at the gigs, and then a link to the "wholesale store" which is another page. WE may or may not add an commerce option here...just depends on our ability to create demand for acts like Pleasure Cruise through Mulitmedia production.

VISUAL: Create collage from pics of merch.

Section headline:

For sale by owner. (on the collage, design a button/tab looking icon that says "Click To Buy" that links to the wholesale store).

Frequency Entertainment produces promotional merchandise for all of our exclusive Production Acts. This merchandise is available through participating venues as well as select retail outlets. If you are a fan, click [HERE](#) for a list of our exclusive retailers. (not sure if this is a link to another site? Or we need to list them out here literally. -)

We offer the availability of this merchandise to participating venues as a way to further generate interests well as participate in a generous profit sharing percentage. We are a wholesaler of these products only, and require that the venues that choose to participate in this program possess the appropriate retail licenses to do so. We have a wide variety of merchandise specific to each act. From key chains, stickers, seasonal nostalgia and t-shirts, we are sure to have a promotional item well suited to the advancement of our clients individual goals. Visit our wholesale store here [[link to www:TBD.com](http://www:TBD.com)].

11. Contact/About Us

We'll make a cool collage and layout this page with the typography headline, and body copy below.

HEADLINE: "Quality is never an accident..." William A. Foster

Frequency Entertainment is a talent booking agency and event production company that strives to provide a level of quality and standard of excellence unparalleled in the casino entertainment, corporate event and nightlife industries. The founders being musicians and entertainers, they have been on both sides of the fence and therefore understand the complexities that exist between the customer, the entertainer, and the agency. Frequency is based on the philosophy that a great product sells itself. We comb the entertainment world for the best and brightest talent to build entertainment solutions for our customers that are second to none. Most importantly, our company and our brand is built upon the strong foundations of the relationships we maintain with our customers, vendors and talent alike. We take pride in going above and beyond for everyone we represent making sure every event starts and ends with the smiles of all involved. That's why we believe we've kept and maintained all of the amazing relationships we've developed to this day. If you know us, you already know this to be true...if you don't yet, we can't wait to work with you and share all we have to offer!

Contact Pictures and short corporate bios, links to emails here.

12... Links

To band and vendor pages.