

It Is Better To Give Than To Receive-DJN

By Joe Bunn

I don't know about you, but every year I am bombarded with requests from companies and charities asking us to donate our DJ services. In fact, they are so numerous, that I ask that each one of my 17 DJs do at least one free event for the company each year.

These free events usually break down into two categories for us: Non-profit organizations (such American Cancer Society) or other wedding vendors. The non-profit charity events usually consist of us providing announcements and "get pumped up" tunes for the start/mid-point of a road race or maybe music for an outdoor family day with bounce houses and games. The vendor sector consists of many other types of events such as tastings where all of the clients a venue has booked come in to sample the foods the location will be serving at their wedding, or even a holiday party for all of their employees.

As I said, these gigs are non-paying in the money sense, but you can get a lot from doing them:

1. It just feels good! DJing these gigs is a way for you to give back to your town or community and help these non-profits raise money towards their respective causes.
2. It's a way to promote your company. When we book the non-profit gigs, sure we want to help, but we also want to gain exposure for Joe Bunn DJ Company. We ask that the charity do at least a couple of the following:
 - a. Sponsorship-level recognition in program
 - b. Our company name and/or logo on invitations
 - c. Our company name mentioned in media coverage including newspaper, local news, and print ads
 - d. Have the MC, Band, Auctioneer, or our DJ recognize our contribution from the stage at the event
 - e. Make mentions of the company on all social networking including Twitter, Facebook, LinkedIn, etc.
 - f. Link to our website on the event's website
 - g. Add our logo to any other marketing materials including on-site signage, t-shirts, etc.
 - h. Allow us to put up signage or banner stands by our DJ setup

3. It moves your company up the preferred vendors list. If a catering manager or venue owner contacted you personally and asked for you to come entertain their employees for their once a year holiday party, would you? Would you do it for free? The answer to both of these questions should be a resounding “Hell Yes!”. Think about it this way. If you do this show for them, who do you think will be the first DJ on their holy grail vendor list? YOU! Another thing that many of the local venues ask us to do are tastings, which I mentioned earlier. The beauty of these tastings is that YOU ARE THE ONLY DJ THERE! Plus, you have a captive audience that are already booked at that venue and possibly needing a killer DJ! What more can you ask for? Can you see why this is so much better than a bridal show? For one, you don’t have to pay to be there. Secondly, you aren’t competing with 10 other DJ companies all trying to play their music louder than the guy on the next row over. Third, these are serious brides, not “tire kickers” just looking for a free piece of cake. No brainer!

So the next time the phone rings, or a lead pops into your inbox and it’s a charity event, don’t roll your eyes and groan. Turn that lead into a freebie booking and realize that even though you aren’t making dough, it can lead to so much more-pride, notoriety, future bookings, and more. Good luck, go get ‘em!

Joe Bunn is the owner of Joe Bunn DJ Company (www.bunndjcompany.com) and is looking forward to seeing all of his fellow DJs at The Unconventional DJ Convention (www.unconventionaldjconvention.com) in Raleigh, NC November 10th-12th, 2013.