

REDFEARN &
ASSOCIATES

CLIENTS

- Palomar Pomerado Health
- Rady Children's Hospital, Rancho Santa Fe Unit
- American Cancer Society
- Burn Institute
- United Way of San Diego County
- Voices for Children
- International Bipolar Foundation
- Alzheimer's Association
- National Multiple Sclerosis Society
- Promises 2 Kids
- Rancho Santa Fe Community Center
- Scripps Health Foundation
- Foundation for the Children of the Californias
- San Diego Magazine
- Brees Dream Foundation
- Las Patronas
- Fresh Start

At **Redfearn & Associates**
we really
know how to
throw a
party...

At Redfearn & Associates, we have an experienced and diverse team of passionate professionals that listen carefully and take pride in what they create - each and every time they produce an event. No matter what the budget or how large or small the job, our staff understands our clients' needs and executes their vision with the same high level of service, care and creativity.



- Full-scale Event Production
- Design Concept Development & Implementation
- Local & National Celebrity Entertainment/Talent Buying
- Silent/Live Auction Management & Implementation
- State-of-the-art Lighting, Sound, Video & Staging
- Video Production & Power Point Creation
- Skilled Designers, Craftsman & Technology Experts
- Corporate, Private, Non-Profit Galas
- Premium Vendor Partnerships
- Set Design & Projection
- Public Relations Services to Deliver/Augment Event Message
- Over 50 Events Produced Each Year

12 April 28, 2010 Rancho Santa Fe Review

THE BUZZ

Once the hunter of headline acts, Redfearn & Associates creates productions for philanthropic organizations

By Liz Schaubert
They could be affectionately known as the Redfearn Trio. By their charisma of nearly 50-year-old and philanthropic organizations.

A trio of dog-eat-dog - Steve Redfearn, Ashley Constantine and Jay Sheehan - had production ideas that were not just the right audience for "spectacular headline entertainment in the most intimate of settings and weathered enclaves, all to benefit around and around the globe."

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Jay Sheehan (left), Steve Redfearn, Ashley Constantine, Ashley Constantine at the Inaugural Runway's Dinner Gala on Nov. 1, 2009, at La Costa Resort & Spa. Redfearn & Associates, a full service special events, concert promoting and production company, gives back to community charities and philanthropists by way of providing the highest quality talent and staging for their events.

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Don Dvorak

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There are many non-profit events in San Diego...
There are very few GREAT ONES...
Site Planning, talent buying, production, operations, logistics and decor.
From ballrooms to backyards and everything in between.
Let Redfearn & Associates help you make your next event an unforgettable one!



760.230.6542



THE BUZZ



How The Redfearn Has Grown

For some there comes a time when we sit back, evaluate where we've been and where we think we want to go, and then somehow end up making the moves to fulfill our true calling. For music industry veteran Steve Redfearn, the "where he's been" was no small feat. His resume reads something like this: tour and production manager for Emmylou Harris, Bonnie Raitt, Jackson Browne, and Jimmy Buffet; GM of Pacific Amphitheatre in Costa Mesa; VP of Bill Silva Presents in San Diego (promoting 200+ shows per year including those of the Rolling Stones, Eagles, U2, Pink Floyd, and Elton John); director



of operations for the Buick Invitational, ESPY's X Games in S.D., the Republican National Convention, and a variety of Super Bowl events; founder and president of Viejas Entertainment, and the list goes on.

With such accomplishments under his belt, Redfearn could have easily chosen to kick back and relax. Instead, he used his music industry know-how to benefit local charitable causes. Headquartered in Lennox, Redfearn & Associates specializes in event creation, talent booking, and production for nonprofits, corporate, and individual clients. "I had served on various nonprofit boards over the years — Ducky's House, Huntington's Disease, and others — and had attended numerous events while at Viejas," notes Redfearn, who noticed that far too often

the production quality was not top-notch and some organizations were being overcharged for sub-par work.

Having worked with top industry pros, Redfearn thought his team "could harness that creativity, passion, and solid work ethic and direct it to the corporate event world. My team all lives in San Diego and appreciates the chance to be creative while also giving back to their community. We feel extremely gratified from the work we are doing. I did not always feel that way in the concert business!"

The three-person Redfearn & Associates team also consists of Ashley Constan, director of operations, formerly of Merrill Lynch in S.D. and NYC. She heads up the account services and individual client event department, and works closely with nonprofits in the areas of decor and live and silent auctions. "I guess it's sort of destiny that I'm in this business now," Constan says. "I have always wanted to give back to the community, and through our company, I am able to get involved from the ground up and help charities create a beautiful and memorable experience." Jay Sheehan, production department director, has worked as the operations manager for the then-Civico Amphitheater, and as production manager for the San Diego Symphony, Old Globe Theater, Bill Silva Presents, ADD Live, and Viejas Entertainment.

Since opening Redfearn & Associates, the company has confirmed national headlining acts including Jewel, Hall & Oates, Tristar, Patsy Cline, Shawn Colvin, Bill Cosby, and Pat Benatar for local nonprofit galas and fundraising events. On deck in the next month alone:

- UCSD Parents' Association Gala (5/1)
- 15th Annual MS Golf Invitational (5/3)
- Scripps Spinoff (5/8)
- RSP Community Center's 32nd Annual Gala (5/8)
- The Alzheimer's Association's "Un-Gala" (5/14)
- Palomar Pomerado Health's "Night of Nights" (5/15)
- Celebrity Golf Classic hosted by Drew Brees (5/20-22)
- The Burn Institute Spirit of Courage Awards (5/27)
- PromisesKids' Summer Concert Gala (6/2)

Redfearn & Associates' individual client department also accommodates specialized services for private birthday and anniversary celebrations, sweet 16 parties, and wedding receptions. How sweet it truly is. (760) 210-1544, www.redfearnandassociates.com



OUTDOOR & NON-TRADITIONAL VENUES

Redfearn & Associates takes great pride in presenting spectacular outdoor events in non-traditional venues. We have years of experience in working with outdoor concerts and are very comfortable with creating events in parking lots, backyards, grass fields and other seemingly challenging venues. In our minds, the more unique, the better!



HOTEL & INDOOR VENUES

For hotel ballroom and indoor events, our team can work with the existing décor and tastefully add to it or we can totally transform the space into a tailored environment. Our lighting designers have years of experience in making lighting a key element in the design. We understand how much money can be spent on décor and how much can be saved with innovative lighting. In hotel ballrooms, sound can be an issue - not with the Redfearn & Associates team! We use the same premium sound system that tours with Jimmy Buffett, Eric Clapton, Jason Mraz, and other national headlining acts, ensuring quality sound at all of our events.



REDFEARN & ASSOCIATES

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