



CASESTUDY



Application:

ENTERTAINMENT

A full slate of signature events commemorating America’s 400th Anniversary called for a power rental company that could do more than simply provide uninterrupted power. The right event partner would be accustomed to large-scale work on high-profile events.

The right power contractor would add value by committing the right resources and technical personnel required to execute a full slate of varied and demanding live productions. Among the events was the “Godspeed Sail” tour of six East Coast cities, “Yorktown’s 400th Anniversary” event, a “Jamestown Live!” web cast and the “Anniversary Weekend” event in Jamestown, Virginia.

Customer:

PROSODY CREATIVE

Known for bold audience-engaging presentations, including Super Bowl halftimes, the torch run for the Los Angeles Olympics, White House gatherings and Harvard Business School functions, New York City-based Prosody Creative is a marketing and event management company accustomed to producing very large scale and high profile affairs. Together, principals Ken Ashby and Maris Segal have produced more than 10,000 event days in 20 countries and nearly every state in the U.S. A boutique agency, Prosody principals are very detail oriented and hands-on — either Ashby or Segal are present at virtually every meeting, conference call or set-up.

Solution:

AN EVENT FIT FOR A QUEEN

The “Anniversary Weekend” in Jamestown was especially large — 27 MW of power and infrastructure strung throughout 22 acres, including three primary entertainment venues. Kohler Rental project managers worked with Prosody to refine the layout, and also to prepare for security checks preceding the arrival of Queen Elizabeth and President Bush. All personnel, including technicians and even emergency delivery people, needed Homeland security clearances. Secret Service inspections entailed a 35-hour lockdown — no personnel could enter or leave the event site. Only a few companies in the industry have that kind of experience.

RESULT

“We’re always looking for the right equipment at the right price,” says veteran production manager Jack Brown of Prosody Creative. “But there’s a difference between asking a local power-rental company to roll over a couple of small generators to run some lights, and the confidence and support you’re after when you need a redundant 300 kW unit to power a live event.

“Everybody has generators that work, but somehow when it says Kohler on the side, I expect a little more. With Kohler Rental, we got more.”



THE JOB

- 22** acres
- 3** venues
- 27** MW of power
- 30** distribution boxes
- miles** of cable