



## Company History

Fireworks America is unique in the fireworks industry. Started by an investment group of experienced pyrotechnicians whose expectations of excellence could not be met by other companies operating in the West. It was founded with a simple goal: to provide the highest quality pyrotechnics for the best clients, handled by the best-trained pyrotechnicians in the industry. The company is founded on the principals of honesty, use of the highest quality products, dedicated staff, reasonable pricing, and uncompromising safety standards. Our company motto, ***“The Difference is Quality”***, reflects our total commitment to excellence.

The experience level of the investors was enormous, with an average tenure in the industry of 15 years. As a result, the talent level of the staff is unparalleled in the industry.

Fireworks America has emerged as the premiere pyrotechnic Entertainment Company in California and the West. Evidence of our unique ability is in a client roster including the major theme parks in California – Sea World San Diego, Six Flags Magic Mountain, and Paramount’s Great America. (Disneyland provides their own nightly display.)

From its corporate headquarters outside San Diego, the company services clients on a nationwide basis with sales staff in Los Angeles, Fresno, San Francisco, Las Vegas, Salt Lake City, Boise, and Seattle. The corporate office employs six full-time administrative staff and has sales offices located in numerous cities throughout the United States. Peak employment during the Fourth of July season can total 300.

The majority of the 1100 to 1200 fireworks shows we do each year are in the western United States, but we also present displays to audiences throughout the United States, in Europe, Australia, Mexico, Alaska, Hawaii, and the Caribbean.

The goal and commitment of our company is to provide an outstanding visual experience to both our clients and their audience. The success of our company has been the result of providing outstanding professional services, safety, innovation, and a total commitment to client satisfaction.

## **Artistry and Technology**

Whether it's July 4th, a fireworks competition, or any other fireworks display, a spectacular performance unites the color and movement of fireworks with the sound and emotion of music. The choreography of a fireworks display, like a dance performance, involves the careful arrangement of the mood and beat of music with each shell's movement, timing, and effect.

Fireworks America has received international recognition for its precision choreography, outstanding visual effects, innovative show design, and surprising choice of musical soundtracks.

## **"Surprising, emotive music"**

The most famous example of choreography is the use of fireworks to Tchaikovsky's "1812 Overture." As the music simulates the roar of the cannons in the battle, the fireworks reproduce the rumble and glare of rockets. People "see" and "hear" the War of 1812.

While classical music is a traditional favorite of fireworks choreography, Fireworks America has a reputation for blending the perfect mix of classical, contemporary and patriotic music for our fireworks displays-- choices that are surprising but effective. Once the soundtrack is selected, the choreography begins.

## **"Very precise timing"**

Our choreographers draw on extensive experience with audio systems, fireworks computer firing systems, and the characteristic effects of thousands of aerial shells and pyrotechnic devices. While any fireworks company can put together a song list and a shell count, our artists are unique in their ability to combine music and pyrotechnic effects with precision timing to create outstanding works of visual art.

On a track parallel to the music tape, the choreographer assigns a firing time, or time code, to a particular shell that complements that exact moment in the music--accurate to 1/100th of a second. Every fireworks shell in a display is time-coded on this synchronous track. The effect, then, is that the aerial shell explodes in the air in time with the music.

## **"Elegant"**

The real purpose of choreographing fireworks to music is to create an emotional effect, and fireworks and music together move people in delicate, subtle, and surprising ways.

Fireworks America is the industry's premier artist; we combine color and music with advanced technology to create a precise, elegant performance for an entertaining, moving experience.

## **Design Philosophy**

Fireworks America does not use "pre-packaged" fireworks shows. The inter-relationship between the mood and rhythm of the soundtrack and the visual effects created in the sky requires that final shell selection

await the actual choreographing of the show to allow our designers and pyro-artists the largest possible palate from which to paint the sky.

Our inventory is constantly changing as our buyers search the world market for new and innovative shells. As new products become available they are integrated into shows under design.

Final individual shell selection will be submitted to the client as the show design and choreography is completed, and a guarantee governing those specific shells will be issued at that time. We believe that this approach offers our clients the greatest opportunity for a truly innovative and memorable fireworks display.

This approach is different than many of the pyrotechnic companies, and sometimes makes it difficult to compare our proposals with companies who sell pre-packaged shows. While we are careful to specify the quantity, quality, and size of fireworks shells, we are reluctant to identify specific individual shells until show design and choreography is complete.

**We hope that you will consider the value of this approach in evaluating our proposals.**

## **Show Choreography**

Fireworks America is known nationwide for its precision choreography using proprietary state-of-the-art computer technology. The firing of each effect is timed by our computer software to emphasize specific beats in the music. The effects are designed to complement the rhythm or mood of the music. The soundtrack is recorded by our sound studio using a state-of-the-art digital editing software, and the show tape can be proved in a number of formats (including a custom CD) to match the playback system provided by the sponsor.

We will either develop the soundtrack, subject to client approval, or use a soundtrack developed by the client (or radio station), subject to our approval. We believe that it is important that the soundtrack reflect the

nature of the event, the theme (if applicable), the demographics of the audience, and the venue.

The company encourages its clients to consider the use of choreography whenever possible to take advantage of the emotional impact of fireworks combined with music. Radio stations throughout the country have broadcast our (or their) soundtracks to accompany our shows. Most stations are willing to do so without cost to the sponsor in exchange for the exposure.

## **The Fireworks America Pyrotechnicians**

The company uses only highly trained, properly licensed technicians, with an average experience in the industry of 15 years. Annual training seminars are held to upgrade the technicians' technical knowledge, product knowledge, safety skills and provide hands-on experience. Unlike many companies, our personnel are responsible for many shows each year – not just one on the Fourth. Technicians are assigned to shows based on their training, ability, and experience in the type of show under production. Show design is done at the corporate level, and on-site technicians are provided with detailed firing site plans, shell loading lists, and wiring diagrams. This attention to detail ensures that the show designed is the show fired. It also means that each show has the full backing of the highly-experienced and widely respected corporate staff.

## **Experience**

Producing thousands of shows each year, the company has fired from sites as diverse as barges in San Francisco Bay and the open Atlantic, roofs of casino hotels in Las Vegas, parking ramps in the heart of metropolitan areas, mountain slopes, football fields and fairgrounds. Our clients include major hotel casino chains, state fairs, event planners, and cities. The company has an outstanding safety record, and provides constant on-going safety training to our pyrotechnicians.

## Outdoor Fireworks

Fireworks evoke images of July 4th celebrations, friends, fun, and evening amazement. But fireworks can work their magic on a celebration any time of year, highlighting all your special events, such as

- holidays
- fairs
- festivals
- sports events
- store openings
- company parties

Everyone is familiar with the sight, sounds, and powerful emotions that accompany fireworks; that's why people gather from miles around to see the fireworks. Let the attraction of fireworks draw attention and add excitement to your celebration.

Our imported shells are purchased from select manufacturers from China, Taiwan, Japan, Australia and France. The vast majority are from US manufacturers and many are our own signature specialty shells. By firing electronically and with computers, we can create stunning fireworks displays that are choreographed to music. We can custom design a display with your music that will enrich your special event and delight your audience. We will choose music that reflects your event's theme or your audience's taste.

- The creation of several "orchids" or firework flowers using comets and a single large chrysanthemum shell.
- Pyramids, Inverted Pyramids, and multiple "V"s using comets.

"Cupid Strikes" using special heart shells and comets. Custom-made American shells featuring Hourglasses, Bowties, Stars, and Rings.

- Numerous "mine walls" featuring assorted colored mines. Candles arranged in batteries or fans.
- Assorted low-level and ground effects including cake items.

## Here's how we can present a safe and effective show for you:

- We have years of professional experience, with an outstanding safety record. Our pyrotechnicians are fully licensed and certified, and receive regular refresher courses from our company. We can electrically fire our fireworks, making displays safer for everyone.
- Using electric firing and computers also enables us to create stunning fireworks displays that are choreographed to music. We can custom design a display with your music, which will enrich your special event and delight your audience.

Descriptions of some basic outdoor fireworks:

**Aerial Shells** are what most people envision when they think of fireworks. Typically named for flowers, trees, and other natural objects, these shells fill the sky with magical lights. We create various impressions and moods by shooting aerial shells of various sizes, colors, and patterns at different rates and heights.

**Gerbs, Wheels, Fountains, Mines, and Roman Candles** at ground level add motion, width, and depth to the fireworks show. These fireworks give the audience a more intimate and exciting experience with beautiful fireworks and hold their interest between series of aerial displays.

**Set Pieces** are custom made to depict corporate logos, slogans or other special designs that can personalize your fireworks show.

Other special effects include **Bengal Illuminations**, which can illuminate and highlight landscape features, and **Water Fireworks**, which use the reflections of the water's surface to create shimmering and surprising effects of light.

**Through skillful use of these fireworks, we can involve, amaze, and delight your audiences, ensuring success for your celebration.**

## **Indoor Pyrotechnics & Special Effects**

Indoor pyrotechnics can increase the "oohs" and "aahs" of any event by adding special highlights of light, color, smoke, and sound. We can engineer the right effect whatever your event, and can be an exciting addition to any production, from an intimate indoor wedding to a large outdoor festival. The magic of special effects can create a dazzling waterfall for a couple's first kiss or a staccato burst of silver and gold to introduce a keynote speaker!

We can highlight a moment in your meeting or end your event with a bang.

- Our pyrotechnicians are fully licensed to shoot any indoor pyrotechnics and special effects and can design, build, and deliver a display that will fit your needs and your indoor location.

High quality products custom made to be used indoors.

- Our indoor pyrotechnic materials are quite safe. Most burn cold, with no open flame, so there is no fire hazard. Additionally, the minimal smoke from indoor pyrotechnics is non-toxic.

Indoor pyrotechnics can be the right accent to your performance or special event. These following varieties are available in many colors.

**Airbursts, Line Rockets, Jets, and Waterfalls** imitate the aerial shell effects of outdoor fireworks but without the hazard of exploding shells. These miniature effects fit in limited spaces by using available height.

**Gerbs, Fountains, and Mines** also imitate larger outdoor fireworks by creating the appearance of rising and falling stars.

**Flashes** accentuate dramatic moments; a small, mushroom-shaped smoke cloud rolls up, accompanied by a flash of light or colored sparkles.

**Fireballs and Flame Projectors** create a tremendous visual and physical impact in a very small package! Fireballs create a large ball of flame with intense heat followed by a mushroom-shaped cloud. Flame Projectors send large columns of flame into the air.

**Smoke Effects** can be as simple as a brief puff, to colored towering clouds, to an widespread fog which creates subtle effects in low light--good for laser shows!

**Streamers and Confetti** explode on an audience in a variety of sizes and colors, adding to any celebration.

**Concussions and Whistles** add sound effects to all the above light and color effects--from thunderous blasts to whistling screams.

Whether you want to add emotional impact to a moment or create a photo opportunity, you can be sure that your special event will be remembered. Let us add that special touch to your celebration!

## Special Events

### **Festivals** "Black powder is a great spice"

Festivals are a unique community celebration of everything from local culture, to historical sites, or regional cuisine. Festivals are celebrated everywhere, too--from the Loggerodeo in Washington to the Gilroy Garlic Festival in California to the Winterharbor Lobster Festival in Maine to the Cajun Country Opry and Festival in Louisiana. Spice up your festival by letting fireworks and laser displays contribute color and flavor to your event.

### **Fairs** "Increase the excitement, increase the gate"

Studies show the promotion of fireworks displays at the end of the nights keeps people in the fairgrounds, increasing the revenue and popularity of your fair. Exhibitions, art shows, animal judging, games, the Ferris wheel and rides, food booths, fireworks. A traditional fair has all these--are you missing something?

### **Sports events** "It's outta the ballpark!"

Laser graphics and animation can be everywhere: above the basketball court, the hockey rink, or around the pool. And the blazing color and energy of the beams are sure to psych up the athletes and the spectators.

### **Musical performances** "We're just another instrument."

Fireworks and lasers add the dimension of light and color to the performance, expanding the meaning of "the arts." We can synchronize and choreograph our displays and images to your music, whether it's classical, new age, jazz or rock 'n roll.

## **Conventions**

We can highlight a moment in your meeting with a few indoor effects or cap off a successful convention with a full-scale outdoor fireworks display or show off your logo in laser lights.

We have professional standards of excellence for our products and our technicians to ensure safety and satisfaction. We are also friendly and flexible as we help you create a fantastic display for your convention with a minimum of hassles. And you'll earn a reputation for creating memorable events. If you're looking for a turnkey entertainment for your convention, let us know.

## **First Night Events**

Fireworks America has special expertise in the unique requirements of First Night Celebrations. First Nights often highlight a downtown area, which often means a difficult site for fireworks displays. Our experience working in small urban sites has made fireworks happen in places initially thought impossible to support such events.

Fireworks America has designed and produced First Night entertainment utilizing the roofs of buildings, parking ramps, small plazas, and other tight urban locations. By using low-level pyrotechnic effects, higher-level aerial shells, or high-tech lasers, Fireworks America has choreographed, designed and produced First Night events that have thrilled audiences across the country.

## **Store Openings**

Fireworks America has provided indoor pyrotechnics, outdoor fireworks, and/or laser light shows for a number of national corporate clients to highlight new store openings or remodeled store re-openings. Our experience in working in extremely tight urban sites has resulted in dramatic shows where the initial reaction was "you can't do that here."

Put our experts to work creating drama and attention to your opening.

## **Professional Organizations**

In order to serve our clients better, Fireworks America is a member of following professional organizations:

- International Festivals & Events Association (IFAE)
- Northwestern Festival Association (NFA)
- California Festivals Association (CalFest)
- International Associations of Fairs & Expositions (IAFE)
- Western Fairs Association (WFA)
  - Int'l Assoc. of Amusement Parks & Attractions (IAAPA)
- International Events Group (IEG)
- National Fireworks Association (NFA)
- International Pyrotechnics Society (IPS)
- Western Pyrotechnics Association (WPA)
- Pyrotechnic Guild International (PGI)