

# PURPLE COW

## LIVE ENTERTAINMENT

NEWSLETTER  
2025 <<<<<<



*AMPLIFY THE  
MOMENT!*

▷ BACKSTAGE BRIEF ▷ ABOUT ▷ CASE STUDIES ▷ MOVING FORWARD ▷ CONNECT

# BACKSTAGE BRIEF

---

2025 was a year of growth, grit, and great sound. From community favorites like Make Music Day & Porch Jams, to corporate events, theater productions, and countless live bands. Purple Cow continued to deliver high-quality audio experiences that connect people and elevate experiences.

As we look ahead to 2026, our mission remains the same: provide exceptional audio services with professionalism, creativity, and care. We're excited to continue growing, collaborating, and amplifying the voices that make our communities sing.

Thank you for being part of our journey. Here's to a new year filled with bold ideas, beautiful sound and unforgettable moments.

Warmly,



John  
CEO/President



# ABOUT

## (BEHIND THE MIX POSITION)

Two best friends started PC from the humble roots of production managing and providing audio and crew for a few small-scale touring tribute acts. Our first few gigs helped spark an undeniable hunger to make tribute acts look and sound every bit as good as the real deal. Fast forward 4 years PC is a full sound production company offering audio system rental, audio system design, stage and production management, light programming, etc.

### FUN FACTS

- Started in Orlando, FL
- We had clients before the company was formed
- Both co-founders are colorblind and can't see the color purple!

We're inspired by and thrive to provide an experience such as:

*UltraSound, Clair Global, Tait Global, PXLFIELD Productions, Audio Engineers Northwest, Robert Scovill – FOH Engineer, Michael Curtis - (FOH Mixer, Sound System Designer, Audio Teacher)*



# CASE STUDIES

---

▷ **MAKE MUSIC DAY** ▷ **MONKEYS ON A STRING** ▷ **BUSINESS EVENT**



# MAKE MUSIC DAY

## A GLOBAL MUSIC EVENT AT THE LOCAL LEVEL

Held annually on the summer solstice, Make Music Day is a global event recognized in over 2,000 cities across 120 countries, uniting communities through scheduled and impromptu performances by musicians of all ages and skill levels.

### WE PROVIDED

- Audio for 2 separate locations
- 18+ hrs on site audio support
- 15 different artists / groups
- 1st to provide a professional system designed to contain the sound into the audience area

### Performer Quote:

"It was awesome working with Purple Cow for Make Music Day — the sound was exactly what we hoped for, and anything we asked for, we got. When a band feels comfortable on stage, the show is always better!" Al Pascarelli, The Moonrise Cartel

MAKE MUSIC DAY was brought to you by Town of Fairfield, Connecticut Department of Economic and Community Development – Office of the Arts (with funding from the National Endowment for the Arts), and many other sponsors and volunteers. Photos by Scott Vincent (top 2) and GreyPeak Images (bottom)



The Moonrise Cartel  
The Cukes  
The Moonrise Cartel – at night



# MONKEYS ON A STRING

## A TOURING TRIBUTE BAND

Monkeys On A String is a Dave Matthews Tribute Band based out of San Antonio, TX. Purple Cow was brought in to help them sound and feel like the real DMB.



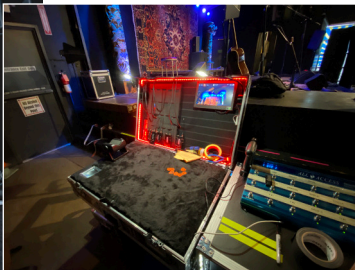
*Acoustic Set Soundcheck*



*MOAS rocking a packed house*

## WE PROVIDED

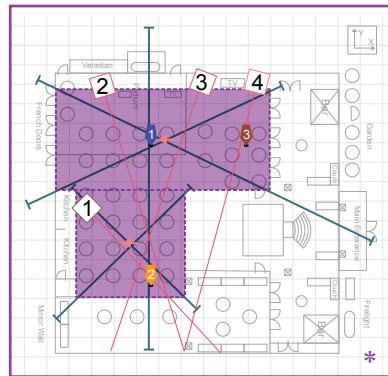
- Audio Systems
  - FOH System** - Midas M32, Multitrack Recording
  - Monitor Package** - DB Technology Monitors, Wireless In-Ear Monitor (Shure PSM1000), Midas M32, Full Band Talkback System
  - Guitar Workstations** - 6 Wireless Guitars Channels, Custom Made Switching Solutions
- Production & Stage Management
- Guitar Technician
- Lighting Programming



*Alex Cortez, Guitar Tech Station*

**EVERY VOICE HEARD, EVERY DETAIL DELIVERED**

Purple Cow was brought on to this event with the main goal of sound clarity and professionalism. We also provided audio system design to ensure each table and seat had adequate sound and accuracy.



- Audio System Rental

- **Audio System Design\***  
(Planned and integrated electronic and acoustic components to create a system that delivered clear and high-quality sound specific to venue.)





# AUDIO w/ INTENTION

---

» **PORTFOLIO DIVERSITY & UPGRADES** » **CONNECT**



# PORTFOLIO DIVERSITY

A VISUAL RECAP ON A FEW HIGHLIGHTED EVENTS



## UPGRADES

We're always investing in our vision to provide industry-leading technology to our clients and are actively expanding our inventory with **Avid Systems**, including the **Avid S3L** and **S6L**.

### AVID S3L

- 64 inputs
- 32 outputs

### AVID S6L

- 112 inputs
- 64 outputs

*Both integrate directly with Pro Tools for multitrack recording*

Every show, every story, every moment,  
none of these are possible without you.  
To our clients, partners, team, and crew,  
thank you for making the work matter.

**We would like to especially thank...**

*Sean Walker, Tom Lyon, Michael Curtis,  
Tim Walsh, Rob Martineau, Mike Plude,  
Matt Oestreicher, and Vince Benevento*



# PURPLE COW

- [WWW.PURPLECOW.LIVE](http://WWW.PURPLECOW.LIVE)
- [JOHN@PURPLECOW.LIVE](mailto:JOHN@PURPLECOW.LIVE)
- BOOK A MEETING