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CASE STUDY:

SENATORS COMMUNITY FOUNDATION

The Challenge: The main challenge was transforming the ice surface of a hockey arena into an event venue for the SCF's Senators Black, Red & Gold Gala. Baldwin was tasked with sourcing and working alongside lighting designers and the event's décor company to create an atmosphere and production with a strong visual presence and impact.



Venue: Canadian Tire Centre
(Centre Ice)



Client: Senators Community Foundation (SCF)



Date: March 25th, 2024



Event Topic: Senators Black, Red & Gold Gala

The Solution: With the combined expertise of Baldwin, LouLou Lounge, and Wall Sound & Lighting, the client was provided with a beautiful gala space within a unique venue location. Together, we were able to create a breathtaking audio-visual atmosphere for the gala-style fundraising event.



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Overview:

Baldwin was contacted for the event's audio-visual requirements which needed to be impactful but also mindful of budget given the fundraising nature of the event. With the event taking place on centre ice in a hockey arena, this was an extremely unique venue for the guests.



Collaboration:

With the larger size and scope of the event, we sought the support of our lighting and rigging partner (Wall Sound & Lighting) while our team managed all of the video projection and video production needs.



Equipment:

Baldwin provided four large format projection screens powered by 14,000-lumen high-resolution projectors. All video equipment and lighting was rigged from the ceiling and we supplied a media server and HD video playback system with a full redundant backup to ensure a seamless production.



Visuals:

Baldwin helped elevate the aesthetics of the gala with video production content that complimented the event's atmosphere that was created through the combination of décor (handled by LouLou Lounge), sound, and lighting.

Client Feedback:

"You and your team were exceptional — such pros! The whole tech setup went off without a hitch and it contributed to the whole evening's success. We certainly look forward to working together again in the future. Our thanks again!"

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