



“ Let the beauty you love be what you do, there are a thousand ways to kneel and kiss the earth. ”  
- Rumi

*Design • Events • Management • Marketing*

Sparrow Junction, LLC is an event, marketing, & consulting firm. We offer the full array of marketing & event services from planning to production through delivery for private parties & weddings to conferences & large-scale productions.

In addition, we provide local and online consulting services and support in the areas of marketing, advertising, events, business development/management, and operations in the health & wellness, the arts, retail, and non-profit industries. Our clients are located throughout WNC, Florida, New York, & Costa Rica.

We are passionate about creating sustainable business models by implementing viable business practices & we are committed to projects that inspire, motivate, teach, and promote wellness, love, & personal development.

828.398.0565  
info@sparrowjunction.com  
**sparrowjunction.com**

## Our Philosophy

We believe in us. Us as in you, me, and the guy who owns the store down the street. We want you to be successful, but more importantly, we want you to thrive. Why? Because there is strength in numbers and when you succeed, we succeed. **We believe in inspiration, motivation, and success.**

We believe in the whole systems approach to business (and living). This means we care about the business, the people behind the business, and how those people feel about their business. We know that when we feel good, we do good. **We believe in integrity, authenticity, and sustainability.**

We believe in community – in our neighborhoods, our industries, and in our world. We believe in supporting our elders and fostering our youth. We have been lucky enough to know the power of receiving and we are grateful to be able to pay it forward. Why? Because when we're successful, we inspire others to become successful. **We believe in service, dedication, and connection.**

### Who We Are

We are movers and shakers. We are networkers. We are collaborators. We are passionate about bringing people together. We want to help you succeed. We are business savvy. We have served in restaurants, nightclubs, high-end boutiques, holistic retreat centers, spas, design firms, organic farms, law offices, cabaret bars, and yoga studios. We have made beds, served beer, fed the homeless, fundraised for children and furry faces, produced events, passed state boards, sold advertising, managed hostels, crunched numbers, and scrubbed toilets. We have held titles of project manager, marketing director, waitress, wedding planner, visual merchandiser, world traveller, interior designer, massage therapist, event director, artist, sales manager,

and teacher. This means we have a wealth of knowledge and a huge toolbox to help you merge your passion with your business; or take your business to the next level. We're efficient, accountable, professional, and we strive to exceed your expectations.

### What We Do

We offer a variety of services so we can serve as many people as possible. Why? Because just like people have different needs, businesses also have different needs - Some businesses need an extra pair of hands to accomplish a project and some businesses need full-on re-organization. We can provide it all and if by chance we can't – we can definitely point you in the right direction. Regardless if you are a one-person show, a corporation, or a non-profit – we can help you be successful and stay successful.



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# Partnerships

Sparrow Junction, LLC is interested in partnering with businesses and individuals who share our [philosophy](#) and are in the following industries:

- Natural Health & Wellness
- The Arts
- Community
- Not-for-profit
- Advocacy
- Organic Skin & Body Care
- Personal Development

**Partnership Request**

If you don't see your industry but feel we are of like-mind and want to be part of our network, please send an [email](#) with your media kit. Or fill out the online Partnership Request form (below) to learn how we can benefit each other and our communities.

# Sponsorships

If you fall into one of the following categories:

- Under 25
- Over 65
- A New Entrepreneur
- A Military Veteran
- Not-for-profit
- Student



*“I alone cannot change the world, but I can cast a stone across the waters to create many ripples.”*

- Mother Teresa

and are challenged financially, you may be eligible for a sponsorship. Sparrow Junction, LLC offers a few sponsorships each year to qualified individuals who are starting a new business. Our consultation and graphic design services may be available for a reduced cost, trade, or complimentary.

**Sponsorship Request**

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# Management Services

## Business Management

Running a business is hard work. Not only do you need to focus on whatever it is you are selling, you need to focus on growing your business. How many times have you seen a business open, do well, expand, and then fold? Too many times to count, I'm sure. Most of the time, businesses fail because they lack a foundation. A lot of businesses, especially start ups, take off with a bang and start running. Often they think business management is for bigger companies or it doesn't apply to them. The reality is that business management applies to every business owner. Securing your foundation assists you in building a stronger business, and having a strong business provides for sustainability, of both your business and your life. Let us take out the guess work and get you started in the right direction or get you back on track.

[project management](#) · [graphic design](#) · [collateral](#) · [marketing](#) · [branding](#) · [operations](#)

## Event Management

Do you have a fabulous idea for a festival? Or want to create a conference or summit for your professional association? With over twelve years in the event industry, we have produced and collaborated on various events in all stages from planning through delivery. Sparrow Junction offers planning, production, and management services for galas, events, festivals, and conferences. Our commitment, superior service, and industry expertise will save you time and money while providing you with ideas and solutions that will exceed your expectations and goals.

[event production](#) · [contract negotiation](#) · [conference scheduling](#) · [timeline management](#)

## Venue Management

Do you have an amazing event space with no one to manage it? With over twelve years in event management, we have produced and collaborated on various events in all stages from planning through delivery. Sparrow Junction offers marketing, sales, booking, and management services for private event venues. Our dedication, level of service, and industry expertise provides optimum customer satisfaction and maximizes facility usage which ultimately increases revenue and profit.

[event planning](#) · [talent booking](#) · [event production](#) · [interior design](#) · [visual merchandising](#)



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# Marketing Services

## Graphic Design

Who needs a media kit? You do! What is a media kit? We've got the answers and we can get you up to speed. We can also help you get it out there. We offer graphic design services for all of your marketing collateral needs. In today's digital world, it's more important than ever to have the right collateral for your business. Fliers, logos, posters, decals, business cards, email/fax templates, press releases, media kits, dossiers, letter head ... If you can imagine it, we can create it!

[logo definition/design](#) · [website design](#) · [media/press kits](#) · [sponsorship kits](#) · [business cards](#) · [flyers/play bills](#)

## Advertising/Social Media

With today's many advertising options, it's challenging to know which avenue is best for your business. We can help you determine what your target market(s) is and assist you in choosing which publication or online site is best for your market. We can create a budget and advertising plan for you which will increase revenue and attract new clients. We will explain it all and help you decide which platform is best for your business. We can set up your accounts, maintain, and manage them or teach you how to use social media for your business.

[market strategy](#) · [contract negotiation](#) · [ad design](#) · [manage advertiser relationships](#) · [design/manage social media accounts](#) · [flyers/play bills](#)

## Marketing

Do you need a \$20k marketing campaign for your acupuncture business? Probably not. We'll help you ascertain the best strategy and plan for your budget and your needs. If you want to grow your company and attract new clients/customers, you will need to develop a strategy and a plan. We can help you do this through a simple Q & A process. We'll take you step by step and assist you in developing a marketing strategy perfect for your company. Next we'll put that strategy into action and develop a simple plan for you to follow.

[develop/manage marketing strategy](#) · [create/manage marketing plan](#) · [implement/mange plan](#)



“  
*The more you  
praise and celebrate  
your life, the more  
there is in life  
to celebrate.*”

- Oprah Winfrey

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## Praise



“When you’re following your energy and doing what you want all the time, the distinction between work and play dissolves.”

- Shakti Gawain

“Jaymii is a talented and spirited networker and conduit for making projects happen. She has a keen eye for connecting all the right people and then engaging them toward a goal or project. She is a joy to work with. A unique combination of skills and temperament, I highly endorse Jaymii.”

- Brenda Brock, *Founder* at Farmaesthetics Fine Herbal Skincare Co.

“Leah is one of the most hardworking and dedicated people you could ask for. She puts all her efforts into making sure her clients are happy and the job is done professionally, timely, and in a cost effective manner. When Leah is coordinating your event or managing your business, you can go on vacation - she will certainly have all areas covered!”

- Tim Pressley, *Owner* at Pressley Construction and Design

“Jaymii is one of the most capable, professional event planners I have had the pleasure of working with. No matter how chaotic things would get, Jaymii always managed the situation with a calm demeanor and can-do attitude. Any company would be lucky to have Jaymii work with them.” - Debbie Warnes, *Asst Director of Business Management* at Omega Institute

Client List

“Jaymii is a gem. Pro-active, responsible, detail oriented, and fun to be around. I enjoyed working with her immensely.”

- John Bashew, *Media Production Executive* at Lemon Lane Creative

At Asheville Percussion we feel very blessed to have Jaymii and Leah on board. In ethics, attitude and effectiveness they exemplify excellence and calm focus. Our team and entire operation were immediately improved by their presence and influence.

- Lizz Wright, *Co-Director* Asheville Percussion



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