

UMOJA EVENTS

WE PLAN. WE DESIGN. WE DELIVER.

Event Planning & Production Management

Thoughtfully planned events. Coordinated people, resources, and details—from concept through closeout.

Umoja Events supports corporate teams, city agencies, schools, healthcare organizations, nonprofits, and community partners with event planning and production management. From conferences and employee celebrations to cultural festivals, school programs, and community resource fairs, we coordinate the moving parts so clients can stay focused on their guests and goals.

SERVICE AREAS New York City & Metro Atlanta	BUSINESS STATUS M/WBE Certified	VENDOR STATUS NYC Department of Education Registered Vendor
---	---	---

CORE CAPABILITIES

EVENT STRATEGY & PLANNING	VENDOR & PRODUCTION COORDINATION	ONSITE EVENT MANAGEMENT
• Event goals, scope, budgets and expense tracking • Venue research and site coordination • Planning calendars and production schedules • Program timelines, space plans and guest flow • Contingency planning	• Vendor sourcing, scopes and deliverables • Entertainment, speaker and performer logistics • Stage, sound, AV, equipment and rentals • Catering, hospitality and exhibitor placement • Load-in, breakdown and site requirements	• Team assignments and vendor check-in • Setup oversight and readiness checks • Run-of-show and program transitions • Guest services, staff and volunteer direction • Event-day troubleshooting and closeout

EVENTS WE SUPPORT

Corporate & Institutional	Conferences, meetings, employee celebrations, retirement and recognition programs, formal banquets.
Government & Community	Cultural festivals, neighborhood celebrations, health and resource fairs, parades and public programs.
Schools & Colleges	Graduations, proms, award ceremonies, campus programs, performances and school festivals.
Arts & Culture	Concerts, showcases, exhibitions, fashion shows, book launches and cultural programming.
Private & Milestone	Weddings, family reunions, milestone birthdays, anniversaries and guest-focused gatherings.

MULTI-LOCATION & EXTENDED PROGRAMS

Support for multi-site events, recurring community programs, multi-day celebrations, destination programs, travel and hotel room blocks, local delivery teams, virtual entertainment, and schedules that connect multiple activities into one organized experience.

SELECTED PLANNING & PRODUCTION EXPERIENCE

JUNETEENTH NYC

Community festival planning and production — Coordination across programming, performers, vendors, stage and sound resources, seating, restroom services, volunteers, timelines, and onsite operations.

UNITED FOR BROWNSVILLE

Recurring community programs — A three-year engagement supporting an ongoing organizational relationship and the coordination of recurring community-event needs.

A SHARED DREAM AT BROOKLYN COLLEGE

Concert logistics and community coordination — Event logistics, volunteer coordination, performer support, community partnerships, food sponsorship coordination, and promotional support for MLK concert programming.

ARTS EAST NEW YORK

ArtsPlosion Holiday Extravaganza — Event logistics, equipment and vendor coordination, permitting and street-closing coordination, talent, volunteers, and small-business participation.

BED-STUY VOLUNTEER AMBULANCE CORPORATION

Anniversary parade and fair — Parade routing, permits and protocols, vendor participation, performances, and awards-program coordination.

THE NATURE CONSERVANCY

Virtual team experiences — Repeat engagements combining music, trivia, team-building activities, and coordinated virtual programming.

Additional experience: One Brooklyn Health, Home Depot, Middlebury College, Christian Cultural Center, schools, and community organizations. Services have varied by engagement and included event logistics, setup, décor, entertainment, sound, hosting, and program support.

EXPERIENCED LEADERSHIP & LOCAL EXECUTION

Umoja Events is led by Athenia Rodney, Founder & CEO, whose experience spans community programming, event production, venue operations, hospitality, and private celebrations. Her leadership experience includes managing Garfields and Brooklyn Crossroads, with responsibility for event programming, staffing, hospitality, purchasing, operating expenses, entertainment schedules, and promotion.

That operational background informs our approach: clear assignments, coordinated resources, practical schedules, and attention to the guest experience. Umoja Events combines central planning and client communication with designated local onsite leads to support delivery in New York and Georgia.

OUR PLANNING PROCESS

1. DEFINE	Align on goals, audience, budget, location, timeline, and required support.
2. BUILD	Establish scope, milestones, resource needs, vendor responsibilities, and production schedule.
3. COORDINATE	Manage communications, align vendors and teams, and prepare timelines and onsite assignments.
4. DELIVER	Oversee the agreed scope, coordinate transitions, address issues, and keep the event moving.
5. CLOSE OUT	Coordinate agreed breakdown responsibilities and review follow-up items.

PROCUREMENT & VENDOR INFORMATION

Business name	Umoja Events	Primary contact	Athenia Rodney, Founder & CEO
----------------------	--------------	------------------------	-------------------------------

Certification	M/WBE Certified	Education vendor status	NYC Department of Education Registered Vendor
Service areas	New York City and Metro Atlanta	Insurance	Liability insured; certificate available upon request
NAICS alignment	561920 — Convention and Trade Show Organizers	Additional NAICS alignment	711320 — Promoters of Performing Arts, Sports, and Similar Events without Facilities

PLAN YOUR NEXT EVENT WITH UMOJA EVENTS

We welcome inquiries from agency procurement teams, corporate event planners, schools, nonprofits, and prime contractors seeking event planning and production support.

Athenia Rodney | Founder & CEO
646-522-9869 • info@umojaevents.com
umojaevents.com

REQUEST A PROPOSAL

[Open Umoja Events Proposal Form](#)

[Visit Website](#)

Procurement note: Before formal submission, confirm the certification's issuing agency, vendor number, registered NAICS codes, and insurance limits so these details can be added accurately.