

# California Events

From Passion to Purpose –  
A Story of Creativity, Faith & Persistence



# The Core Mission

## **Mission Statement**

To create quality events that spark joy, purpose, and connection. Every California Events production is designed to uplift audiences and artists alike — because when people are inspired and smiling, purpose is fulfilled.

## **Vision Statement**

To become California's leading platform for transformative live experiences — uniting communities, celebrating culture, and amplifying artists through creativity, faith, and excellence.





# Where Experience Meets Excellence

Our core expertise includes:

- Event Design & Production Management
- Artist Relations & Booking
- Community Engagement Events
- Faith-Based & Inspirational Concerts
- Corporate & Private Functions
- Event Marketing



# The Spark Behind California Events

It started in high school — with a dream bigger than my resources. I didn't have money, sponsors, or connections — just a vision, a pen, and relentless faith. I began writing letters to every successful Black entrepreneur I could find, asking them to believe in a teenager with an idea.

Most said no. But one — a church member named Benjamin Franklin — said yes.

That “yes” changed everything. On April 15, I produced my first concert at the Sunnyvale Hilton Grand Ballroom, featuring Digital Underground and Conscious Daughters. Only 110 people filled a room built for a thousand — but the spark that night was undeniable. It was the birth of a lifelong calling.

That moment became the foundation of *California Events*, led by visionary **Michael White** — a producer driven by creativity, faith, and purpose. For nearly three decades, he's been building stages for others to shine, creating experiences that celebrate culture, connection, and community.

# My Passion and Focus

Today, I specialize in R&B, Gospel, Jazz, and Hip-Hop productions that celebrate artistry, community, and authenticity.

With 27 years of experience, I've built a career grounded in creativity, faith, and persistence—using events to inspire hope and connection.





## Community and Purpose

Beyond the stage, I dedicate time to feeding the homeless and organizing annual Thanksgiving and Christmas feedings. These acts of service remind me that true success comes from bringing people together in both celebration and compassion.

# Why Artists Choose California Events

- **High-quality production** that matches your brand's standard.
- **Audience reach** that blends fans, media, and key industry figures.
- **Faith- and purpose-driven platform** that honors artistic integrity.
- **Exclusive partnerships** that maintain performance value and reputation.
- **Community impact** that adds meaning beyond the stage.



## Closing Quote

“Each experience, whether a win or a lesson, strengthened my drive to build a career in entertainment—one rooted in creativity, faith, and persistence.”

A black and white photograph of a hand in a white glove holding a silver tray. On the tray is a white card with the letters 'V.I.P.' printed in a large, bold, black font. The background is dark, and the image has a torn paper effect at the top and bottom edges.

**V.I.P.**