

SIGNS OF OUR LIVES

Hey! I'm Alex Hirsch of Signs of our Lives, and I'm so excited to have made it into your inbox! I specialize in on site personalization activations, bringing events to life in an engaging and meaningful way. Scroll through for examples of what I can do, who I've worked with, and how we can work together →

www.SignsOfOurLives.com

ALEX HIRSCH



ABOUT ME

I've been running my calligraphy business for about 8 years. It's been an amazing experience to connect with brands, large and small, to nurture and grow their communities through my art form!

I'm based in San Diego, but always down to travel around Southern California and beyond for your event needs.



www.signsofourlives.com

PREVIOUS & CLIENTS

I've worked with a variety of brands
in a range of industries including:

FOOD + BEVERAGE

SPORTS + ENTERTAINMENT

BEAUTY + WELLNESS

TRAVEL + CORPORATE

LUXURY + FASHION

NON-PROFIT + NETWORKING ORGS

MAKERS MARK - PERNOD RICARD - CASK X
JUNESHINE - SAPPORO - HEAVEN HILL - CUTWATER SPIRITS
JACK DANIELS - STONE BREWING - CONSTELLATION

LA DODGERS - ACTIVISION - LA MAGAZINE - AUDIBLE
LIVE NATION - SAN DIEGO PADRES - COMIC-CON

CLINIQUE - MAC - SOL DE JANEIRO - JO MALONE
RAW SUGAR - ONE SIZE - PHLUR - PERSONIFY

LEXUS - FCM - SAN DIEGO TRAVEL AUTHORITY
INTUIT - COMCAST - CITY CENTER SAN DIEGO

LOUIS VUITTON - PRADA - VERSACE - GUCCI - ANTHROPOLOGIE
D&G - NORDSTROM - GIVENCHY - CALIFORNIA STYLE WEEK

PLANNED PARENTHOOD - ACLU - GENEROUS PLATES
PARTYSLATE - FÊTE LOS ANGELES - CREATE & CULTIVATE

PERSONALIZATION SERVICES



ENGRAVING



HEAT FOILING



LETTERING +
CALLIGRAPHY



WOOD BURNING



HAND PAINTING

WHY PERSONALIZATION



Give your event attendees a gift they'll never forget -- something **custom**, something **exciting**, and something that'll get *people talking*.

Whether you're a brand searching for a way to **stand out** among the crowd, or a company looking to *appreciate* their clients in a unique way -- you can seriously never go wrong with having on site personalization at your event.



ENGRAVING

Engraving, done with a hand held rotary machine, is the most popular personalization option, as it lends itself to so many different surfaces. This includes glass, metal, and stone.

- GLASSWARE
- SPIRIT BOTTLES
- FRAGRANCE BOTTLES
- PET TAGS
- CUTLERY
- COSMETICS
- WATER BOTTLES
- CANDLES
- COMPACT MIRRORS

Foiling, also known as heat foiling or embossing, is done with a heat pen tool connected to a small machine and applied to gold, silver, or colored foil. It can be applied on leather, paper, or fabric items.

- LUGGAGE TAGS
- PASSPORT SLEEVES
- HATS
- KEYCHAINS
- HEADPHONE CASES
- NOTEBOOKS
- WALLET
- SUNGLASSES CASES
- RIBBONS



LETTERING & CALLIGRAPHY

Lettering, also known as “modern” calligraphy, is perfect for literally any surface you can think of! When in doubt, lettering is the answer to your personalization needs.

Calligraphy, or “pointed pen,” can also be done on a wide variety of surfaces beyond paper.



WOOD BURNING

Wood burning (or pyrography) is done with a special heat tool, with a pen attached to a small machine (that requires power). It works best on wood that is *untreated,* light-colored, fine-grained, and soft to medium-density woods; such as basswood, birch, poplar, maple, alder, bamboo, sycamore, etc.

- SPATULAS
- CUTTING BOARDS
- CHEESE BOARDS
- TRAYS
- COASTERS
- BOXES (CIGAR, JEWELRY)
- PAPER FANS (THE SKELETON PART)
- KEYCHAINS
- OYSTER SHUCKERS

LEATHER TAG PERSONALIZATION OPTIONS

——— see the difference



✦ *Hand Lettered*

- + ~50/hour
- + Paint Marker
- + Many colors available
- + No power required
- + Minimal drying time required (1-2 minutes)



✦ *Heat Foiled*

- + ~45/hr
- + Foil & heat pen tool
- + Gold and silver options available; all other colors must be requested
- + Access to power source required
- + Does not require drying time



✦ *Hand Painted*

- + ~5/hr
- + Brushes & fabric or leather paint
- + All colors available
- + No power required
- + Requires drying time (up to 10 minutes)



✦ *Debossed*

- + ~50/hr
- + Heat pen tool
- + No fill or foil required / neutral
- + Access to power source required
- + Does not require drying time

V.I.P. *S*ERVICE OFFERINGS

For *SELECT* events, I also offer:

+ HAND PAINTING

+ FLASH TATTOOS

These services require additional time, skill, and labor to create a thoughtful and worthwhile experience. Let's connect to see if they're a good fit for your event!



LEATHER - CANVAS - GLASS - VINYL



HAND PAINTING



Painting is done by hand with acrylic, leather, or fabric paint depending on the surface. It lends itself to leather (genuine or faux), suede, denim, canvas, glass, and vinyl surfaces.

- LUGGAGE TAGS
- HANDBAGS
- SUNGLASSES CASES
- FRAGRANCE BOTTLES
- ORNAMENTS
- CANDLES
- SHOES
- COWGIRL HATS
- & MORE



TINY TATTOOS

Badass clients, step to the front! If you're looking to offer something no one else is, and have a crowd of bold personalities and risk takers, tiny tattoos are the perfect experience to bring to your event!

I can design a "flash sheet" of illustrations custom to your event, and ensure a safe and exciting experience.

More examples of custom pieces & flash tattoo events on my tattoo account [here](#).

Let's chat to see if it would be a good fit!



CURRENT RATES

ON SITE PERSONALIZATION
STARTS AT \$1250*

DEPENDING ON THE SERVICE YOU
SELECT, THE AMOUNT OF ITEMS BEING
PERSONALIZED, AND AMOUNT OF
HOURS WE HAVE, PRICING MAY VARY

*UP TO 3 HOURS

*ITEMS MUST BE PROVIDED BY CLIENT

*TRAVEL FEES APPLY FOR EVENTS
BEYOND THE SAN DIEGO AREA

WORKSPACE REQ'S

MY OVERALL SET UP IS MINIMAL, AS MY ENGRAVING AND FOILING MACHINES ARE SMALL AND PORTABLE

IN ORDER FOR US TO HAVE THE BEST EVENT POSSIBLE, I REQUIRE THE FOLLOWING:

- + TABLE
- + CHAIR
- + ACCESS TO POWER IS NEEDED FOR FOILING & WOOD BURNING EVENTS

NOT REQUIRED, BUT RECOMMENDED:

- + ADDITIONAL TABLE, SHELVING, OR BINS FOR DISPLAY / PICK UP AREA
- + ADDITIONAL LIGHTING
- + ADDITIONAL SIGNAGE





LARGE EVENTS

FOR EVENTS WITH HIGHER GUEST COUNTS, I CAN BRING A TEAM OF PROFESSIONAL AND TALENTED ARTISTS WITH ME!

**50-150
GUESTS**

**150-275
GUESTS**

**OVER 275
GUESTS**

1 ARTIST
RECOMMENDED

2 ARTISTS
RECOMMENDED

3+ ARTISTS
RECOMMENDED

*BASED ON 3 HOURS

*DEPENDING ON THE SERVICE YOU SELECT, THE AMOUNT OF ITEMS BEING PERSONALIZED, AND AMOUNT OF HOURS WE HAVE, THE AMOUNT OF ARTISTS REQUIRED WILL VARY

*HIRING AN EVENT ASSISTANT IS ALWAYS ENCOURAGED (WHICH I CAN BRING AS WELL!)



LOAD IN & LOAD OUT

MY SET UP IS MINIMAL. I TYPICALLY REQUIRE UNDER 10 MINUTES TO UNPACK MY MATERIALS & BE FULLY READY FOR THE EVENT, UNLESS OTHERWISE REQUESTED OR SPECIFIED; ARRIVAL CAN BE ANTICIPATED 15-30 MINUTES PRIOR TO THE EVENT START TIME

SOURCING ITEMS

ITEMS MUST BE PROVIDED BY CLIENT. HOWEVER I'M HAPPY TO PROVIDE ASSISTANCE, CONSULTATION, OR RECOMMENDATIONS WHEN SOURCING ITEMS FOR YOUR EVENTS!



LET'S CONNECT

QUESTIONS? I can answer those!
IDEAS? I have so many!
PROCESS? It all starts with an email!

[Email](#)

[Website](#)

[LinkedIn](#)

[Instagram](#)



WAIT, THERE'S MORE



BONUS: BECAUSE I'M A JILL OF ALL TRADES, I ALSO OFFER LIVE (OR PRE-EVENT) LETTERING OR PAINTING ON PAVEMENT, GLASS, MIRRORS, WINDOWS + WALLS! IF YOU OR SOMEONE YOU KNOW IS IN NEED OF A MURAL OR SIGNAGE FOR THEIR BUSINESS OR EVENT ACTIVATION, PLEASE REACH OUT!

