

CAPABILITIES + SERVICES

CREATE AN UNFORGETTABLE SCENE

Indie-Life Events is a support services agency providing agile and dependable event solutions. Specializing in curation, production, talent and management we pride ourselves on a deeply holistic approach and our powerful network of local creatives and service providers.

With a focus on strategy and ecosystem, we can consult, curate, produce, staff, manage, brand and promote for a diverse array of projects.



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SERVICES



STAFFING

We've Helped Countless Local And National Brands Manage Crowds, Exceed Promotional Targets And Reach New Markets.



TALENT

With 20 Years Experience Booking Local And National Artists, We're The Friend You Want Holding The Aux Cord.



PLANNING

We're Right There With You Curating Every Element. We Provide Strategy-Driven Concepts, Themes And Programming.



PRODUCTION

Consider The Logistics Handled. Start-To-Finish Support From A/V To Transportation For Your Biggest Blow-Outs Or Most Intimate Events.



WAWA WELCOME AMERICA x AFRICAN AMERICAN MUSEUM IN PHILADELPHIA

FREEDOM & LIBERTY FESTIVAL: JUNETEENTH BLOCK PARTY

*Curation. Planning. Logistics. Talent Booking.
Brand Design. Production. Management. Staffing.*

The African American Museum of Philadelphia enlisted Indie-Life to produce “Freedom – Liberty”, the Juneteenth commemoration of Wawa Welcome America, the nation’s largest July 4th festival and one of the most renowned free festivals in the country. Festival patrons enjoyed a concert headlined by international rap star Talib Kweli plus dozens of free activities such as live painting, line dancing, free entry into the museum. The event, covered by NBC10, hosted nearly 10,000 attendees.

Indie-Life was put in charge of every facet of the festival from logistics to security to programming to PR, management. The festival enjoyed an almost 5000% boost in attendance over the first year and set the tone for the following years.



PHILADELPHIA ASSOC. of COMMUNITY DEVELOPMENT CORPS.

FORWARD EQUITABLE DEVELOPMENT 2-DAY CONFERENCE @THE MANN CENTER

*Production. Staffing. Branding Design. Programming.
Talent Booking. Social Media Management.*

We had the privilege of producing the 7th annual conference - PACDC's first in-person event since 2019, connecting community development practitioners, city agencies and allied organizations to learn about urban planning, mission-driven financing, as well as participating in trauma-informed workshops. Guests enjoyed a keynote by **adrienne maree brown** and day-long charrette led by **Urban Land Institute**.

Indie-Life was applauded by both PACDC staff and conference attendees for an exceptionally smooth execution and a tremendously joyous experience. Throughout the two-day event, attendees shared that it was the most restorative conference experience they ever encountered.



"Indie Life: thank you very much for your flexibility, patience, creativity and partnership! I have truly valued our time working together and know that this event was very special thanks to your expertise, care, connections and sense of fun."
— **Deb Bentzel, Programs & Member Services Coordinator**



INDIE•LIFE

PORTFOLIO > PERFORMING & VISUAL ARTISTS





COMCAST

3-CITY EXECUTIVE FAMILY RETREAT

*Talent Booking. Audio Production.
Logistical Support.*

The telecommunications giant rewarded their executives with family retreats and tasked Athena Global Advisors to produce **three private activations in Philadelphia, PA; Sunnyvale, CA; and Marietta, GA.** Athena called on us to white-label our talent and production services to help them pull off the simultaneous pool parties.

Coordinating everything from our Philly base, we co-produced and, according to Athena, executed **"three exceptionally smooth events."** Indie-Life set the tone for a memorable getaway for Comcast's top executives and their families with music selections for an all-ages crowd, keeping the vibe fun, hip, and family-friendly.





TGIFRIDAYS

HAMILTON RIB DEAL RAP BATTLE @ SPRUCE ST. HARBOR PARK

Location Scouting. Vendor Management. Talent Booking.

Chicago-based marketing agency Legacy MP contracted Indie-Life Events to coordinate logistics and source local talent for the Philadelphia leg of their TGIFriday's national campaign for its \$10 rib deal. The campaign drew inspiration from the face on a \$10 bill and the immensely popular Broadway show Hamilton, and included rap battles held in 20 cities around the country.

Contestants all freestyle rapped about the brand, the food, the president and anything else related to the theme. The host dressed in full Alexander Hamilton costume and there was a Twitter (X) vending machine that rewarded tweeters with free giveaways for tweeting about the event.



"I can't thank you enough for everything. The event came off without a hitch and the client is very happy! The performers kept it clean and it was a ton of fun!" — Alexandra Ricchi, Account Director, Legacy Marketing



CARLSBERG USA

HYGGE LIFE CAMPAIGN

*Branding. Experiential Programming.
Staffing.*

When the world's oldest beer company, Denmark's Carlsberg beer company set out to reintroduce itself to the Philadelphia market, Indie-Life was right by their side to deliver their products to a new audience.

Our "Hygge Life" campaign was a perfect match for Carlsberg's approachable brews. By combining emergent trends with Carlsberg's brand values embodying togetherness and coziness, we developed a full-scale market-penetration program that featured a series of off-site lifestyle events and on-site sampling activations. To drive online engagement we designed a special Hygge Life Kit sweepstakes for free product and giveaways.

Developing these touchpoints were used to collect key information and photos, which allowed us to deliver insightful sales and market data promptly to the client.

Indie-Life also designed the client's promotional footprint, including signage, promotional items, ads, and new Spring and Winter brand rep uniforms.



SUSTAINABLE BUSINESS NETWORK

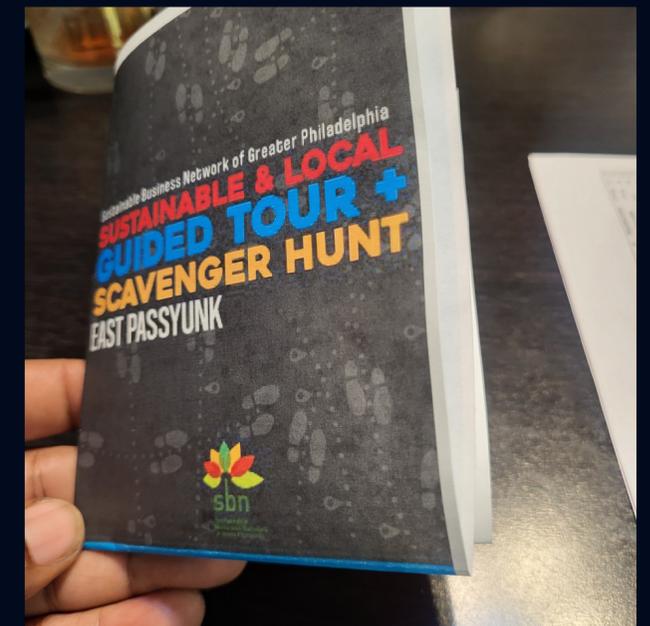
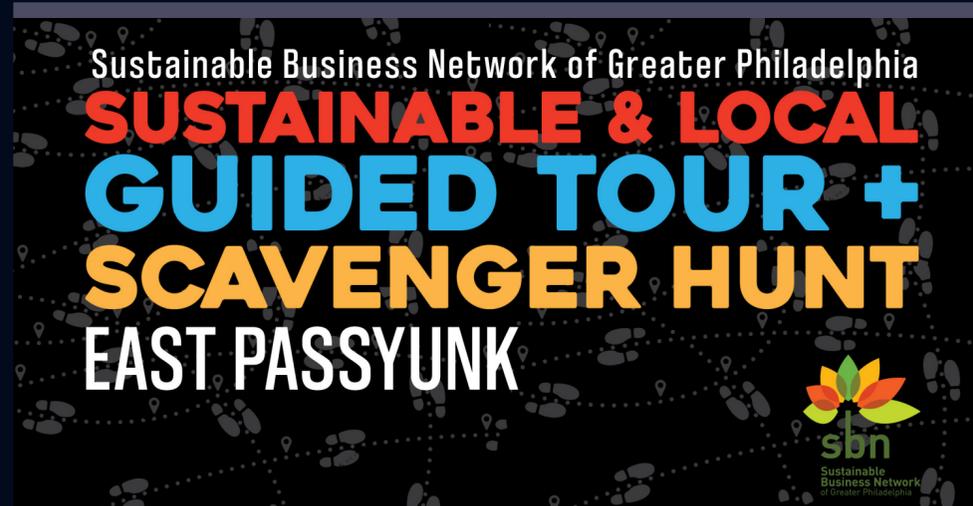
SUSTAINABLE & LOCAL TOUR + SCAVENGER HUNT: EAST PASSYUNK

Fundraising Strategy. Planning & Logistics. Brand Design. Social Media Management. Production. Staffing.

SBN's new Executive Director, Devi Ramkissoon, engaged the Indie-Life team to develop a fundraising event strategy to match their newly implemented membership pricing and rebrand. Their existing annual formal benefit was disconnected and inaccessible, not to mention operating at a loss.

Indie-Life developed quarterly lifestyle events that would streamline production for their small team, be less expensive, while still allowing them to reach their annual goals. Phase 2 was to then co-produce a couple of the launches.

Working closely with the SBN team we launched two fundraisers: A "Farm to Fork" dinner collaboration with James Beard nominated chef, Randy Rucker and a local farm; and "Sustainable & Local" a guided tour and scavenger hunt series in East Passyunk. Both benefits were designed to demystify and create positive associations with everyday sustainability, as well as connect guests directly to their local eco-friendly purveyors for values-driven shopping experiences.







PENN'S LANDING x SPRUCE ST. HARBOR PARK

WELCOMING THE WORLD TO PHILLY'S WATERFRONT

*Event Staffing. Guerrilla Marketing.
Market Research. Merchandising.*

For over a decade, Indie-Life has been a trusted partner to the Delaware River Waterfront Corporation (DRWC), stewards of Philly's eastern river.

We have provided essential event and promotional staff that support their onsite operations and public engagement efforts, including the redevelopment of such **award-winning sites** as **Race Street Pier**, **Summerfest/ Winterfest**, and **Spruce Street Harbor Park**.

Our professional, friendly brand ambassadors help thousands of visitors navigate the maze of spaces, activities, stay informed and safe, and **encourage guests to stay longer and visit more frequently**. We also conduct public opinion and economic impact surveys, which inform DRWC expansion plans.

Our field marketing efforts provide inclusive outreach that have introduced thousands of Philadelphians in **diverse and untapped markets** to the waterfront amenities.

Indie-Life also designed and sold the very first line of branded merch, including a collaboration with Yards Brewing Company.

Delaware River
WATERFRONT
Corporation



TIMBERLAND

PHILADELPHIA STORE LAUNCH

Guerilla Marketing. Street Teams. Event Staff.

To get the word out about the **first Timberland store in Philadelphia** store on Rittenhouse Square, Philadelphia Indie-Life promotional staff hit the streets with Twitter prop signs promoting the hashtag #tblphilly generating tons of social media activity.

The night before the launch we put more boots on the ground with stencils and chalk paint, creating ground-level (non-permanent!) Timberland logos and boot-prints to announce the big event. Our midnight adventure paid off: pedestrians on their way to work that morning ****took pictures of the mysterious boot prints and posted them on social media****, drumming up grassroots interest in the new store.

The turnout was even better than the event planners, **Vlahos PR** had hoped for. On the night in question Indie-Life was on hand to hand to hand out giveaways, promote with our Twitter prop sign leading to still more consumer-generated online publicity.



Timberland

"I just wanted to say great work! You and your team did an amazing job. Honestly, it's been the one thing with this project that I didn't have to worry about. You stepped in at the last minute and made things happen without skipping a beat. I really appreciate everything you did."

— Matt Vlahos, Owner, Vlahos PR

TESTIMONIALS



VIKKI TOBAK

Journalist / TV Producer
Complex / Bloomberg

“Indie Life was amazing and professional. We were working on a tight deadline to produce an interview with a major recording artist and the team at Indie-Life was super responsive and helped us make it happen. They worked out all the details with us ahead of time to make the shoot a success. Thank you!!”



ANDY VELASQUEZ

Lead Vocalist / Keys
Crown The Empire

“Finally making the transition as a band to be able to have a professional crew has been a game changer. Indie-Life made it super easy.”



KOU DOLO

Communications and Events Manager
African Cultural Alliance of North America (ACANA)

“I wanted to touch base with you and express a long overdue THANK YOU! for the incredible work you did during our project. The expertise and professionalism demonstrated by you and your team were truly unmatched. We have full confidence that it will exceed our expectations. Once again, thank you for your exceptional efforts and dedication to our project. We are grateful to have had the opportunity to collaborate with such a talented team.”



ABOUT INDIE-LIFE

RASHEED "RAFIK" ABDELLAH

FOUNDER. CREATIVE + EVENT DIRECTOR

Rasheed is the commensurate "indie-lifer." The varied experiences of his nearly three-decade spanning career has culminated in the 2014 launch of Indie-Life, an all-in-one media and events agency and community space in West Philly.

As an event director he has organized activations of all sizes from live music showcases and arts gatherings to curating and producing large-scale conferences and festivals like the Ben Franklin Parkway Centennial and WaWa Welcome to America Juneteenth Block Party.

As a creative director Rasheed provides brand strategy and full service media production developing gorgeous, effective multimedia content and impactful storytelling videos for the City of Philadelphia, the Philadelphia Association of Community Development Corporations, among other bands and brands.

For the last decade, Rasheed continued his dedication to fostering relationships with indie creatives, artists and solopreneurs, going beyond big box talent warehouses working more closely together. This unique approach allows Indie-Life to deliver a superior experience to clients and an equitable, sustainable experience for creatives and other independent workforces.

AFFILIATIONS + ACCOLADES

- President | **Baltimore Avenue Business Association**
- Awarded | **Creative Economy Citizens Award 2024**
- CTE Student Advisor | **Audenried + Dobbins High Schools**
- Youth in Arts Cmte Chair | **Phila Arts + Culture Task Force**
- Winner | **Best Philly Branding Agency 2019**



City of Philadelphia
Creative Economy Citizens Award

Indie Life Media

In recognition of your organization's exemplar support and commitment to the Creative Community and the City of Philadelphia

CREATIVE ADVISORY BOARD



RASHEED "RAFIK" ABDELLAH

FOUNDER / CURATOR /
PRODUCER



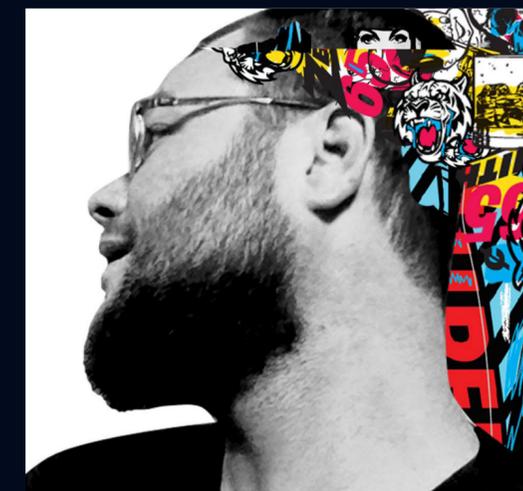
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VISUAL COMMUNICATION
STRATEGIST



RASHID ZAKAT

VIDEO ARTIST



JOSHUA RUGGERI

PAINTER / GRAPHIC DESIGNER



ANTHONY HOWARD

DIGITAL ART DIRECTOR / ANIMATOR
DESIGNER / ILLUSTRATOR



WREN RENE

VISUAL COMMUNICATION
STRATEGIST



COURTNEY ABUD

CREATIVE DIRECTOR
COPYWRITER / CONTENT STRATEGIST



ANDREA LEONHARDT

COMMUNICATION DIRECTOR/
COPY EDITOR

LET US HELP YOU CREATE AN UNFORGETTABLE SCENE

EVENTS | MEDIA | STUDIO

Also see our multimedia portfolio at [Indie-Life Media](#)

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