

the “KING” is HERE

San Diego’s “bar mitzvah king” keeps the party going



personalized. Not that we can’t improvise or be spontaneous, but when magical moments happen on the dance floor, it’s because the deejay made it happen that way.”

Sands offers packages to fit clients’ needs, but a basic package includes Sands, one assistant, two dancers, lighting, prizes for the games and contests and confetti during the horah. As the crowd gets larger, so do the packages. A video screen and party props are the next level, and are typically for a crowd bigger than 150 people.

“We have live camera feeds where the guests can see themselves above the deejay booth on the video screen. It’s a huge component, and everyone wants to see video at the party. Especially if the family is already planning a video montage, we can use the video screen the whole night rather than for just one part of the event,” Sands says.

But for Sands, throwing a great party isn’t about doing the same things repeatedly.

“We try to personalize and customize the party to the crowd, where the games we play are about the family, and the bar mitzvah boy [or bat mitzvah girl] gets to be the judge,” Sands says.

It’s no wonder Sands has earned the nickname the “bar mitzvah king” in the last few years, either.

“I understand the Jewish psychology, the crowd psychology, Jewish humor and Jewish music, which a lot of non-Jewish deejays don’t, and I’m able to make a party feel more Jewish in that way,” Sands says. ☆

Local deejay and self-proclaimed “bar mitzvah king” Eric Sands knows his way around a simcha. As one of the most prominent deejays and emcees on the b’nai mitzvah circuit in San Diego, his group, Sundance Productions, performs at up to 50 parties each year.

“I love the whole feeling of a bar mitzvah,” says Sands, who has been deejaying since his college days as an engineering student in New York. “In the late 80s, I gave up on engineering and started deejaying full time, and I made a conscious decision to focus on bar and bat mitzvahs since I am Jewish and I feel a strong connection to the culture and the people.”

Sands and his brother became bar mitzvah in Israel in the late 70s and had a small reception upon returning to New York, but he says it was nothing like the

parties he sees today, or even in the early 90s.

“When I was bar mitzvahed, people wanted to just go to a party and dance and that was enough,” Sands says. “In the late 80s and 90s, it wasn’t enough anymore. Guests wanted to participate in the party, see the lights and do the games and the contests. Today, it’s not even enough to participate in the party — the guests actually want to be the party.”

Sands brings his own brand of enthusiasm to events today. As the emcee for the party, he encourages participation from all guests in the form of personalized trivia games and dance routines led by his team of dancers.

“Everyone can go in and play music, but I really believe that beautiful parties don’t happen by accident; they are planned that way,” Sands says of his approach. “It’s the things you do with a crowd that make it

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