

SEQUOIA

P R O D U C T I O N S

ABOUT SEQUOIA PRODUCTIONS

Cheryl Cecchetto, Founder and President

Gary Levitt, Executive Vice President

Sequoia Productions is honored to produce the Oscars® Governors Ball for the 32nd consecutive year.

Sequoia Productions has stood at the apex of the Special Events industry in Los Angeles ever since large scale parties and business functions first ventured beyond the confines of hotel ballrooms in the late 1980s. “We were there before the special event industry existed,” quips Cheryl Cecchetto, Founder and President of Sequoia. “We had to invent everything as we went along. It was all new.” What began as “off-premise catering” has evolved into a dynamic industry that is décor and entertainment driven and features top-flight cuisine by world-class chefs. And that’s just the beginning.

“The core of our business is our valued, repeat clients,” says Cecchetto, “and with that loyalty comes huge responsibility.” The Oscars Governors Ball, the Academy’s official Oscars “after party,” immediately follows the Oscars telecast and boasts a guest list of the most iconic names in Hollywood, both in front of and behind the camera. “The Academy’s guests are some of the most creatively successful people in the world, living in the Entertainment Capital of the World, after all; they must never be allowed to believe that they have seen it all.”

“We have to be on our toes all the time, raising the bar,” says Cecchetto. She and Sequoia Productions Executive Vice President Gary Levitt have built an unrivaled brand based first and foremost on their commitment to service in all aspects, as well as a keen interest in cutting-edge trends in theme, design, materials, technology, and especially originality. “In 30-plus years, the event industry has never stopped evolving,” says Cecchetto. “To be at the forefront, we have to reset the bar constantly. Our mantra: to vigilantly re-imagine, re-invigorate and re-invent ourselves and our work to stay ahead of the curve.”

Increasingly, many industry events are as much an investment for clients as they are celebrations, with significant business taking place somewhere between the appetizers and the parting gift. Relentless evolution in event world has brought emerging technologies and materials, real-time publicity from social media influencers, and the advent of corporate sponsorship as a vital component of large events. Over time, Sequoia Productions has assumed a leading role in the broader aspects of event production including everything from transportation to security, from talent procurement to green initiatives. “We’ve come a long way since table cloths and flowers in 1989!,” says Cecchetto.

The Sequoia Productions team has also coordinated and produced the coveted Primetime Emmys® Governors Ball and Emmys Creative Arts Balls for 22 consecutive years, and helmed Australia’s elite G’DAY USA Gala for 17 years, among many other prestigious events of all scopes and sizes.

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