

MEDIA KIT

2026



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:30 PROMO

DJ
EVENT PRODUCER
X-FACTOR

V L A D

“DJ Vlad is a **master performer**

that commands the crowd's attention and added high-energy with an emotionally nuanced performance to Atlanta's biggest New Years celebration. His ability to incorporate music from different genres and around the world is **second to none!**”

- Jonathan Colon
Festival Organizer & Promoter
NY Electric, Multi-state New Years Festival

GENRES

- EDM
- Pop
- Afro-Cuban
- Moombahton
- Afropop
- Miami House
- Rave
- Hip Hop

MEDIA STATS

@djbadvlad



2.3k



1.1k



1.7k

djbadvlad.com

“DJ Vlad's energy is **contagious**

Vlad is creative collaborator, who listens to the needs of his clients. He was professional from beginning to end and carried the show with his charisma and **creative music sets.**”

- Hugo Reaigol
Festival Organizer & Promoter
Fest@Grille 15k attendance

ABOUT

With a career spanning 25+ years, Vlad is a career DJ, musician, event producer, performer, talent cultivator and visual artist. DJ Vlad spends his time in the music bin seeking out international talent and hits that “move” audiences—whichever continent his performances take him to.

Vlad's performances transcend language, nationality and borders by creating *universal emotion* that engages festival-goers – sonically, visually, and energetically.

Vlad's shows incorporate music from top-40 artists as well as undiscovered, emerging artists – merging sounds from house, afropop, Afro-Cuban, pop, and rave music – with a layer of live re-mixing and fresh sounds -- all weaved into a musical journey that leaves event and festival-goers planning “next year.”

Originally from Soviet Kiev, Vlad performs in his native Russian and English with accents in Spanish, Hebrew, Arabic, and French– his international approach helps him connect with crowds from anywhere on the globe.

As a performer, Vlad is equally adept behind the decks as much as a front-stage emcee – energizing audiences with his baritone voice and his tsunami of hype.

Festival and event producers appreciate Vlad's understanding “the business” -- event production, promotion, and the life-time-value of concertgoers.

Vlad has appeared on the radio as well as television and has directed film and branded content productions. He has served as a creative director and entrusted by some of the world's most iconic brands, media companies, and advertising agencies – helping them deliver on their brand promise. His client roster includes: Publicis Groupe, Porsche, CNN Collection, HERS Magazine, and BBB to name a few.

As an entrepreneur, Vlad recruits and manages the hottest event talent and produces private events on the Eastern seaboard (U.S. & Canada) through the PARTYEXPRESS entertainment agency. He also owns a brand advertising agency “Kaprikorn Co.”



MEDIA GALLERY

BRAND ASSETS



VLAD



DJ BAD VLAD

Real Name: Vlad Gorenshteyn
Aliases: DJ Vlad, VLAD, DJ Bad Vlad
Category: Club, Festival, Private
Birthplace: Soviet Kiev Ukraine
Languages: Rus. & Eng. (native), Sp. & Fr. (basic)

BOOKING

 Liv Ti (spanish, english, french, russian)

 305-306-7762 (voice or text)

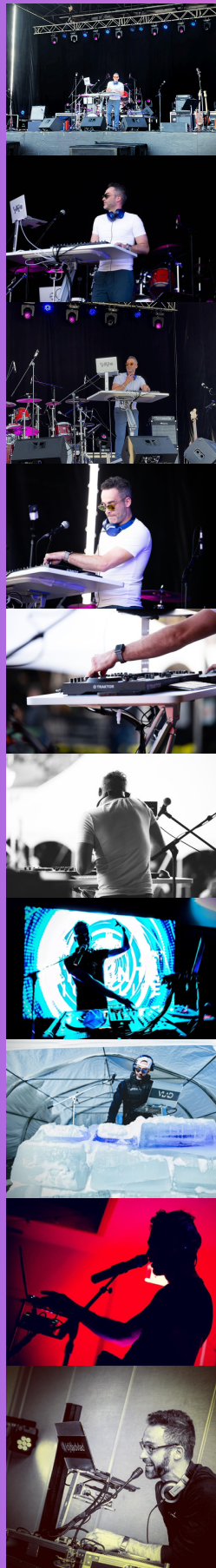
 book@djbadvlad.com

 MIA <> ATL <> MTL

RIDER

- all sound and lighting equipment provided and operated by promoter at VLAD's discretion
- 6 foot table, clothed black w/at least 5 feet depth of stage
- for outdoor events: ventilation fan or space heater (to be agreed upon in advance)
- stereo female XLR leads x 2
- stereo balanced 1/4" male leads + stereo stage monitor (15' driver or larger)
- 1 wired microphone w/XLR 15' cord and 1 wireless microphone w/extra batteries
- 15 x 120v, grounded, uninterrupted power outlets (North American spec)
- 5 bottles Fiji spring water (or equivalent) + 2 lbs toasted almonds + 5 bottles blue gatorade
- one warm meal for every 4 hours of performance served prior to performance
- 1 HOUR UNINTERRUPTED SOUND / LIGHT CHECK at least 2 hours prior to performance
- STAGE ABSOLUTELY CLEAR DURING VLAD's PERFORMANCE: no breakdown or setup

EVENT



LIFESTYLE

