



## Newsflash

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# The Outer Belt

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June 1 at 5:15pm

 Facebook social plugin

## Our Town's British Partymeister



Written by [Jeff Glasser](#)

Thursday, 21 April 2011 21:17

If, on some Saturday night, you see midget wrestlers escorting body-painted dancers through the door, or 9-foot-tall aliens coming at you with a freeze ray, or girls twirling Hula-Hoops of fire, or 'Candyland' characters coming to life, you're either having a '60s flashback or you're at one of 'his' parties...those parties being the famed Charity After-Bash MEGA-Party, held on Saturday night during the Arnold weekend.



Or as he calls it, 'pahr-tee'. His British accent notwithstanding, the only person in this part of the world capable of bringing an acid trip to life is one, Jason Dhir.

This Jason Dhir person is an exercise in shattered stereotypes. The look is Eastern Indian; but strike up a conversation with him and you'll get an earful of West Midlands mixed with Cockney. To assume he's just another dry Englishman would be even farther off the mark.

The fact is, he's a walking contradiction.

Dhir was born in the tiny town of Coventry, England. (Yes, the Coventry of Lady Godiva fame—which should have been the cloudy image in the crystal ball.) He describes himself as being extremely shy as a child; his early years were spent at a very strict, conservative private school where they wore uniforms and sang hymns every day. (He adds that his teachers would probably be rolling over in their graves to see what he's doing now!) His family moved to the United States about eighteen years ago.

One of the benchmarks in his life came at age 9: his grandmother was ill with Multiple Sclerosis and other serious health issues and not being cured by conventional medicine. He wanted to help her so he began studying nutrition, and knew he had found his calling in life. By the time he graduated from high school, he had an excellent background and working knowledge; he began giving talks and writing papers on the subject. He went to work for several well-known nutrition-supplement companies, and moved into sales when he was only a year out of high school. Dhir says that at this time, he was a 'geek' who hung out with 'lab rats'.

The next milestone came when he was 19. He opened up a store, "Nutrition Forum," while he was still working for another company. He began entertaining clients and associates in the sports-nutrition industry by holding small get-togethers at restaurants. It started with groups of three or four but before long grew to 80-100 people, and this is when the ball started rolling. Eventually, he rented a small room in a club.

## From Humble Beginnings...

It was with these pedestrian gatherings that he 'fell into' what became world-class bashes. The two entities he holds responsible for this are his father and the public. Dad was a people-watcher and felt that attendees treated these things as 'too routine'. In response, Dhir would do something out of the ordinary such as make an entrance by jumping out of a box. He thought it was 'silly' but the people liked it. What started as out as 'making an entrance' turned into an 'elaborate entrance' and then became a 'theatrical entrance'. The popularity went 'viral online'. Soon, he met production people who had the capability to do the elaborate and structured shows he had always envisioned, and Dhir ended up doing things he could only dream of.

The years 2001-2003 were a pivotal period of evolution and growth. Dhir wanted to unionize the sports-nutrition industry in the face of legislation that proposed banning some of their products. He also knew he would need a bigger room for his events, and he wanted to do something positive for charities. All the companies were in town during the Arnold Classic, so the time was right: the inaugural Charity After-Bash was held in 2004.

The rest, as they say, is history.

Although his unionization plan didn't gel, Dhir's parties were an occasion for the companies to put aside their differences and bickering for one night, if nothing else. On the parties, in general, he says,

"For that one night of the year, I'm the luckiest guy in the world. I get to throw a party...a giant event, where I get to live a dream. I get to design and create the most amazing shows and work with the most amazing people. And I get to look around and see people from any and all walks of life, wouldn't matter who they are, where they come from, or anything, all celebrating a party in one massive venue. And every sort of company drops all the red tape and everybody just has a good time."



Soon, he started getting calls from other clubs to put on an event. Energy drink sponsors and liquor companies were calling him to be the exclusive vodka, or to be in their ads and endorse their products, etc. At the peak, he was doing 38-40 parties per year, in diverse places such as Las Vegas, Dallas, and Kentucky (to name a few).

Perhaps it's the symbiotic relationship of the ambiance and the patrons that make a Jason Dhir party so unique (read that, 'wild'). Bodybuilders and fitness athletes are among the most disciplined individuals outside the military, but when they've finished competing they're ready to blow off steam—and plenty of it. This mindset, combined with the semi-mythical 'beautiful people' (read that, the booth girls of the expo), turn an otherwise ordinary nightclub in middle America into a London rave. And paying homage to his homeland, there will always be a glittered Union Jack on display.

## The Purpose Behind the Fun

In the eight years he's been doing the Charity After-Bash, Dhir has raised tens of thousands of dollars for national charities. At various times throughout the evening, he'll walk out on stage, accompanied by marquee guests, and present a 6-foot cardboard display-check to organizations such as the Make-A-Wish Foundation, Ronald McDonald House, National Multiple Sclerosis, Diabetes, and Leukemia charities.

However, not all charities are on-board. Dhir acknowledges that his parties are 'out there', and this—along with the fact that the money raised is connected to alcohol—can be a point of contention. In response, he says, "It's not always (the type of) a wine & cheese affair that most charities like. The easy way out's to do a wine & cheese affair but the truth of the matter is, my money's as good as theirs."

To say that they're simply 'out there' is an understatement. Over the years, patrons have been treated to aerial dancers in a 30-foot Hyper-Dome, Live chainsaw ice carvings, a woman singing opera while a masked man plays violin, a Benny Hill-type movie (which most of the partygoers were too young to understand) starring you-know-who, and a laser light show with pyrotechnics straight out of the 4th Dimension.

How does Dhir come up with these off-the-wall ideas? He admits that even he doesn't know, saying, "I am just a big kid that never stops dreaming. As people get older they tend to stop creating and imagining with no boundaries like they did when they were kids. I made a commitment to keep my imagination alive and kicking with no fear nor reservation"

He tries to do things that he, as a consumer, would want to see: "...being greeted by somebody in a crazy original outfit, and then I'd want to watch an intelligent yet bizarre show—something really just mind-blowing—and then end the night with something fun, like midget cage match wrestling. And that just kind of rounds out the night nicely, where people can have a bit of a laugh, go home and hang their hat up."

Dhir sold Nutrition Forum a couple of years ago. He still consults with multiple sports nutrition companies, engages in international business, and does trade shows and events. His big project now is Moodpak, which he describes as "a one-of-a-kind fully functional supplement line based upon day to day functionality."

The parties, the business, etc., are all just a manifestation of Jason Dhir's unique personality. He sums it up in his philosophy of life:

"Live life with passion and never stop dreaming. Never forget who you are or where you came from. Live life to the fullest, with the most energy you can, and never ever give up."