

YOUR INNER CIRCLE BIRTHDAY PARTY SYSTEM



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You may feel sick to the stomach when you think about running a birthday party and we totally hear you! But if you're not running classes out of your studio on weekends or Sundays, then birthday parties are another great source of additional income. But they need to be done right.

"Your parties are representing your dance studio. Make sure you have documented procedures regarding how to interact with customers, how to set up the parties, basically have everything spelled out from the beginning to ensure that this extra 'product' represents your school positively, without the need for you to oversee daily." - Studio Growth Coach, Jane Grech.

Not to mention, birthday parties are a great opportunity for your ideal new students to be exposed to your space!

In this IC System you'll have full access to:

- Party booking form
- Theme ideas
- Supply checklist
- Games
- Invitations
- Referral cards and coloring pages for loot bags

PARTY PLANNING FOR SUCCESS

One option in setting up birthday parties may be for you to form a partnership with one or a few local parties companies and they can hire the space from you, to run the parties, clean up and leave. You simply receive a fee for the studio hire (check out our IC Hire System right here for everything you need)

Alternatively you can run the parties in house and have your teachers or a dedicated team member run the party - we love this outsourcing approach by Studio Growth Coach, Jane Grech:

"I advertised for a Party Co-coordinator and Party Hosts. It is the role of the party co-coordinator to respond to enquiry emails, organise paperwork including payments, set up and pack up parties, complete shopping for parties and manage the party hosts. The Party co-coordinator is also expected to attend the parties and liaise with our customers and lead the party host."

Whether you decide to run things in-house or go down the partnership route, it's important to ensure that every child who attends the party receives some information about your studio along with an exclusive offer for attending the party. You may give them a magnet or flyer or keyring. Think of something they and their parents will keep that encourages them to take action.

Another way to promote your parties is through group buying deals, or donating them as prizes at local events or schools. Sites like Groupon, Spreets and LivingSocial are a great place to promote your birthday parties.

Before you dive into investing in this great revenue stream, check out Jane's Pros And Cons below:

Pros

- Additional revenue - after just 15 months, Jane's parties had earned an extra gross 5 figure income per annum.
- Brings new people into your Centre that otherwise may not attend (ie guests of birthday child) and allows them to have a look at the Studio and experience your customer service.
- Student attraction opportunities
- Offer more hours to younger teaching team to supplement their income (*plus a great training platform for junior teachers who gain confidence interacting with young children and their parents which are skills easily transferred into the studio setting*)

Cons

- Limits your studio availability.
- Gives you another area to oversee. While you may not manage the day to day running of the parties, you are the Manager for the team involved, and if there are any concerns or problems, then you do need to address it.
- The parties require a certain amount of storage space.

PARTY BOOKING FORM

Contact name: _____

Contact number: _____

Home address: _____

Email address: _____

Birthday child's name: _____

Birthday age: _____

Alternate contact (Name and number): _____

Number of guests: _____ Age range of guests: _____

Party date and day: _____

Disclaimer

I have read, understood and agree to the birthday party terms and conditions of use and that I am over the age of 18. I understand that my party booking is not confirmed until the venue has provided written confirmation.

I understand that this package includes 1.5hrs of fun and activities. 30mins extra for catering.

I give permission for (Studio Name) to use photos and video footage from the party for promotional purposes

Name: _____

Signature: _____

Date: _____

TERMS AND CONDITIONS

- A minimum of 12 guests. Charges will still apply for the minimum if the numbers fall below 12
- A maximum of 20 guests.
- Parties are conducted on Saturdays and Sundays. Parties may be booked during holidays depending on availability of the facilities
- Final numbers must be received no later than 7 days prior to your confirmed party date. Changes to the final numbers may be permitted within the 7days, however, this will be subject to catering and available staff
- Payment in full must be received at the time of confirming party number
- Birthday parties are confirmed once the deposit and booking form have been submitted. Deposits are non-refundable and no refunds are given
- Appropriate Supervision is provided for the duration of your party
- A party room is provided for catering with a maximum of 30mins only.
- In the event of an evacuation, staff will follow the Centre's evacuation procedure and accompany all birthday party guests to the designated meeting point. Please be advised you are required to follow the direction of staff
- All guests under the age of 6 must be accompanied at all times by the attending adults. This includes moving through the activities with the party hosts. Failure to do so may result in the cancellation of your child's birthday party
- Birthday party hosts parents must stay with the party for the duration of the party
- All birthday party guests must abide by the Centre's terms and conditions of entry. Failure to comply may result in the cancelling of your child's birthday party and the removal from the Centre

Please submit completed form to confirm your party booking. Please note: a nonrefundable deposit of \$100 is required at the time of submitting your booking form

THEME IDEAS (GIRLS)

DISNEY PRINCESS PARTY

PANCAKES & PAJAMAS

GLAMPING PARTY

PAMPER PARTY

DONUTS & DAISIES

BALLERINA PARTY

FAIRY GARDEN PARTY

CAKE BOSS PARTY

PINKALICIOUS PARTY

KARAOKE

MERMAID PARTY

ICE CREAM PARTY

NUTCRACKER

JEWELLERY PARTY

THEME IDEAS (BOYS)

PANCAKES & PAJAMAS

KARAOKE

ICE CREAM PARTY

ROBOTS & ROCKETSHIPS

DINOSAUR PARTY

TOY STORY

SWEET SHOPPE

ELMO PARTY

CAMPING PARTY

DISCO

10 TIPS FOR YOUR PROFITABLE BIRTHDAY PARTIES

1. Ensure that your Party staff meet the same child safe standards as your teachers
2. Create an approved soundtrack for teachers / hosts to use
3. Spend time training staff on how to interact with guests (how to introduce themselves, presentation, and how to get more hesitant guests to interact)
4. Have a set up template so that teachers / hosts set up the parties to your standard (include instructions and photos)
5. Encourage a planned timetable for younger teachers / hosts to follow to ensure consistency between parties so that high levels of service are maintained
6. A basic website or online booking system is highly encouraged
7. If supplying food, you will need to check local regulations in regarding food handling regulations and also obtaining food allergy information
8. Create a survey to send to the parents of the birthday girl / boy post party to gain useful feedback on how to improve AND to gather testimonials which are great for marketing
9. Take a photo of each child (if a dance student) and post to your FB page or group
10. Use your dance studio database to market to current students at least 3 months prior to their birthday date.

[illegible]

This image shows a full page of white paper with ten horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and extend across the width of the page. There is no handwriting or other markings on the paper.

[illegible]

This image shows a full page of handwriting practice paper. It contains ten identical rows of horizontal guidelines. Each row is composed of three lines: a solid top line, a dashed middle line, and a solid bottom line. The rows are evenly spaced across the page, providing ample room for practicing letter formation and alignment. There is no text or other markings on the page.

[illegible]

INVITATION



YOU'RE INVITED... (YOUR LOGO HERE)

TO _____'S BIRTHDAY PARTY!

DATE: _____

TIME: _____

WHERE: _____

RSVP: _____

WE CAN'T WAIT TO SEE YOU THERE!
Your website and address here

YOU'RE INVITED... (YOUR LOGO HERE)

TO _____'S BIRTHDAY PARTY!

DATE: _____

TIME: _____

WHERE: _____

RSVP: _____

WE CAN'T WAIT TO SEE YOU THERE!
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TIME: _____

WHERE: _____

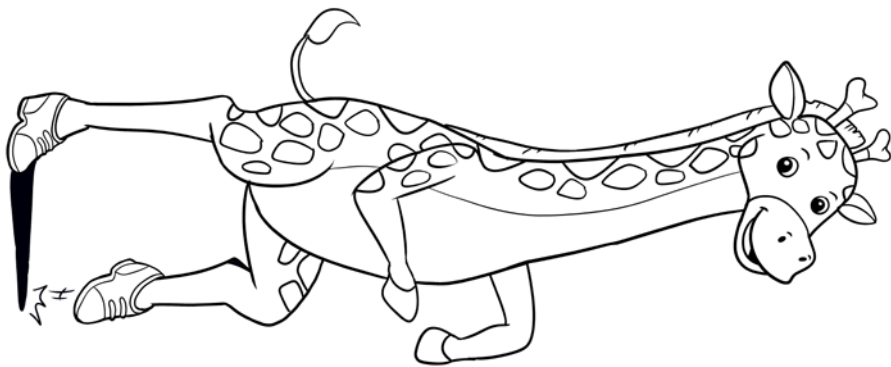
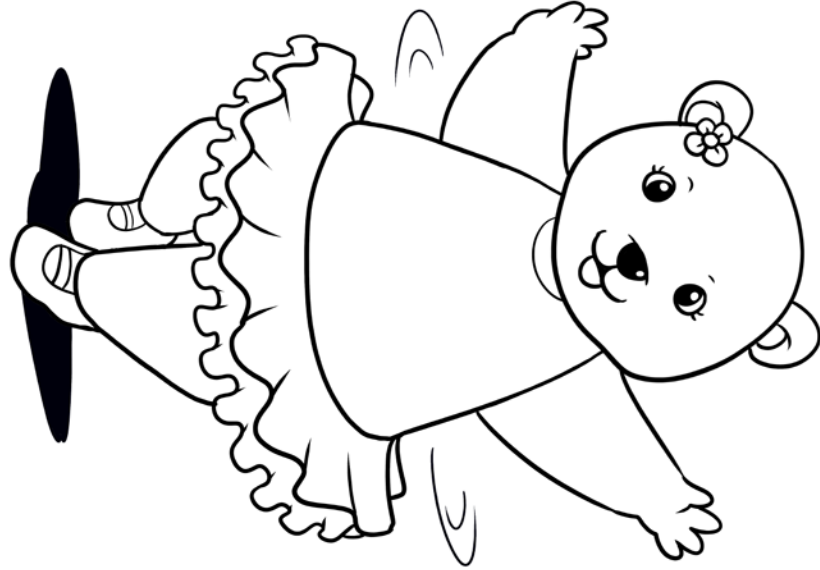
RSVP: _____

WE CAN'T WAIT TO SEE YOU THERE!
Your website and address here

REFERRAL CARDS



COLOURING PAGES



COLOURING PAGES



PARTY GAMES & ACTIVITIES

Musical Statues

Invite your guests to move around (dancing, hopping, skipping, running) while the music is playing and to freeze into a statue when the music stops.

They must remain like a statue until the music starts again, and guests who are spotted moving are 'out'. Repeat until there is a winner

Charades

Choose a player to start the game. The player thinks of a book title, a famous person's name, a

saying, a movie title or a song title to pantomime. The first guest to guess the book/name etc correctly wins a point or small prize

Duck Duck Goose

In this game, guests sit down in a circle facing each other. One person is "it" and walks around the circle. As they walk around, they tap people's heads and say whether they are a "duck" or a "goose".

Once someone is the goose they get up and try to chase "it" around the circle. The goal is to tap that person before they are able sit down in the goose's spot. If the goose is not able to do this, they become "it" for the next round and play continues.

Pass the parcel

Sit the children in a circle and give the multi-layered wrapped present to the birthday child. Start the music. The children pass the parcel around the circle to the child on their left as long as the music continues. When it stops, the child holding the parcel undoes one layer or wrapping (and, if you have included them, takes a treat).

Pin the tail on the donkey

Have the children line up in single file and blindfold the first child in the queue. Give them the donkey tail and gently spin them around three times. Point the blindfolded child towards a picture of a donkey, and ask them to place the tail on the donkey. Once every child has had a turn, the child with the donkey tail closest to the correct position wins a prize.

Don't forget a favorite for all ages – Supply Photo Booth props and take photos!