



GETTING STARTED



Paint With Santa Parties are very exciting. Santa comes and greets the children, does Story time with the children, has one on one time with each child and if you have An exceptionally skilled and big hearted Santa, paints with the children. The kids are wide eyed start to finish and parents are busy taking pictures constantly. You charge \$45+ per child and at most they paint a plate and maybe a cookie cutter ornament. Schedule 1-3 of these parties, depending on what you feel you can fill. They typically last about 1.5 hrs.

This is just a guide to introduce you to the concept. As you get started you'll tweak it to suit your ideas, customers and studio. HAVE FUN!

ABOUT



Around July you should be thinking of mapping out your holidays. Sit down and start plugging in everything you'd like to do, and see how it fits, and realistically what will work.

CONTACT & BOOK SANTA. Until he's booked, you cannot schedule your party dates. It's likely you'll need to work around HIS schedule, so you'll want to start here.

Fridays tend to attract moms with younger children, as school age children are still in school. Saturdays will attract a mix of ages including babies!

RSVP is vital because it will fill up and you need to keep the party at a manageable number so that it doesn't get chaotic.

SCHEDULING



Kids arrive, find a seat and begin an activity such as coloring, a wish list or ornament painting. Employees write each child's name on the table paper near that child so Santa 'magically' knows the child's name when he arrives and walks around to greet each of them.

Santa mingles until all kids have arrived and then you transition to story time. While the kids enjoy story time with Santa, employees bustle to get tables set up for hand prints.

PARTY



Santa can do individual hand prints with each child (be mindful of his coat) or if he's reluctant, you might have already gotten his prints on each plate and the kids add their own and embellish the rim with their parents. Be sure to provide instruction to parents so they know what's going on and what to expect and can guide their child accordingly.

A hand print is very fast so you'll need to anticipate filling the time either with crafts or a paint technique for the rim of the hand print plate.

It's nice if each child can get 2 or 3 minutes to sit on Santa's lap and tell him what they want for Christmas... and allow parents to get those special pictures.

PARTY



- ☐ Information & Banners posted on Website
 - ☐ Home Page, Holiday Promotions & Calendar Pages
- ☐ Table Toppers, Painted Samples & Posters In Store
- ☐ Employees ask every customer (in person and on the phone) *"Would you like to reserve a space at our Paint With Santa event?"* *This is very important!
- ☐ Weekly Posts in Facebook feed.
- ☐ Post a Facebook Event and boost it.
- ☐ 1-4 Email Blasts
 - ☐ Introduction can be part of a Holiday Overview email
 - ☐ 2nd Email should be dedicated
 - ☐ 3rd Email is a reminder, may be integrated into another
 - ☐ 4th Email should be dedicated last call, during the final week

ADVERTISING