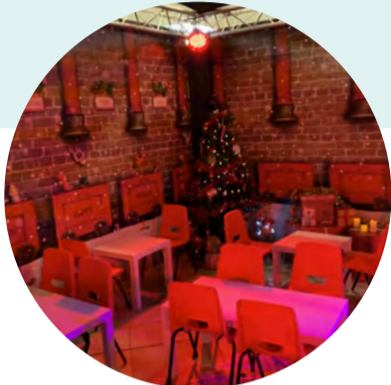


Elf Workshop



EVENT OVERVIEW

- Installation of standalone elf workshop
- Can be branded to 3 sides
- Entrance to the area is dressed with Christmas lights, trees and artificial snow
- Inside divided into 4 areas to support different activities
- Interaction with on-site elves
- Full PA / technical support
- Bookable slots for visits



BENEFITS

- Retained footfall, keeping customers on site for longer
- Family friendly activities
- Great opportunity for retailer involvement
- Can be branded to match Christmas lights and centre theming
- Bookable via your website
- SEN sessions can be provided

ADDITIONAL ACTIVITIES

- Make and take activities for children
- Different activity each week
- Christmas colouring wall
- Christmas wishing wall
- Elfie Selfie photo frame
- Loyalty cards for repeat visits
- Charity donations



COMMERCIALISATION OPPORTUNITIES

- Charity involvement, donations to supported charities for visits to the workshop
- Drive traffic to your website.
- Social media competitions
- Branded entrance, sides and shop window graphics
- Can be created in an empty unit to support rate relief



BRANDING

Full branding opportunities available



TAKE AWAYS

Free gifts and photos for all families to take away. Branded gifts and vouchers from stakeholders



AVAILABILITY

Available from mid-November until Christmas Eve.



REPORTING

Full breakdown of visitor numbers and engagements