

summer beach party



EVENT OVERVIEW

- Installation of themed beach environment inside enclosed event space.
- Creation of safe family play area to include sand-pits, Punch and Judy, balloon modelling, musicians and children's entertainers.
- Small stage for musicians and entertainers.
- Character Actors to interact with & welcome guests
- Branded photo backdrops / peep through boards
- Full Installation / removal
- PA / technical support
- Flexible event days - single day, consecutive weekends or short runs (i.e. 1 week).



BENEFITS

- Retained footfall, keeping customers on site for longer
- Family friendly activities
- Encourages families to stay while parents shop
- Community focused event

ADDITIONAL ACTIVITIES

- Community group involvement – local artists, musicians, entertainers etc.
- Food samples from retailers
- Ice cream workshop
- Smoothie / Non-alcoholic punch workshop
- Charity involvement / competitions (ie: Grand in the Sand)



COMMERCIALISATION OPPORTUNITIES



- Popcorn / Ice cream / Refreshment sales
- Photo booth with paid for printing on site
- Photo booth branding for centre or retailers
- Hot-tub 'try and buy' initiative with local supplier
- Free samples from retailers



BRANDING

Full branding opportunities available



TAKE AWAYS

Free gifts, samples and activities for all families to take away.

Vouchers from retailers



AVAILABILITY

Available all year round or tied in with seasonal activities.



REPORTING

Full breakdown of visitor numbers and engagements