



**BIRTHDAY
PARTY PROGRAM**

UPDATED: JANUARY 1ST, 2024



BIRTHDAY PARTY PROGRAM

The Promotion Champs Birthday Party Program is an indispensable resource for Family Entertainment Centers (FECs), providing a comprehensive suite of tools to effectively market their birthday party packages as the top choice in their area.

Through both print and digital marketing materials, FECs can showcase their unique offerings and highlight the unparalleled experience they provide for birthday celebrations. From captivating print advertisements and brochures to engaging social media campaigns and digital banners, the program empowers FECs to reach their target audience across multiple channels and elevate their brand presence.

Moreover, the Promotion Champs program offers invaluable guidance and expertise to FECs as they navigate the competitive landscape of birthday party entertainment. By leveraging data-driven insights and industry best practices, FECs can refine their offerings, optimize their marketing efforts, and ultimately drive increased bookings and revenue both online and offline. With a strategic blend of print and digital marketing materials, FECs can effectively communicate their value proposition, attract more customers, and solidify their reputation as the ultimate destination for unforgettable birthday celebrations in their community.



PACKAGES

**FINANCING
AVAILABLE**

Requires high resolution logo or vector logo, questionnaire answered, high quality images of the center space and attractions. Stock imagery is available as well. Video footage if available. Prices does not include printing or subscriptions.

STANDARD PACKAGE

- ▶ Birthday Party Rack Card with QR Code
- ▶ Birthday Party Poster and Flyer
- ▶ Birthday TV Slide (Horizontal & Vertical)
- ▶ Birth Party Business Card with QR Code
- ▶ Birthday Party Invitation Template
- ▶ Social Media Birthday Templates (4)
- ▶ Birthday Party Email Template
- ▶ QR code calls-to-action for contact
- ▶ Digital PDF and print files included

INVESTMENT: \$1,300.00

“Promotion Champs and I have worked together for years developing and optimizing the Birthday Party programs that I teach to my clients.”

Frank Price - Birthday University

ENHANCED PACKAGE

- ▶ Birthday Party Brochure
- ▶ Birthday Party Direct Mail
- ▶ Birthday Party Custom Video
- ▶ Birthday Party Landing Page
- ▶ Birthday Party Poster and Flyer
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INVESTMENT: \$1,999.00

- ▶ *Represents the differences in packages*

**ALL ITEMS LISTED OUT ON THE
LAST PAGE FOR INDIVIDUAL SALES**



Birthday Party Brochure

A trifold brochure for birthday parties at a family entertainment center is essential as it provides a visually appealing and informative overview of available packages, activities, and amenities. It serves as a convenient reference point for potential customers to understand the offerings and make informed decisions about booking their celebrations.

BROCHURE BENEFITS

- ▶ Photos and list of a center's attractions
- ▶ QR code calls-to-action for purchase or contact
- ▶ List, description, and pricing of party packages
- ▶ List of amenities
- ▶ Booking process description
- ▶ Booking call-to-action
- ▶ Options for add-ons or special offers
- ▶ Ways to contact and location
- ▶ Differentiates the center from competitors
- ▶ Utilizes engaging visuals and design

“Birthday party brochures are a MUST-HAVE for FECs. It delivers all the information for a customer to make a purchase decision.”

Yuri Abramovich - Owner of Make Believe



Birthday Party Rack Card

- ▶ Presents basic information
- ▶ Cost-effective printing
- ▶ Strengthens brand awareness
- ▶ Presents party packages
- ▶ Ample space to showcase exciting imagery
- ▶ Delivers booking process
- ▶ Contact and location information

“People underestimate the power of rack cards. Especially since QR codes have become normal for people to gain access to purchase options through the use of their mobile devices.”

Theresa Cruthird

Owner of Generations Adventureplex



STANDARD PACKAGE

Birthday Party Poster

- ▶ Used for more permanent in-house marketing
- ▶ Highly effective in entry areas or near a counter
- ▶ Snap poster frames make promotions easy to change
- ▶ Fills up empty and boring wall space

Birthday Party Materials

- ▶ Used for social media, website, and email marketing
- ▶ Options to use custom or stock images
- ▶ Editable files included
- ▶ Multiple formats
 - Flyer
 - Social Square
 - Social Horizontal

BIRTHDAYS
WE WORK, YOU PARTY!

PERFECT GAME
BOWLING • ARCADE • LASER TAG

BOWLING PARTY
\$199.95 UP TO 10 GUESTS

Two-Hour Party
One-Hour of Bowling with Rental Shoes
\$5 Arcade Card Per Guest
\$10 Arcade Card for the Birthday Child
250 Bonus Points for the Birthday Child
Birthday Bowling Pin for the Birthday Child
2 Slices of Cheese or Pepperoni Pizza Per Guest
Unlimited Pop
Full Party Setup - Plates, Napkins, Tablecloth, Silverware
\$17.95 for Each Additional Guest Above 10

BIRTHDAY EXTRAVAGANZA
\$249.95 UP TO 10 GUESTS

Two-Hour Party
50 Minutes of Bowling
One Laser Tag Game
\$5 Arcade Card Per Guest
\$10 Arcade Card for the Birthday Child
250 Bonus Points for the Birthday Child
2 Slices of Cheese or Pepperoni Pizza Per Guest
Unlimited Pop
Bowling Birthday Pin for the Birthday Child
Full Party Setup - Plates, Napkins, Tablecloth, Silverware
\$22.95 for Each Additional Guest Above 10

LASER TAG PARTY
\$299.95 UP TO 10 GUESTS

Two-Hour Party
2 Games of Laser Tag
\$10 Arcade Card Per Guest
\$20 Arcade Card for the Birthday Child
250 Bonus Points for the Birthday Child
2 Slices of Cheese or Pepperoni Pizza Per Guest
Unlimited Pop
Full Party Setup - Plates, Napkins, Tablecloth, Silverware
\$27.95 for Each Additional Guest Above 10

Please feel free to bring a cake, all other food and drinks provided by Perfect Game.

BOWLING **ARCADE** **LASER TAG**

35000 GRAND RIVER AVE, FARMINGTON HILLS, MI 48335 | (248) 478-2230 | WWW.MYPERFECTGAME.COM

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GO TO WWW.MYPERFECTGAME.COM TO BOOK!

“Marketing materials should always come in multiple formats for cross platform marketing.”

Michael Schearer, Owner of Perfect Game

Birthday Party TV Files

- ▶ Both horizontal and vertical formats
- ▶ Easy to add by USB or in-house TV programs
- ▶ Easy to create slideshows of different promotions

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“Vertical TV slides seriously cut down on print cost for In-house party and event marketing.”

Phil Huffman, Owner of BAM

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BEST BIRTHDAY EVER

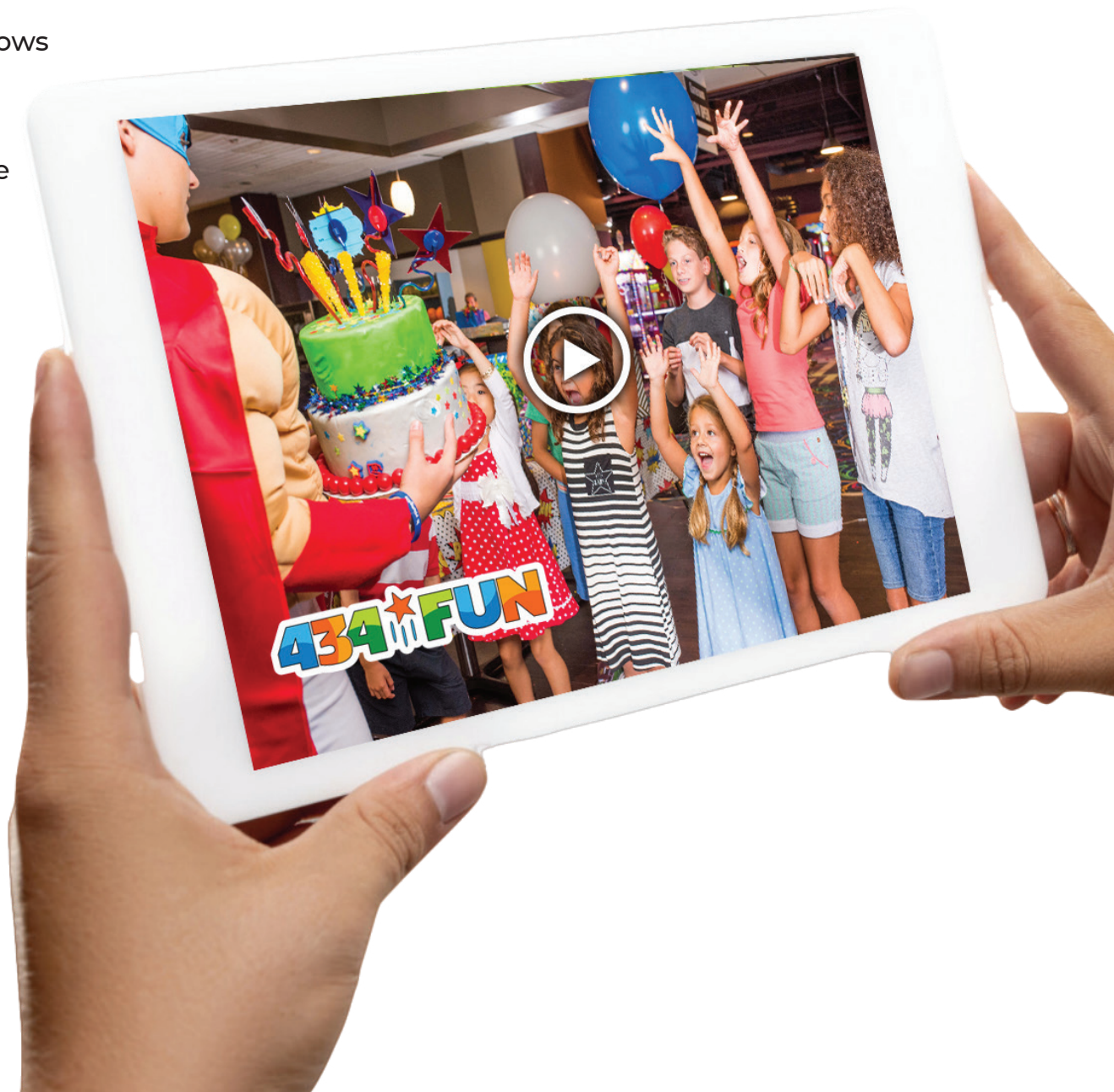
BOOK A PARTY HERE OR ONLINE: MyPerfectGame.com

Customized Birthday Video

- ▶ Used for social media, website, and email marketing
- ▶ Grabs attention effectively
- ▶ Options to use stock video
- ▶ Options to use stock images for slide shows
- ▶ Includes brand/logo reveal animation
- ▶ Up to one minute long
- ▶ Coaching for capturing footage available
- ▶ Engages emotionally
- ▶ Builds brand awareness
- ▶ Appeals to younger demographics
- ▶ Improves booking rates

“The growing popularity of platforms such as TikTok shows just how important video content is.”

*Gaurav Sharma
CEO of Attrock, a results-driven
digital marketing company*



Birthday Party Business Card

- ▶ QR code linked to booking platform
- ▶ General company information and contact
- ▶ Easy to handout
- ▶ Professional design



“The ease of being able to hand a mother a business card to book a party is such an effective process.”

Doug Davidson - Owner of Max Bowl

Birthday Invitations Templates

- ▶ Customized to each center
- ▶ Strengthens brand awareness
- ▶ Editable file formats
- ▶ Standard mail and handbill formats
- ▶ Professional design



Birthday Party Landing Page

- ▶ Ability to offer more information than in print formats
- ▶ Landing pages can use unique URLs as redirects
- ▶ Capable of booking, scheduling, and checkout
- ▶ Embed birthday videos
- ▶ Written content can be enhanced with SEO
- ▶ Optimized to be mobile responsive



“Landing pages are the heart and soul of an inbound marketer's lead generation efforts.”

Dane Deroshia, Owner of Promotion Champs

Direct Mail Postcard

- ▶ Targeted to specific demographics (ex: young adults, moms)
- ▶ Tangible impact with creative design
- ▶ Cost-effective outbound marketing
- ▶ Embed QR codes
- ▶ Templated for multiple purposes





Promotion Champs has worked with more than one hundred clients in the FEC industry creating marketing tools and strategies for nearly a decade. They have partnered with numerous industry consultants and strategists to help build additional revenue FEC businesses. Reach out to speak with them about any marketing or industry questions.

INDIVIDUAL MARKETING PRICING

▶ Birthday Party Brochure	\$350.00
▶ Birthday Party Rack Card	\$250.00
▶ Birthday Party Direct Mail	\$250.00
▶ Birthday Party Custom Video	\$650.00
▶ Birthday Party Landing Page	\$450.00
▶ Birthday Party Poster and Flyer	\$250.00
▶ Birthday Book Now TV Slide (Horizontal & Vertical)	\$150.00
▶ Birth Party Business Card with QR Code	\$100.00
▶ Birthday Party Invitation Template	\$100.00
▶ Birthday Party Email Template	\$150.00
▶ Social Media Birthday Templates	\$25.00 EACH
▶ QR code calls-to-action for contact	\$25.00 EACH

CHECK OUT OUR OTHER PROGRAMS

- ▶ Corporate and Group Sales Program
- ▶ Employee Recruitment Program
- ▶ Promotion Solutions Program
- ▶ New Business Program
- ▶ General Marketing Program
- ▶ Website Development Program

GET IN TOUCH

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CONTACT US TODAY FOR ANY MARKETING QUESTIONS YOU HAVE



THE ONE-STOP MARKETING AGENCY FOR THE FEC INDUSTRY