

## ✨ Creating Magic in Union Square ✨

### A Proposal by Happily Ever Laughter

We understand BRV's mission to make Union Square the heart of family-friendly entertainment in San Francisco. With over 100,000 delighted children served since 2006, we're here to bring that vision to life effortlessly.

---

## ✨ Why Choose Us?

### Turnkey Service:

- Everything is provided: professional performers, supplies, event setup, and cleanup.
- One conversation with us sets up repeating, magical programming.
- A team of 50+ skilled entertainers, with a 99.9% reliability rate.
- Built-in backup system: if one performer is unavailable, another equally skilled entertainer steps in.
- Unlike independent contractors, we deliver consistency, professionalism, and adaptability.

### Flexible, Scalable Programming:

- Weekly "Toddler Tuesday" events and customizable options for larger programs like Family Funday Sundays.
  - Discounted rates for additional events, allowing easy program expansion.
- 

## ✨ Our Approach

Creating a family-friendly destination like Union Square requires more than entertainment—it demands consistency, quality, and performers families can rely on. That's why we hire employees, not contractors, with backgrounds in early childhood education and caregiving.

Our performers are meticulously trained, ensuring every detail—from costumes to show content—is of the highest quality. They transform into familiar, friendly faces families love to see, week after week.

### Our Programs Are Designed To:

- Attract families to Union Square, creating a steady flow of engagement.
- Build loyalty through memorable, magical experiences children look forward to.
- Strengthen the Union Square community by bringing families together.

---

## ✨ Program Highlights

### Weekly "Toddler Tuesday" Events Include:

- **San Francisco-themed interactive performances** that reflect local charm.
- **Age-appropriate activities** designed to keep toddlers engaged.
- **Musical adventures, storytelling, and seasonal celebrations** to keep programming fresh and exciting.

### Example Programs:

#### 1. Cozy SF Morning

Families in pajamas enjoy lively music, pop bubbles, and share magical dance moments on a (probably) foggy day.

#### 2. Mermaid Bay

Meet a real-life Mermaid with engaging props like puppets, under-the-sea wands, and movement-based games.

#### 3. Pirate Party

Learn to speak parrot, sing sea shanties, and discover your inner sailor with eco-glitter face painting and sea-animal wands.

#### 4. SF Spirit Week

Celebrate seasonal events like Fleet Week and Lunar New Year with themed face painting, balloon twisting, and sing-alongs.

#### 5. Animal Adventures

Hear stories about Bay Area wildlife, then adventure through a toddler-friendly obstacle course.

#### 6. Stuffie Circus

Parade stuffed animals, make them 'fly' on a rainbow parachute, and enjoy puppet shows with dancing scarves.

#### 7. Golden Gate Moves

Parent-tot movement adventures with dance, parachute play, and balloon animals.

## 8. Meet Your SF Fairy

Create magic wands, enjoy sparkly fairy face painting, and hear enchanting stories.

## 9. Trolley Tales

A musical journey through SF with bells, colorful scarves, and puppet friends exploring landmarks.

---

## ✨ Two Ways to Partner with Happily Ever Laughter

### Single Experience Plan:

- Perfect for one-time events.
- \$500 per event (e.g., Toddler Tuesday).
- Includes setup, supplies, insurance, and professional performers.

### Priority Partnership Plan:

- Designed for recurring and larger events with **built-in flexibility**.
- **\$5,000/year minimum commitment to begin**, which unlocks discounted rates for the entire year.
- Flexible scheduling: Book events as needed, whether it's once a month or more.
- Save up to \$58 per event (\$442/event with discounted rates).
- Includes exclusive perks like priority scheduling, a dedicated planner, and a consistent performer team.
- Access to our library of **ready-to-go Toddler Tuesday programs**, making it effortless to plan fresh and engaging events each time.
- Easy Marketing: We provide custom marketing materials, including photos, event descriptions, and promotional assets, to help you attract families and showcase the magic of your events.

---

## ✨ Which Option is Right for You?

If We Run 1 Toddler Event per month:

### Single Booking Approach:

- 12 Events × \$500 = \$6,000

### Priority Partnership Plan:

- First 10 Events: \$5,000 (minimum commitment).

- Next 2 Events:  $2 \times \$400 = \$800$
- **Total Cost:** \$5,800

**Savings:** \$200 right away, plus discounted rates for any additional events.

---

If We Run Bi-Monthly Toddler Events:

**Single Booking Approach:**

- 24 Events  $\times$  \$500 = \$12,000

**Priority Partnership Plan:**

- First 10 Events: \$5,000 (minimum commitment).
- Next 14 Events:  $14 \times \$400 = \$5,600$
- **Total Cost:** \$10,600

**Savings:** \$1,400 compared to single bookings.

---

✨ **Why the Priority Partnership Plan Makes Sense—Even for Monthly Events:**

- **Immediate Savings:** Whether you book once or twice a month, the Priority Partnership Plan saves you money from the start.
  - **Flexibility:** No need to book every month if you don't want to—your plan adapts to your needs.
  - **Effortless Planning:** With our library of ready-to-go **Toddler Tuesday** programs, you'll always have fresh, engaging themes at your fingertips.
  - **Priority Scheduling:** Lock in the best dates without worrying about last-minute availability.
  - **Marketing Assistance:** We create custom marketing materials—including photos, event descriptions, and promotional content—and promote your events to our 10,000-family email list and 30,000 social media followers, helping you draw families and highlight the magic we bring to Union Square.
- 

✨ **How the Priority Partnership Plan Keeps Things Simple:**

1. **We Do the Work:** Share your preferred dates, and we'll take it from there—planning, performing, and cleaning up.
2. **Stay Flexible:** Need to skip a month or add a special event? Your plan adjusts as needed.

3. **Exciting Themes, No Extra Effort:** From Cozy SF Mornings to Pirate Parties, our Toddler Tuesday themes are prepped and ready to go.
- 

## ✨ FAQs About Commitment

### **What if I only want one event a month?**

That's perfectly fine! Even at once a month, the Priority Partnership Plan saves you money compared to single bookings and makes it easier to plan events all year.

### **What if I want to try two events some months?**

Great! Your plan already includes discounted rates for additional events. You can seamlessly scale up for busier months without breaking the bank.

### **Do I have to plan everything upfront?**

Not at all! You can book dates as you go, and we'll have programs ready to fit your schedule.

### **What is the largest event you can handle?**

There's no limit! With 50 entertainers and a full planning team, we can manage everything from a weekly program to a 50,000-guest family day.

### **What is your cancellation policy?**

#### *Single Events:*

- **Cancel 14+ days before the event:** Receive a 50% refund, minus a 5% admin fee.
- **Cancel fewer than 14 days before the event:** No refund.

#### *Priority Partnership:*

- **Cancel up to 48 hours before the event:** Apply the credit to a future event (restrictions apply).

### **What if children have different interests?**

Our activities adapt to all group sizes, ages, and interests. We always have backup options to keep the magic going!

### **What if something goes wrong?**

With 20,000+ events under our belt, we've got you covered. From schedule changes to surprise attendees, we adjust seamlessly.

### **What do I need to provide?**

Just the essentials: tables, shade, and chairs. We handle the magic.

### **What are the payment options?**

We accept major credit cards and ACH. Let us know if you have specific payment needs!

---

### **✨ Ready to Bring Magic to Union Square?**

Let's chat about your first few events and how we can make planning as magical—and easy—as possible.