

✨ Creating Magic in Union Square

A Proposal by



✨ Key Benefits

- Bay Area's premier children's entertainment team (50+ performers)
- 99.9% reliability rate with backup performer system
- Full service: setup, activities, and cleanup included
- Ability to immediately staff weekly events to create connections children and families want to return to week after week
- Over 100,000 delighted children since 2006

✨ Our Approach

We handpick early childhood educators and caregivers who become the friendly faces children can't wait to see again.

Our programs are designed to:

- Draw families to Union Square regularly
- Create memorable experiences
- Build community connections

✨ Program Highlights Weekly "Toddler Tuesday" events featuring:

- SF-themed interactive performances
- Age-appropriate activities and games
- Professional face painting and crafts
- Musical adventures and storytelling
- Seasonal celebrations and special events

10 Example Programs:

Cozy SF Morning

- Sensory Dance Party With Their Local Tooth Fairy

- Families cozy up in pajamas to enjoy lively music, pop bubbles, and share magical moments dancing together on a (probably) foggy day.

Mermaid Bay

- Families meet a real-life Mermaid and her storytelling companion.
- Engaging props include puppets, under-the-sea wands, and simple movement-based games.

Pirate Party

- Set Sail for Adventure with Our Pirate & Parrot Pal!
- A musical journey where children learn to speak parrot, sing sea shanties, and discover their inner sailor with glittering sea-animal wands and pirate's gold eco-glitter face painting.

SF Spirit Week

- Families celebrate seasonal events like Fleet Week and Lunar New Year
- Seasonal-themed face painting and balloon twisting. Toddler-friendly percussion instruments for a sing-along.

Animal Adventures

- Storytelling activities about Bay Area wildlife
- Families adventure together through a toddler-friendly obstacle course after stories about the wildlife around them with our adventurer character!

Stuffie Circus

- Stuffed Animal Parade & Show
- Toddlers parade their stuffies, make them 'fly' on a rainbow parachute, and perform puppet shows with dancing scarves!

Golden Gate Moves

- Rainbow Dance & Play: Parent-Tot Movement Adventure!
- A magical "Grown-Up and Me" experience where toddlers and parents bond through gentle dance, followed by parachute play with flying "raindrops" and soaring balloon animals.

Meet Your SF Fairy

- Storytelling & Wand-Making Magic!
- An enchanted morning of storytelling and crafting, where toddlers and grown-ups create their own magic wands and get sparkly fairy face paint designs.

Trolley Tales

- Trolley Bell Musical Adventure
- A musical journey through SF, featuring "Ring and Ride" with bells, "Foggy Dance" with colorful scarves, and puppet friends who help us explore famous landmarks through interactive songs.

Two Ways to Partner with Happily Ever Laughter

Fantastic, Flexible Options

✨ Partnership Options

1. Single Experience Plan

- \$500 per Toddler Tuesday
- Full setup and supplies included
- \$2M insurance coverage
- Professional performers and supplies

2. Priority Partnership Plan

- Significant cost savings (up to \$442/event vs. \$500)
- Priority scheduling
- Dedicated planning 'Secrefaerie'
- Custom marketing materials for BRV
- Consistent performer team for SF children to look forward to

Frequently Asked Questions

Which is right for me; Priority Partnership or Single Experience?

Let's look at twice-monthly toddler events:

SINGLE BOOKING APPROACH

- 24 Events at \$500 each = \$12,000

PREMIUM PARTNERSHIP PROGRAM

- First 10 Events: \$5,000 (Premium Partnership minimum)
- Next 14 Events at Partner Rate: $\$400 \times 14 = \$5,600$
- TOTAL: \$10,600 (\$442 average per event, saving \$1,400)

What is the largest event you can handle?

There is no limit. Our staff of 50 entertainers and full in-house event planning team allows us to reach for the stars!

You only have to talk to us once and we'll set you up with repeating events every weekend all summer long, staff your 500,000-employee family day event, or make sure your summer camp has different entertainment each week.

What is your cancellation policy?

Single Event Bookings:

- If you cancel before 14 days of the event, you get receive 50% back (minus 5% processing & admin fee).
- If you cancel fewer than 14 days before, there is no refund.

Priority Partnership:

- Can cancel* up to 48 hours before and apply credit to future events.
- *For single performer events only, can be rolled over twice per calendar year. All cancellations after that follow Single Event Bookings format.

What if the kids don't like the same things?

Who does!?

But seriously, we know kids are into different stuff which is why we designed our activities to be flexible. They adapt to any group size, age, and interest.

We always have something else in our back pocket to keep the excitement going!

What if something goes wrong?

First, you're not alone.

Now, remember we've done this over 100,00 times since 2006! We're like party ninjas (but with more glitter).

Attendees running behind schedule? We'll adjust faster than a Silicon Valley algorithm.

Unexpected extra attendees? The more, the merrier! We have activity plans for all situations.

At Happily Ever Laughter, we're not just entertainers – we're your partners in creating unforgettable experiences. So relax, grab an It's-It (or the whole box, we won't judge), and lets make some magic!

What do I need to provide?

We'll handle the entertainment magic while you handle the event essentials.

We'll bring all the activities while you focus on things attendees need like tables, shade, and chairs.

What are the payment options?

We like to keep things easy peasy! We accept most major credit cards or ACH. Payment is required to save any date.

If BRV has specific payment needs for this grant, we've basically seen it all after handling 100,000 events so we're pretty sure we can accommodate yours!

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

Book a phone consultation to pick your partnership plan and dates!

We're so excited to help transform Union Square into San Francisco's favorite family destination.

 Happily Ever Laughter