

## BLACK BELT PROMOTIONS

# New Year's Eve Kid's Night-In Party



Hosting a Kid's Night-In Party at your school New Year's Eve benefits everyone. For you, it's quick, additional revenue; for your school, it's an opportunity to attract new students; for parents, it's a cost-efficient alternative to babysitters, and they're able to enjoy the evening's festivities with complete peace-of-mind; and for kids, it's a night of fun activities in a safe environment.

Proper planning and promotion is the secret to a successful Kid's Night-In Party.

### Planning

- Start to plan your party during November.
- The maximum number of partygoers depends on the size of your school and the number of adults who will help you.
- I recommend that you schedule your party from 6:30 p.m., December 31, to 10:00 a.m., January 1.
- What you charge for your party should be based on what the market will bear and local babysitter rates, which may range from \$25 to \$75 per hour. We charge \$45 per child and \$40 for each additional family member.

- **Activities:** Create a general party outline, including time periods for meals and snacks, structured activities, free play and maybe sleep. Select fun activities that will appeal to a broad spectrum of kids and create energy and excitement. Our school's party typically consists of a pizza dinner, plenty of free play, a video game tournament with prizes, watching the ball drop in Times Square, throw confetti at midnight, popcorn and movie at 2:00 a.m. and then lights out.
- **Materials:** Create a list of all the materials, electronics, games, etc. you'll need based on your party outline. You'll save time and reduce the stress if you gather and purchase non-perishable party materials a few days in advance.

### Promotion

- Customize, print and display the sign-up poster on this month's *Media Master* CD-ROM.
- Customize and duplicate the party documents template on this month's *Media Master* CD-ROM. Distribute them to the children who will be attending the party. You **MUST** collect the completed forms before the party. Read the materials for more information.
- Review your party outline, poster and flyer with your staff. Ask your instructors to announce the party during every class. Ask for volunteers to help supervise the party.
- Announce the party to parents with follow-up emails.
- Call every family a week before the registration deadline. I recommend that you prepare a script for your follow-up phone calls, so you are prepared to explain the party and answer any questions.

Kid's Night-In Party: Make it fun! Make it safe! Make it profitable!

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