

Question and Answer Sheet for Clubs & Restaurants

QUESTION:

What are the main benefits of booking the 'Dancing at Christmas' Show for clubs and restaurants?

ANSWER:

We come to you! We are a professional travelling entertainment company and provide all equipment for running the Show – audio and lighting equipment, scenery, props and costumes. Our set up and dismantling of the Show is hassle free and done by our staff. We operate all our own lighting and sound equipment. The only thing you provide is power points. You do not need to hire the usual lighting and sound technicians to operate Club equipment although, if your Club wants to do this, we can arrange a tech briefing and run through prior to the Show.

You get to fully brand the Show as your club or restaurant's seasonal Christmas event. It differentiates you from other clubs and restaurants in terms of their seasonal offerings. As a restaurant or club, we understand that your venue is a professional establishment and needs to attract return clientele. Our professional cast and crew works in with your venue's requirements.

Depending on the catering cost component, you will see that you can charge standard rates paid by patrons at theatre restaurant establishments (about \$55 per head and more) making it a profitable attraction to include in your Christmas season events calendar.

QUESTION:

Will buying the 'Dancing at Christmas' Show help us get organised for Christmas?

ANSWER:

Yes! Our booking system is second to none. Our Booking Form asks you about your client group. This is so we can tailor certain features of our Show to your particular club or restaurant.

Apart from mixing and matching the options you choose, we equip you with "THE ESSENTIAL CHRISTMAS ORGANISER'S FOLDER". In it you'll find a CD with invitation flyers made up for your customer group (print your own – B & W or colour) to send out notices to attract your best customers with the season's attraction, an Organiser's Countdown to Show-time Calendar and confirmation of all the arrangements you've booked.

QUESTION:

Is 'Dancing at Christmas' Show available for Yuletide?

ANSWER:

Yes. You can book a single show or a season of shows for up to 2 years in advance.

QUESTION:

How do we know if our venue offers suitable space for putting on the 'Dancing at Christmas' Show?

ANSWER:

Our Booking Form includes a Venue Requirements section. By completing this section (which takes less than 20 minutes and a tape measure), you can quickly make a decision as to whether your Venue is suitable or not. Additionally, we offer a no obligation, free in-person meeting so you can meet the Show's Producer, Lisa Sampson, and she can look around your venue to confirm your conclusions, before booking the Show.

QUESTION:

We've never offered 'Dinner and a Show' packages at our venue but as we have the facilities to do so, we would like to book the 'Dancing at Christmas' Show. What type of prices can be charged for the 'Dinner and a Show' packages so that we make a profit?

ANSWER:

There are theatre restaurants throughout Sydney. Some are at regular venues and some offer travelling shows. Per head prices for a set three-course meal including a Show can vary from between \$45 to \$65 dollars. Drinks are usually extra although some venues do include one or more standard soft drinks within the per head price. Given the price we charge you per head for putting on the Show, you have a mark-up margin of between 50 – 120% within which your food costs per head can be estimated with a comfortable profit margin. We do recommend a set menu – this keeps your costs to a minimum. It also offers you the opportunity to create a fabulous Christmas-themed menu.