

MONTHLY EVENTS CALENDAR

***A YEAR-ROUND
RESOURCE FOR EVENT &
PROMO OPPORTUNITIES
AT YOUR FACILITY***

partycenter
software



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LET'S GROW TOGETHER.

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Written by the PCS Team
Designed by Laura Cañellas



INTRODUCTION

As the owner, manager, or events coordinator at a family entertainment or events venue, you're always looking for opportunities to bring **more customers** through your doors.

You also want to provide a one-of-a-kind guest experience that will encourage patrons to return time and time again!

Hosting birthday parties or corporate events is certainly a steady money-maker for your business, but there are so many additional ways to entice guests to continue coming back.

By offering special or unique events throughout the year, you'll attract both old and new customers alike!



The following resource is an events calendar with different ideas and revenue-generating opportunities for every month of the year. Each chapter also includes a note section where you can add your own ideas.

It's our hope that this resource saves you time when planning and helps to increase bookings year-round!

Be sure to [subscribe to our blog](#) for more great content, follow us on social, and [join the PCS Community Group on Facebook](#).

Let's grow together.



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January

New Year's Day Resolution Party

Think of common New Year's Resolutions, such as "spending more time with loved ones" or "increasing exercise."

Your trampoline park, bowling alley, or roller skating rink already promote spending more time with family and also help get your body moving! Use this information to run a promo campaign about how your facility's many wonderful attractions can help guests achieve their goals.

Consider offering up a discount. For example, if kids bring their parents in, they jump or play for free.

National Pizza Day Party

Did you know that National Pizza Day is on January 9th?

Offer up a discount or special such as a \$10 Player's Card + Pizza Slice combo for one flat price to get more folks to visit your facility.



BONUS TIP:

There's a holiday for just about anything. Look at your menu items and search whether or not there's a day to celebrate a specific food or drink. Research other unique holidays and schedule events or promo campaigns to celebrate!

Martin Luther King, Jr. Contest

Consider hosting a leadership-themed giveaway for Martin Luther King, Jr. Day.

Ask your community to nominate someone in their life who has exhibited notable leadership qualities and reward the winners with free passes!

Snow Days

If the weather isn't too rough, but your local schools have called a snow day, offer a flash sale or discount encouraging families to take advantage of the day off from school.



Keep in mind that this sale or discount will require planning ahead of time. Have your advertisements ready to go out as soon as a snow day is called!

BONUS TIP:

Remember to check in with your local schools at the top of the year regarding their vacation weeks.

It's important to plan ahead for winter break, spring break, and any other vacations so that you can promote events early and get more patrons during this time!

NOTES:



February

Super Bowl Party

Host a Super Bowl Squares Party and use your online store to sell “squares” to the public.

You can also host Big Game Bingo and other activities that are fun for all ages. Remember, winners get a prize!

Want to incentivize guests to watch the Super Bowl at your facility? Consider offering a special food & drink combo deal during this event!

Valentine's Day Party

Valentine's Day is a great opportunity for facilities to host more than one event. Here are a few examples:

- Galentine's Day Party (Gal Pal's only!)
- Single's Party
- Family Love Party
- Chocolate Tasting Fair



A clever promotional slogan for you to use might be:

"Forget the flowers and chocolates, gift a memory instead!"

Use your online store to sell 3-month membership passes at a discount during this time!

NOTES:



March

March Madness/Sports Party

With basketball season in full swing, now is a great time to host a March Madness Party. Much like with the Super Bowl, use your online store to sell tickets and give away prizes like play passes to encourage winners to return to your facility.

Think about how you can involve your local sports teams to draw in bigger crowds. Consider hosting a fundraiser for local athletics!

St. Patrick's Day Party

Plan a St. Patrick's Day party for both children and adults!

For kids, consider hosting a fun day of activities including a St. Patrick's Day themed scavenger hunt and a fun crafting session where they create their own "pot of gold" by painting a cauldron and stuffing it with chocolate coins.



For adults, consider hosting a DIY St. Patty's Day Drink event. Provide fun drink toppings such as whipped cream, green sprinkles, and cherries. If able, you can also host an Irish cooking class!

Consider hosting a family fun day of activities around this time. For example, set up a few tables and have parents & children plant clovers in mini-compostable containers.

You may also want to hire Irish dancers to provide guests with some family-friendly entertainment!

NOTES:



April

“April Showers” Party Series

Run discounts based on the weather!

You can increase business on a “slow” day by encouraging customers to come to your indoor facility for family fun when it's raining.

Spring Break

Run a “Spring Break Staycation Special” for families that are staying in the local area during this week.

Be sure to offer up this promo in advance. You may just influence their decision to stay local!



Easter

For Easter, consider hosting an "Eat & Play" event!

You can plan an Easter Brunch for families, an Easter Egg Hunt, and have the Easter Bunny visit and take pictures with the children.

Remember to sell tickets to these events via your online store!

NOTES:



May

Summer Passes

May is a perfect time to start promoting your summer passes.

Offer an "Early Bird Discount" all month long for patrons who purchase their summer access early.

Mother's Day

Reward moms with special pricing if they come to your facility to spend time with their children during this week.

Armed Forces Day & Memorial Day

Offer play discounts for military families who come in during this week.



High School Graduations

Run special pricing for any graduating high school seniors.

You may also want to consider hosting prom after-parties. They're an excellent way to increase business and create a safe space for your local teens to go to after prom!

NOTES:



June

Summer Break

Consider hosting a "School's Out" Party to celebrate the beginning of summer vacation.

Have children ring in the summer by putting together a fun DIY Summer Drink Station where they can create their own summer drink using lemonade, different sodas, and fun flavorings (don't forget the funky straws!).

If you have outdoor space, you can host a series of fun activities outside such as a water balloon fight, chalk drawing contest, and so much more! [Check out our Outdoor Attractions eBook for more.](#)

Father's Day

Reward dads with special pricing if they come to your facility to spend time with their children during this week.



Summer Camp

Reach out to local summer camps and coordinate an activity day at your facility.

Advertise your digital waiver capability to make getting parental approval a breeze.

National Safety Awareness Month

Advertise your dedication to safety during this month and run promotions centered around it.

For example, if patrons bring their previously purchased grip socks to use again at your trampoline park, they receive \$2 off admission!

NOTES:



July

Independence Day

4th of July is full of opportunities to host different parties and celebrations, as well as to utilize your online store to sell branded, festive favors.

For example, you may consider selling goodie bags that include glow sticks, pinwheels, and sunglasses right before your annual BBQ!

Be sure to also get creative when devising your promotional plans by using notable dates as admission prices (e.g., Play Package for \$17.76).



Summer BBQ

Everyone loves a summer barbecue.

Consider partnering with other facilities in the area to increase attendance and revenue potential. Even indoor facilities can benefit from this idea by promoting a Summer "Cook-IN" instead of a traditional cookout!

These types of events are great for offering "Eat & Play" combo deals.

NOTES:



August

Outdoor Movie Event

If you have the space, consider buying an inflatable projector and hosting an outdoor movie event series!

You can sell snack goodie bags via your [online store](#) for this event, too.

Back-to-School Backpack Drive

Backpack drives are a fantastic way to interact with your local community and help those in need!

Offer fun "add-on" toys via your online store for individuals to purchase and add to their backpack donation!



Fantasy Football

Football season is one of the easiest ways to get predictable and repeat business throughout the fall, especially if your customers have fantasy football teams!

Give away free vouchers for food, drinks, or games for the "top-scoring" patron to use next time they come in.

And don't forget to [download our guide on Creating Amazing Fantasy Football Parties at Your FEC](#) for ideas on how to host great parties.

NOTES:



September

Parent-Teacher Conferences

Who says parent-teacher conferences have to be held at the school?

Offering "Eat & Play" packages are an out-of-the-box way to attract business. Kids can eat and play at a discount while parents and teachers discuss their educational progress.

Labor Day Party

Consider hosting a Labor Day Block Party similar to your summer BBQ! Host fun games and activities for parents & kids to enjoy.

Take advantage of this holiday by offering discounts and specials.

POW/MIA Recognition Day

Offer play discounts for military families who come in during this week.



Grandparents' Day

Encourage kids to take their grandparents to your facility so that they can enjoy being a kid again for the day!

Offer a discount where any senior citizen pays a kid's price admission on this day.

Open House for Holiday Parties (Corporate Events)

Hosting corporate holiday parties at your facility can be an enormous revenue booster.

Host an Open House and invite local businesses to enjoy food and drinks while you explain your corporate holiday party packages and offerings. Utilize your [online booking module](#) to book parties right then and there!

NOTES:



October

"Fall into Autumn" Party

Host a fall-themed party and offer a "Paint-and-Play" combo package. Guests can play all day, and when they need a break, they can paint pumpkins or make fall wreaths while eating donuts and sipping apple cider!

Halloween Party

Halloween parties are a great way to invite individuals of all ages for a night of fun.

Decorate your facility with a spooky touch and be sure to host a costume contest! Give away prizes and/or vouchers to the best-dressed person.

NOTES:



November

Veteran's Day Party

As with other holidays honoring those in the armed forces, offer discounts to military families who come in during this week.

Thanksgiving Party

Throughout November, you can host a series of events from a Turkey Bowl to a Thanksgiving dinner where you offer guests an "Eat-and-Play" combo deal!

Connect with your local community to see if your facility can be the "finish line" for their annual Turkey Trot and offer a free drink (or something similar) to the participating runners!

Black Friday

This day is an excellent opportunity to offer passes and admission at an annual discount.

Advertise that admission passes to your facility would make a great holiday gift!



Small Business Saturday

Connect with local businesses and ask them to set up shop at your facility for the day. Plan a fair or pop-up style event with activities, vendors, great food, and more!

This way, you can promote your facility as well as support your local community of businesses.

Cyber Monday

Take advantage of your online booking capabilities! Offer discounts on party packages to anyone who books online on this day.

BONUS TIP:

Add a virtual tip jar to your online store. Customers will be happy to tip to support your business!

NOTES:



December

12 Deals of Christmas

Organize offering a different promotion each of the remaining 12 days leading up to Christmas.

Keeping the deals a secret until the day they are released makes this more fun and exciting for your customers!

Christmas Party

Host a “Meet with Santa” event for your community!

Take this to the next level by offering a “Photo with Santa” package on your online store that allows parents to purchase digital photos of the event or a USB thumb drive of photos. If able, you can also offer physical photo prints!

Another idea is to offer an “Eat & Play” special during this event or host another activity, such as a DIY Ugly Christmas Sweater or DIY Ornament class!



Holidays Around the World Party

Connect with your local community and organize a holiday party that includes and promotes all celebrated winter holidays around the world, such as Christmas, Hanukkah, Kwanzaa, and more.

Hosting events like these not only brings a large group of guests into your facility, but it shows the community that you care about honoring diversity.

New Year's Eve Party

Some New Year's events to consider hosting are:

- Kid's New Year's Eve party at noon with a balloon drop and fun activities!
- Open up your facility for an Adult New Year's Eve Party. Offer food, drinks, and a night of fun!



BONUS TIP:

Any event can be repurposed into a virtual event. For instance, if you host DIY craft parties, you can sell take-home craft kits via your online store.

Or, you can host a virtual “Meet with Santa” and sell tickets to this as well! Not everyone can travel to your facility in-person, so why not bring the fun to them?

NOTES:



CONCLUSION

Here are a few additional holidays to celebrate and ideas to inspire you as you plan your calendar of events for the year:

- Women's History Month Events
- Black History Month Events
- Report Card Rewards
- Become a Reading Program Sponsor
- Autism Awareness Month Events
- School Kickback Promotions
- Free School Discount Cards
- Canned Food Drives
- Breast Cancer Awareness Charity Events
- United Way Charity Events
- Animal Shelter Charity Events
- Homeless Shelter Charity Events

We hope that the ideas above help you to plan a successful year of events and boost revenue at your family entertainment or events venue!



FREE RESOURCES

***FOR THE FAMILY
ENTERTAINMENT
CENTER INDUSTRY***



At Party Center Software, we're dedicated to helping our industry overcome adversity and emergency situations. We've prepared a few guides to help you plan ahead with your business.



2020 ONLINE BOOKING STUDY

As a FEC owner or operator, you're probably wondering how 2020 impacted our industry data and if there's any chance of a meaningful recovery. Check out this eBook for the data, new opportunities for growth, and tips on how to maximize revenue in 2021.



MARKETING GUIDE

Effectively marketing your FEC or event venue doesn't have to feel like rocket science. This guide will help you create a marketing plan that is actionable, intentional, and data-backed.



PLAYBOOK GUIDE

A playbook is a collection of best practices, processes, and procedures. In short, anything and everything related to how you run your business. This guide will walk you through all of the steps to build your unique company playbook.



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