

Dear Event Coordinator,

I appreciate you taking the time to look over this proposal and for your consideration in allowing us to be apart of your event this year. Sno-To-Go offers an exciting and unique activity for children in your community to create and decorate their very own sno-man!

Some children in the DFW area have never seen snow, let alone been able to create their own personalized sno-man. Because we hardly ever get snow in Texas, and when we do it is usually not enough to do anything with, this is a fun and one of a kind activity for the children at your event.

We offer this activity to them with staff that is all smiles and very child friendly. We are family owned and operated, so you will never have to worry about non-enthusiastic or uncooperative staff.

During the warmer months we tour the DFW area as the best shaved ice in Texas, catering to schools, daycares, churches, non-profit organizations and city events. But once the weather turns cold, we switch gears and head into full sno-man making mode! We have been featured in city tree lightings events in Dallas, Duncanville, Mansfield, Southlake and North Richland Hills. We have also partnered with Radio Disney for shopping center marketing events.

Now that you know the background of our company, let me introduce you to the activity we would like you to include at your event.



As you can see by the smiles on their faces, every child we have come across has loved this activity! And no two sno-men are ever the same. We give the children an ever growing variety of accessories to make their sno-man unique and special to them. Parents even love getting in on the activity!

We also offer digital picture taking as an optional service to those who do not have a camera on hand to capture this wonderful experience. We will take a picture of the child and their completed sno-man and email this picture on the day after the event. The fee for this staff member is \$25 per hour during the event, there is no charge for our time to download and email the pictures to your patrons.

We have opted for this option instead of Polaroid photos for two reasons. The first is that this is much more cost effective for both us and you as the event coordinator. Second, this is a digital world and parents usually want to share these pictures online with friends and family.

You can view more pictures on our website: <http://candicemcclellin.vpweb.com/SnoManParties.html>

\*Hourly Fee: \$100 per hour per table.

\*Set-up Fee is \$25, plus applicable fuel charge depending on your location. Fuel charge is \$2 per extra mile for any location over 10 miles from zip code 75052. Set-up fee is waived if invoice is over \$400.

Average seating at a table is 8-10 kids and the average time it takes for a child to complete a sno-man is 5-10 minutes. This gives you 50-100 kids at a table per hour. We can handle about the same amount of volume as a balloon artist, the plus is that we carry a very unique activity! This average really can vary and we are trying to estimate on the lower side, last year we were able to get 1200 kids through easily at a 4 hour city holiday event with 3 tables.

This allows you to look at your event size and determine how many tables you feel you would need or to look at your budget and see how many tables you can fit in. We try to have no more than 4 tables available at one time, as this is a reasonable amount for overall supervision and snow production.

This includes:

- On-going production of snow, to provide for the best quality for sno-man building.
- All accessories to make a variety of different sno-men.
- Each tabled staffed to help children and replenish supplies as needed.
- Decorations, such as signage and sno-man decorated buckets and supply dishes
- Liability insurance on our business, with the option of including your company at no charge!

We prefer for you to furnish the tables, as this makes traveling easier on us. We also need space nearby for the sno-truck (we make the snow behind the scenes so it is more magical for the kids) and electricity near this area for the sno-machine.

We do not recommend chairs at the tables. These only get in the way and limit how many children we can have at a table. A few available for children who need additional height is ok, but just a couple would do.

I will be more than happy to answer any additional questions that you have and schedule your event on our calendar.

Sincerely,

Candice McClellin

Owner and Operator of Sno-To-Go, LLC

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