



# Silhouettes By Clay Rice Event Information



## General Information

- Standard events are 3 hours
- Weekdays are typically 3pm-6pm, Saturdays, 11am-2pm
- There is a 40 appointment minimum for an event (cancelations are very rare)
- Maximum 72 appointments for a sold out 3 hour event (2 appointments every 5 minutes)
- Your store receives 2 complimentary silhouettes for promoting the event

## Promotion

The event is promoted through the store's social media, as well as Clay's social media

Artwork sized for Facebook, Instagram, and TikTok will be emailed to the store 4-6 weeks in advance

We require a minimum of 4 ads posted starting 3 weeks prior to event. Ads must be reposted, rather than "creating an event", which is not very effective.

Clay Rice's team will do a large promotion as well, starting about 10 days prior to the event

## Be Prepared

Clay's events are extremely popular, and typically sell out. Please be prepared to have over 100 people in your store in a 3 hour period

Some creative store owners have refreshments on hand for the kiddos

Take advantage of the event! Many store owners will offer a "surprise sale" or other promotion during the event

# Return Visits

In larger markets, Clay returns for another event every 6 months to a year. In smaller markets Clay typically returns every 2 or 3 years

## Prices

### **\$48.00 per child**

(they receive 2 copies of the same child, a right and a left)

Additional duplicates are \$10.00 each after the first 2.

- 5x7 black frame and mat-\$29.00
- 5x7 Oval frame- \$35.00
- 8x10 double frame- \$38.00
- 6x20 triple frame-\$58.00
- Children's Books- \$20.00

## FAQ's From Customers

- Does the child have to sit still? No, the child typically sits on the parent's lap and Clay's Magic Spinning light toy is used as a distraction.
- How long do they sit? Typically about 1 minute, to 90 seconds.
- Can Clay do a silhouette from a photograph? Yes, as long as it's a good profile picture, typically not smiling, but relaxed.
- Can Clay do a silhouette of a baby? Yes, Clay has done many silhouettes of babies over the years.
- What if I only want one silhouette? The sitting fee is still \$48.00, this is the charge for Mr Rice's labor. The 2nd copy is simply included.
- Can I get multiple copies? Yes, up to 4 silhouettes of each child.
- Is framing provided? Yes, Clay Has a variety of frames, including oval frames that can be purchased at the customer's appointment time.
- Is there a deposit required? Yes, a \$10.00 deposit is required per child.

Clay requires a 5'x7' space for set up.

Please have the space cleared 1 hour prior to the event

Have fun!

Clay's events are fun and high energy. That's why stores have him back year after year. In some cases, Clay has been working with the same stores for more than 30 years!