

# SANTA'S BUS

**Offer something truly memorable this Christmas!**



**Santa's Bus** brings a unique take to family friendly, interactive Christmas fun. It's a Santa encounter, but not as you know it: designed to be different, and to delight all ages.

**We can cater for town centres, Christmas lights switch on events, shopping centres, stately homes and any UK visitor attraction looking to stand out from the crowd.**

And our team of 'elves' will be on hand all day to make everything run like clockwork.





# Four reasons to choose Santa's Bus

## Front windscreen 'photo booth', with optional branding

Our classic American school bus has a split screen at the front, with two super bright, high-resolution screens behind the glass of each side.

On one side, Santa is driving the bus. For the passenger side, we use an iPad to take photos of families or groups of friends, and freeze this image into the window.

Visitors can either take a picture of this on its own or stand in front of the bus, with this in the background. These photos can be taken on their own phones, or our staff can use iPads and email/text the pictures to them.

The windscreen 'photo booth' is free for visitors, who queue up to take part. We can photograph up to 10 people per group, with an estimated 60 to 100 groups included per hour.

Use a branded design of your choice above the windscreen to capture in group photos (in place of the Santa's Bus logo shown), at no extra cost. Perfect for any pictures shared via social media.



## Inside the bus: A message from Santa



The interior of the bus is a beautifully lit and decorated unique space, which can host up to 12 people at a time.

Groups will be shown to the cosy seating, where they will enjoy a 'satellite link up' with Santa himself, on our unique porthole screen.

This is a pre-recorded video in which Santa will give all the visitors advice on the snacks and drinks they need to leave out on Christmas Eve for him and the reindeer. Each group will then be given a carrot and small bag of reindeer food to take away with them for the big night. Each visit will take around 3 minutes, and will be managed by our staff using allocated timeslots to avoid having to wait around.

## The side of the bus: A Christmas Augmented Reality (AR) experience

The whole of the 'stop sign' side of the bus has been mapped for an augmented reality experience, viewed free on both Apple and Android phones.

A QR code on a stand can be scanned by visitors, and will open their phone camera with an AR programme. And just like magic, dancing reindeer will appear on the side of the bus, as well as a sleigh, Christmas trees, candy canes and a snowman all accompanied by festive music.

We keep this playing on a loop, so that children can enjoy it for as long as they like. The more tech savvy visitors can screen record to share on social media.



## Festive crafts and letters to Santa

On the entrance side of the bus there will be a sheltered stall(s) where children can decorate a Christmas 'bauble' to take away with them: a keepsake they can use every Christmas on their tree at home.

They can also write a letter to Santa, and post it in a special post box at the side of the bus.

All the crafts and materials visitors need are included in the cost of hiring the experience, and the craft area can either be free for visitors, or bookers may wish to make a small donation to a local good cause.



## Space required for the bus

Our bus is 12m x 2.5m wide, and 2.9m high (the size of a single decker coach). There also needs to be room for a gazebo/shelter (for the crafts), and some room for visitors to stand back from the AR side of the bus to see the animation. If you prefer, the crafts area could be set up in a room or shop nearby in order to save space around the bus (and drive footfall where you need it).

## Staffing & hosting

Yellow Bus Events (YBE) will provide 'elves' to run the windscreen photo booth, the experience inside the bus, and the crafts and letters to Santa. The booker just needs to provide two stewards/staff (at least one must be a first aider) to manage any queuing, and ensure public safety.

## Marketing & promotion

YBE will provide images, wording, and a poster template in advance to help promote the event and draw footfall.

## Running time

The attraction can run constantly for 5 hours. In total, the timeframe on the day will be: 2 hours' set up, 5 hours live, and 1 hour break down.

## Music

We're aiming for a multi-sensory experience, and there will be gentle 1950s Christmas music playing in the background at all times outside Santa's Bus.

## Seasonal scents

The scents of cinnamon, pine & gingerbread will be wafting from under the bus and filling the air around.

## Night-time lighting

The bus has a full LED lighting system fitted to the underside, so after the sun goes down it sits in a pool of gently changing light. Other lighting stands will also illuminate the area, ensuring that visitors can still take quality pictures on their phones and cameras.

## Power

13amp or 16amp power is good to have if available, but we have huge leisure batteries so can also operate without power.

## Minimising environmental impact

At the centre of the experience is a repurposed bus from 1989. The leisure batteries are charged by solar panels, and YBE pay for carbon offset by a factor of x3 on all their activities.

## Accessibility

All activities will be accessible other than those inside the bus, but we can offer the same 'Santa message' experience in an alternative space outside the bus for any visitors who would like it. This can also be used more generally if there is high demand, so that no-one is disappointed.

## Insurance

YBE will provide a risk assessment, and carries £10m PL insurance.

## About Yellow Bus Events LTD

YBE has been delivering events all around the UK for over 25 years. Find out more at [www.yellowbusevents.co.uk](http://www.yellowbusevents.co.uk)