pyjama drama

drama & play for every day!

drama and imaginative play for children up to 7 years

A FLEXIBLE, FUN AND FULFILLING FRANCHISE FOR THOSE WHO LOVE PLAYING WITH CHILDREN!

pyjamadrama.com.au

Pioneering play

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Tell me about Pyjama Drama

Pyjama Drama (WA) offers **imaginative play** and **drama** for children up to 7 years. In our classes, workshops, parties and shows, we **sing, dance, pretend and play**; nurturing a child's **imagination** is at the heart of everything we do. All activities are lots of fun and help children develop critical social skills, learn about our amazing world, and ignite the imagination!

Pyjama Drama was first created in the UK in 2005 by Sarah Owen, an experienced drama teacher and mum of three. She quickly realised the **immense benefits** that children derive from imaginative play, and before too long, her sister, Rachel McKenna, joined the team. The first franchise was sold in 2009 and Pyjama Drama expanded rapidly in towns, villages and cities **throughout the UK**. In 2015, Pyjama Drama classes were launched in **Australia** and **Malaysia**, and at the beginning of 2016, Pyjama Drama begun working in **California**, USA.

Eleanor Mulder has been running her own successful franchise here in Perth, Western Australia, since August **2017** and says it's been the most amazing journey so far. She is honoured to be expanding the business as Master Franchisee and is looking for like-minded individuals to run and develop their own Pyjama Drama franchise.

Now, more than ever, young children need pioneers of play, and we believe Pyjama Drama can lead the way.

Why should I buy a Pyjama Drama franchise in 2022?

We're looking for three pioneers to lead the way into 2022 and it's never been a better time. The first three successful applications before 31 March 2022 will receive our special introductory price, designed to launch your business into new worlds of flexibility, fun and fulfilment. You'll benefit from:

* A tried-and-tested business model established in 2005
* In-depth training and ongoing support
* Over 400 session plans and 80 original songs
* A vibrant, professional and well-respected brand
* An international network of franchisees
* An exciting and established social media presence
* A robust and growing industry
* A fun, flexible and fulfilling opportunity
* A 3-year renewable (at no charge) contract
* The option to extend your franchise offering in due course



What will I offer and how much can I earn?

If your application is successful, you will be running our core franchise, which enables you to offer Raindrops and Rainbows classes and shows to 2-5 year olds in many different settings. Take a look below at what you can offer and earn…

Run our **Raindrops and Rainbows sessions (2-5 years)** in early learning and childcare centres, schools and playgroups. We charge between $80 and $90 per session and this is charged to the centre directly so all children are included.

Set up **Raindrops and Rainbows public classes (2-5 years)** in your local area. We recommend that you charge between $14 and $18 per child. We purposefully keep the numbers limited to a maximum of 12 children per class to ensure every child gets the best out of Pyjama Drama.

Provide **Adventure Parties (2-5 years)** on weekends or after-school. The minimum cost for a one-hour party is $185. This can increase to $250 per party, depending on the age group and duration. You can provide a party in a childcare centre at a reduced cost.

Offer a **Raindrops and Rainbows Parent/Child session (2-5 years)** at a family centre or community event and charge $200. We are happy to offer a discount for not-for-profit or charity organisations.

Visit schools at lunchtime or after-school with our **Rainbows program (4-5 years)**. Most schools do not charge for venue hire, therefore we charge between $10-$14 per child. Parents or teachers must support you.



How much does the franchise cost and what's included?

We're looking for three special people to become Pyjama Drama pioneers at an initial franchise cost of only $8,250.

This initial fee for the core franchise includes:

An exclusive territory.
When you buy a franchise with us, you'll be given an exclusive area in which to work. Our territories are large enough to grow profitable and robust businesses and have been created using demographical data to ensure an even spread of families with children.

Equipment. You'll receive high-quality play equipment including parachutes, play cloths, and musical instruments.

Intranet access. You'll be given access to our intranet, containing over 400 session plans (including online sessions), 6 albums of original music, a wealth of marketing images, training videos, administrative documents, example email correspondence, and more!

Website & Email. You'll receive your very own profile on our website, so you can list all your classes and take bookings. You'll be provided with an email account too.

Cont'd...



What's included (continued)

Uniform & Merchandise. Take home five Pyjama Drama adult polo shirts, one for every day of the week. We'll also give you 15 children's t-shirts.

Marketing material. We'll provide you with a suite of artwork, which we will personalise to you at no cost. You will then pay to have it printed. Artwork includes pull-up banners, postcards, posters, and booklets for early learning and childcare centres and much more.

Full training. Before you launch your business, you'll receive five days of face-to-face training, covering key practical techniques - with plenty of time to practice - and also general business support. Training dates can be flexible to work around your other commitments.



What are my additional and ongoing costs?



Additional costs

You will need a mobile phone, a reliable car, and a home office space with a computer. You will also need a good quality Bluetooth speaker, some comfortable sneakers and smart-casual black pants.

Ongoing costs

Management fee. 10% of your turnover is payable monthly. This pays for access to all of the session plans and music, as well as business development and ongoing support.

State marketing. For only $45 per month, you will contribute to a marketing fund that supports the brand across WA, including paid adverts and business networking, as well as a newsletter and regular blog.

Local marketing. We suggest you set aside $1000 per year for marketing expenses within your territory.

Public liability insurance. You will need to be insured for a minimum of $10 million public liability, sometimes more, depending on the places you visit. The approximate cost for this is $900 per annum, which increases if you add subcontractors.

WWCC and National Police Clearance. A valid and up-to-date Working with Children Check is required at all times. You will also be expected to provide a police clearance before you start your franchise and at any other time it is reasonably required.

Other expenses. You will need to budget for travel expenses, wear and tear on your motor vehicle, your phone bill, rent (for public classes), office stationery, online file storage, and meals and entertainment. All of these expenses are tax deductible.

Merchandise. You will need to pay for any required merchandise throughout the year, such as CDs, t-shirts, certificates and stickers. Remember that some items can be sold for a profit and there is no management fee on merchandise!



What are my opportunities for growth?

Our first three Pyjama Drama pioneers will purchase our core franchise, which enables them to deliver Raindrops and Rainbows classes and adventure parties to 2-4 year olds. As your business grows, or your circumstances change, you may want to consider buying an additional franchise...

The Dewdrops Franchise (6 months to 2 years) $1,900* Our baby Dewdrops classes can be provided in a childcare setting, as a public play session, or for a Mother's group or playgroup.

The Performance Franchise (3 - 7 years) $1,500* Our Interactive Performances are perfect to showcase Pyjama Drama in your local area on weekends or during school holidays. You can also offer them to early learning and childcare centres, to libraries, and at community events and school assemblies. Our Interactive Theatre Parties are high-energy shows for up to 30 children, perfect for birthday parties!

The Sunbeams Franchise (5 - 7 years) $1,500* Offer our Sunbeams program as public classes, at a lunchtime or after-school club, or run an extended workshop for this age group during the school holidays.

*Prices correct as of Dec 2021

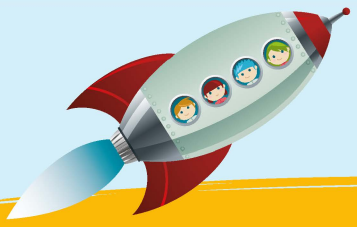


What do you look for in a franchisee?



We're looking for people who are:

- ✓ Passionate about play and love spending time with children
- ✓ Enthusiastic, professional, and friendly
- ✓ Expressive, can show a range of emotions, and have a pleasant singing voice
- ✓ Determined to succeed and like learning new skills
- ✓ Committed to the social and emotional development of children
- ✓ Looking for a flexible, family-friendly career with the drive for long-term growth



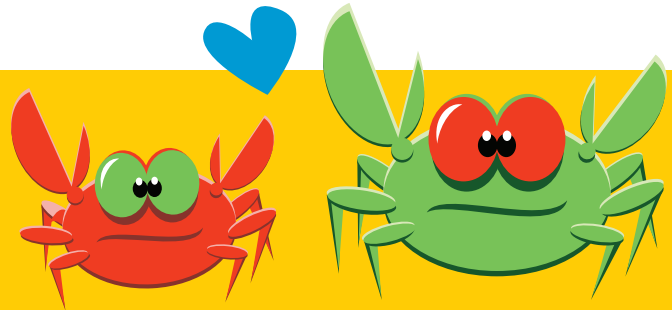
We do what we do for a reason. We believe in the power of imaginative play to develop confident, expressive, curious and happy children.

What ongoing support do you offer?

The beauty of a franchising model is that you're never alone. After you launch your business, we're always here to help.

You will receive:

- A direct line of support – Elle is only ever a phone call or email away
- A closed support group on Facebook
- An international network of franchisees – our Pyjama Drama family
- Quarterly growth meetings where together we review your targets and help you set new ones.
- Annual review meetings to update business and marketing plans
- Additional training as appropriate
- An annual conference for networking, information sharing and general business updates. We will also take this opportunity to refresh our skills and have lots of fun!



What are the next steps to launching my business?



We understand that buying a franchise is not a quick or light decision, and you will probably have lots more questions. Here are 10 suggested steps to get to know us and make sure we're the right fit for you...

1. Follow our social media pages:

2. Explore our **website.**

3. Arrange to come and watch a session or two (or even three!) **Email Elle** to arrange.

4. Watch our taster videos on **YouTube.**

5. **Find out** what territories are available in your local area.

6. Read the **Franchising Information Statement** available on the ACCC website and further information on **buying a franchise**.

7. Pick up the phone and say hello. The more conversations we have, the more we'll get to know each other. We want this to be the right fit as much as you do. Call 0423 487 080 today!

8. **Book a Discovery Meeting**, which can take place via Skype or on the phone, and make sure you cover everything you need to know.

9. **Read our testimonials** - you too could be getting reviews like this!

10. Email your questions to Elle at **eleanor@pyjamadrama.com.au** at any time. We would love to hear from you.



Become a Pyjama Drama Pioneer

Special price for the first three applications before 31 March 2022

pyjamadrama.com.au