

## Holiday Décor & Santa Experience Project Questionnaire

Thank you for considering us for your holiday project. To help us develop a tailored creative concept, visual presentation, and preliminary budget estimate, please provide the following information.

### 1 General Information

Property / Center Name:

Address:

Contact Name:

Title:

Email:

Phone Number:

### 1.1 Timeline

- Desired installation date:
- Official opening date / :   
Santa arrival

**Please answer the questionnaire below so we can provide you with a full concept that will meet all your needs and wants.**

### 2 Project Objectives

**What are the primary goals of your holiday program?**

- Increase foot traffic and Santa photo sales
- Create memorable guest experiences
- Enhance social media engagement
- Strengthen brand positioning

Other specify:

**Are there specific themes, messages, or brand values you would like the décor to reflect?**

### 3 Design Preferences

- Traditional
- Contemporary
- Luxury
- Whimsical
- Timeless
- Family-Oriented

Other specify:

**Are there colors or design elements that should be incorporated or avoided?**

### 4 Scope of the Project

**Please indicate which elements you would like us to consider:**

- Standard Santa Set
- Santa Experience (Immersive/Storytelling/Interactive)
- Feature Christmas Tree
- Light Show
- Secondary Décors
- Photo Opportunities
- Overhead
- Exterior Décor
- Monument Signs

Other specify:

## 5 Budget

Please indicate what needs to be included:

- Shipping
- Installation
- Dismantling
- Storage
- Taxes

## 6 Site Information

Please indicate which elements you will be providing with your request:

- Site plans and floor plans
- Site plan indicating the areas that must be considered
- Approximate ceiling heights
- Storage area information (available square footage, onsite/offsite, access corridor and door sizes, etc.)
- Loading dock location and information
- Photos of the areas under consideration
- Photos of previous or existing décor elements and Santa set

## 7 Technical Requirements

- Available power sources/ how many dedicated circuits of 15 or 20 amps available in each of the considered areas.

- Photographer's requirements in power, counter space, and ethernet cables.

- Any requirements sound or interactive technologies?

- Are there any structural, operational, or access limitations we should be aware of? (Examples: weight restrictions, storage rooms, etc.)

- Indoor, outdoor, or both?

## 8 Santa Set

- Desired Santa set footprint:
- Queue management requirements:
- Estimated daily / yearly visitor volume:
- Photo package operator:
- Do you use an online reservation site?
- Additional desired specific elements:

## 8.1 Previous Holiday Program

- What elements were successful?
- What challenges would you like to address this year?

## 9 Additional Information

**Please provide any other information that may help us create a concept that aligns with your vision, operational requirements, and budget objectives.**

**These additional attachments/ information are welcome :**

- Brand guidelines
- Your Logos in illustrator / vectorized formats
- Information about installation crew
- Storage requirements