

A group of people are socializing at a party. In the foreground, a woman with long dark hair is seen from the back, wearing a light-colored top. To her left, a woman is wearing a leopard-print top. In the background, several other people are visible, including a man with glasses and a woman with long blonde hair. The scene is dimly lit with warm, ambient lighting, suggesting an indoor evening event.

Become a Venue Partner

single
&
mingle®

About Single & Mingle

Single and Mingle launched in Nottingham in 2021 by Dating Profile Photographer, and founder of We Just Clicked, Gemma Wilks to connect singles in real life.

Our fun and relaxed socials help singles to:

- ♥ make new friends
- ♥ catch someone's eye
- ♥ boost their confidence
- ♥ have a break from dating apps
- ♥ get out the house
- ♥ ease their way into dating
- ♥ have a fun time



Could you be our next venue partner?

As our events get bigger and better, we're always on the look out for venues to partner with.

If you have a welcoming venue, want to help people to broaden their social circle, and would like to get more people through the door, we'd love to chat.

This guide should tell you everything you need to know about becoming a venue partner, but if there's anything you think we've missed, or would like to know, please just ask.

A stylized, handwritten-style signature in red ink that reads "Gemma".

Founder & CEO





— “ —

It was wonderful to see the utilisation of the pub on what would've likely been a dull evening otherwise.

I believe we generated around £650 an hour on drinks alone; this was predominantly coming from Single & Mingle guests.

We would love to have you back at our venue again.

Brewhouse & Kitchen

” —

Benefits of being a Venue Partner

Being involved in Single & Mingle is such a feel-good thing.

Here are a few ways our events can benefit you:

- ♥ Increase wet sales on quieter nights
- ♥ Get new eyes on your business
- ♥ We'll tag your venue across our social channels
- ♥ Repeat business

You'll be getting involved in something special and contributing to people making new friends, and finding love.

Bar spend is around

£800

on our more popular nights

Venue must-haves

There's not much to it really.

All of our host venues must be able to provide the following:

- ♥ complimentary welcome drink
- ♥ exclusive use of an area or room
- ♥ capacity for 20-40 people
- ♥ share the event on your socials and mailing list
- ♥ list the event on your website



Venue nice-to-haves

Some of our venues love to offer that little bit extra.

Although it's not essential, you may also wish to provide:

- ♥ vouchers for a drink or meal next time someone visits
- ♥ disabled access to venue space
- ♥ free or subsidised parking
- ♥ nibbles
- ♥ display posters/flyers around your venue



“

The Halloween singles night held at the National Justice Museum was a great event.

The atmosphere was lively as we hosted nearly 30 singles. Adding the Ghost Tour gave the singles an experience that could spark conversations and help break the ice.

National Justice Museum

”



We'll take care of the rest

Now the venue is sorted, leave the rest to us. We'll work our socks off trying to attract new and returning singles to our fun and relaxed events.

As the event organiser, we'll:

- ♥ create an event booking page
- ♥ list our events on social media
- ♥ promote events using posts and stories
- ♥ keep you posted on numbers
- ♥ bring thirsty singles to your venue
- ♥ keep people entertained on the night

Hosts arrive 30 minutes before an event and leave at the scheduled end time.



**HAPPY
HOST**

**HAPPY
HOST**

CODE 3

We've connected over

2000

singles since launching in 2021

Style of events

The majority of our singles events are a free-form informal social that consist of:

- ♥ check-in
- ♥ complimentary welcome drink
- ♥ host-assisted mingling
- ♥ conversation-starter cards
- ♥ post-event connection request service



Other event ideas

We also look at hosting other types of events to offer our guests variety and other ways to meet people.

If you'd like to chat about hosting one of the following events, please get in touch:

- ♥ Quiz night
- ♥ Brunch
- ♥ Cocktail masterclass
- ♥ Wine tasting
- ♥ Afternoon tea
- ♥ Romantic meal for two



FAQs

How often can we host a Single & Mingle event?

Initially we'll host a trial event. If all goes well for both us and you, we'll have a chat about making it a regular thing.

How many people do your events attract?

Anywhere between 20 and 36 generally. Events might be more or less attended as we establish a presence in new areas. We may cancel events with fewer than 18 bookings.

Who are your events aimed at?

We host mixed-age and age-range events for both heterosexual singles, and those within the LGBTQIA+ community.

What is the style of your events?

The general format of the event is relaxed mingling. We do not run speed dating events.

FAQs cont.

Do venues receive any payment?

No. We work with venues who can fulfil the must-haves detailed in this guide. If we require anything outside of this remit, we will discuss costs with you.

When will a venue know final numbers?

We try to give our host venues as much notice as possible but the reality is, singles tend to book at the last minute, and so final numbers aren't always accurate until a few days before an event. We offer early-bird tickets to all events to try and reduce any risks.

Do we need to put on additional staff on the night?

In our experience we've found that venues haven't needed to have extra staff on during our events. If it looks like there will be more people than usual booked on, we'll let you know so you can make a decision on staffing.



want to partner with us?

Contact Gemma

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