



# Become a Host Venue

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 host venue?

As our events get bigger and better, we're always on the look out for new and exciting host venues, both in Nottingham, and cities far and wide.

This guide should tell you everything you need to know about becoming a host venue, but if there's anything you think we've missed, please get in touch.

If you have a cosy and welcoming venue and would like to get more people through the door we'd love to chat.



Founder & CEO





# Benefits of being a host venue

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

Here are a few ways our events can benefit you:

- ♥ Fill your bar on quieter nights
- ♥ Lots of new eyes on your business
- ♥ Bar spend you may not have otherwise had
- ♥ We'll tag your venue in social posts

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

Bar spend is around

£1000

on our more popular nights

— “ —

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**

— ” —



# 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 30-50 people
- ♥ displaying event posters in your venue
- ♥ sharing the event on your socials and mailing list
- ♥ listing 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





CODE 34

CODE 34  
ASK THE  
BAR  
FOR  
THE  
MENU



# 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 from all over 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 regular stories
- ♥ keep you posted on numbers
- ♥ bring lots of thirsty singles to your bar
- ♥ host the event at your venue
- ♥ keep people entertained on the night

Hosts are present from 6.30pm and leave around 9.30pm



**HAPPY  
HOST**

**HAPPY  
HOST**

CODE 3

We've introduced over

1800

singles since launching in 2021

# Style of events

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

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







“

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**

”



# Other event ideas

We also look at hosting other types of events to offer our singles 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 26 and 40 generally, but some of our events will be smaller or larger as we try new things. We cancel any events with fewer than 18 people.

## Who are your events aimed at?

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

## What is the style of your events?

The general format of the event is 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 tickets 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 really 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.

single  
&  
mingle

*want to partner with us?*

**Contact Gemma**

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