

## Sensory Party Styling & Celebration Cakes

Thoughtfully created by a SEND parent who gets it....



## UPGRADE PARTY PACKAGES

## GUIDE & PRICES

By Frieda Thiel Bakes



# How It Works

01

## Step 1 — Check SENplay date availability

Check that your preferred party date and time are available directly with SENplay.

## Step 2 — Check upgrade date availability

Once your SENplay date is available, contact Frieda Thiel Bakes to check availability for an upgrade package on the same date.

## Step 3 — Secure your SENplay booking

Once both dates are aligned:

- Book and pay for your venue hire directly with SENplay.

## Step 4 — Secure your upgrade package

After your SENplay booking is confirmed:

- Secure your upgrade package with Frieda Thiel Bakes by paying the 50% non-refundable booking deposit.

## Step 5 — Final details

- Final details and any add-ons are confirmed 7 days before the party.
- The remaining balance and refundable hire deposit are paid at this time.

## Step 6 — Enjoy the day

- Delivery, set-up & clear-down are included.
- Everything is styled and ready when you arrive.

**Arrive ready to celebrate, everything is taken care of for you.**

# Prices & Packages at a glance

	<b>Package 1:</b> Sensory Styling Only	<b>Package 2:</b> Sensory Cake Table	<b>Package 3:</b> Ultimate Sensory Experience
<b>Price</b>	£240	£400	£500
<b>Best For</b>	Families bringing their own food/cakes	Cake-focused Celebrations	The Full Transformation Experience
<b>Venue / Guest Capacity</b>	SENplay / up to 12 Children	SENplay / up to 12 Children	SENplay / up to 12 Children
<b>Styled Cake Display Table</b>	✓	✓	✓
<b>Styled Guest Tables with: disposable cutlery, plates, cups, serviettes included</b>	Per Child (max.12)	–	Per Child (max.12)
<b>Balloon Styling</b>	Floor Garland + Themed Sign	Floor Garland + Themed Sign	Mini window feature backdrop + Floor Garland + Themed Sign
<b>Overhead Balloons</b>	–	–	Ceiling Balloons <b>OR</b> Helium Clusters
<b>Cake Included (vanilla)</b>	–	✓	✓
<b>Cake Option</b>	–	Single-tier Cake <b>OR</b> Two-tier Dummy Cake	Single-tier Cake <b>OR</b> Two-tier Dummy Cake
<b>Cake Design</b>	–	Minimal + Custom Topper with Name/Age + Number Candle	Minimal + Custom Topper with Name/Age + Number Candle
<b>Sweet Treats (vanilla)</b>	–	12 Cupcakes <b>OR</b> 12 Cake Slices	12 Cupcakes <b>OR</b> 12 Cake Slices
<b>Party Bags Included</b>	–	5 SEN-Friendly Bags Generic “Thank You For Coming” Tags	Per Child (max.12) Personalised Name Tags
<b>Delivery, Set-up &amp; Clear-down</b>	✓	✓	✓
<b>Add-ons Available</b>	✓	✓	✓

## Sensory Styling Only. £240

### Includes

- Styled cake display table
- Styled Guest tables
- Floor balloon garland with themed sign
- Theme colour coordination
- Delivery, set-up & clear-down

### Does not include

- Cake/Dummy Cake
- 12 Cupcakes
- Party Bags
- Mini window feature backdrop
- Ceiling OR helium balloon styling



### Important

- Fixed price package
- Price does not reduce if fewer children attend
- Add-ons available

# SENplay Package 2

04

## Sensory Cake Table £400

### Includes

- Styled cake table
- Cake choice (choose one):
  - 1.) Bespoke single-tier vanilla cake (minimal buttercream design) OR
  - 2.) Two-tier dummy cake display (minimal design)
- with (choose one):
  - 1.) 12 vanilla cupcakes OR
  - 2.) 12 boxed vanilla cake slices
    - Floor balloon garland with themed sign
    - Theme colour coordination
    - 5 SEN-friendly party bags (generic "thank you for coming" tags)
    - Delivery, set-up & clear-down



### Does not include

- Styled guest tables
- Ceiling OR helium balloon styling
- Mini window feature backdrop

### Important

- Fixed price package
- Package includes 5 SEN-friendly party bags as standard
- Price does not reduce if fewer children attend
- A refundable security deposit applies if the dummy cake option is selected **+£30**
- Add-ons available



## ULTIMATE Sensory Experience £500

### Includes

- Mini window feature backdrop
- Floor balloon garland with themed sign
- Styled cake table
- Cake choice (choose one):
  - 1.) Bespoke single-tier vanilla cake (minimal buttercream design) OR
  - 2.) Two-tier dummy cake display

### with (choose one):

- 1.) 12 vanilla cupcakes OR
- 2.) 12 boxed vanilla cake slices
  - Overhead balloons (choose one):

- 1.) Ceiling balloons OR
- 2.) Helium balloon clusters
  - SEN-friendly party bags for each child attending (max 12)
  - Personalised name tags on party bags
  - Delivery, set-up & clear-down

### Important

- Fixed price package
- Price does not reduce if fewer children attend
- A refundable security deposit applies if the dummy cake option is selected **+£30**
- Add-ons available



**Cake is on the menu, and it's baked fresh for your celebration.**

## The Cake

- 7" single-tier, 3-layered cake, feeds approx 15-20ppl
- Minimal buttercream design (theme colours + custom name & age topper)
- Number candle for cake is included
- Vanilla sponge cake with vanilla buttercream is standard
- Strawberry jam filling is optional

## The Dummy Cake

- 8" & 6", Two-tier display cake only.
- Minimal design ( theme colours + custom name & age topper)
- Customer keeps custom cake topper
- A refundable security deposit applies if the dummy cake option is selected **+£30**

## The Cupcakes

- Vanilla cupcakes (12) with vanilla buttercream is standard
- Minimal buttercream design
- Edible image disc topper to match theme is standard

## The Cake Slices

- 12 individually boxed cake slices
- Vanilla sponge cake with vanilla buttercream is standard
- Strawberry jam filling is optional
- Generic "Thank you for coming" stickers per box is optional
- Box type varies due to available stock

## Important

- Optional upgrades available, including chocolate flavour (see Add-Ons page)



**Personalise your celebration further.  
All add-ons must be confirmed by the final cut-off date.**

#### Need extra bags?

- Additional standard size SEN-friendly party bags
- Designed for SEND children using sensory-considered items

+£7 per bag

#### Baby / Neurotypical / any age-specific party bags

- Additional standard size bags available on request
- For siblings or guests with different needs.

+£10 per bag

#### Birthday Star Sensory Bag

- A Larger Jam-packed extra special personalised bag created especially for the birthday child.
- Includes additional items, more specific to the child's special interests, likes, and party theme.

+£35 per bag



# Balloon Styling Add-Ons

08



**Personalise your celebration further. All add-ons must be confirmed by the final cut-off date.**

## Mini Window Feature Backdrop

- Designed for smaller spaces
- Theme-matched balloons & streamers
- Cloud-style balloon garland
- Can also be placed on the wall if space is suitable

+£75

## Statement Feature Wall Backdrop

- Large cloud-style balloon garland
- Fuller streamer coverage & theme-matched
- Higher balloon count
- Strong visual impact for photos
- Requires clear wall space

+£150

## Ceiling balloons

- Helium balloons floated to the ceiling with curling ribbon

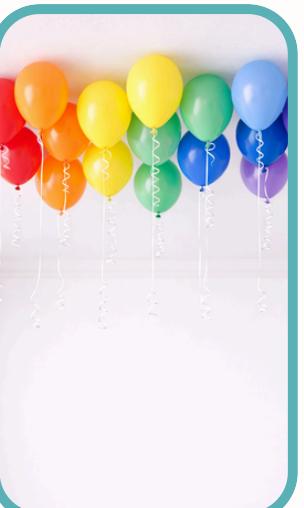
Up to 15 +£85

Up to 25 +£110

## Helium balloon clusters

- 9 balloons total
- 3 weighted clusters of 3 helium balloons with curling ribbon

+£70



Statement Feature Wall Backdrop

Ceiling Balloons

Balloon Clusters

# Cake Add-Ons

Personalise your celebration further.  
All add-ons must be confirmed by the final cut-off date.



## Chocolate Upgrade (a change from our standard vanilla flavour)

- Chocolate cupcakes with chocolate buttercream (12)

+£15

- Light chocolate sponge cake with chocolate buttercream filling

+£25



## Non-edible Cupcake Toppers

- Typically paired with chocolate cupcakes
- Custom cupcake toppers, skewer insert (12)
- matches custom cake topper & theme

+£10

# NEXT STEPS

Once you've found the package that **feels right for your family**, the next step is to review the Important Information & Booking Guide.

This guide includes:

- Payment and deposit details
- Booking timelines
- What to expect on the day

**Please read the Important Information & Booking Guide before booking a upgrade party package.**



**You bring the guests.  
We'll take care of the rest.**

**Contact**

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