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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

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

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

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



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 Styles & Flavours

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

The Cake

- 7" single-tier, 3-layered cake, feeds approx 15-20 ppl
- 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)



Party Bags Add-Ons

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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

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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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