



**PAINTING
PARTY
EVENTS**

Designing a Repeatable Entertainment Business





THE OPPORTUNITY

Turning Slow Nights Into Destinations

Painting Party Events began with a simple read on the room: Jacksonville's bars and restaurants had slow nights, and their regulars had nowhere interesting to spend them. The company built a two-hour guided painting event and installed it inside venues people already knew.

For a restaurant, that meant a reliable way to fill empty seats. For a guest, it meant an evening with friends that didn't ask for any artistic talent at all.

THE FORMAT

- Two hours, one guided painting
- A charismatic artist who made beginners feel like painters
- Hosted inside restaurants, bars, homes, offices
- Food, drinks, and music supplied by the room

SELLING SMILES

A Different Kind of Night Out

Painting Party Events was never really about the canvas. It was about the two hours around it: meeting friends after work, ordering another round, laughing through a step nobody quite followed, and leaving with proof the night happened. The company printed its guest promise on every marketing card it handed out -- Art for the Non-Artist -- and built the entire evening to keep it.

“Art for the Non-Artist.”

Nobody needed a steady hand. They needed a seat, a drink, and permission to be bad at something in public.



One Color, Everywhere It Mattered

The same cyan and the same logo lived on the apron, the watermark on every released painting, the business and referral cards, the tablecloths, and the banners guests posed against to snap and share on social. It carried through every email campaign, the website, and every social page.

Wherever a guest ran into Painting Party Events, it looked, unmistakably, like Painting Party Events.

#paintingpartyevents



BEHIND THE EASEL

It Looked Effortless

One easel. One artist. Two hours, start to finish.

BELOW THE SURFACE -- EVERY DAY OF THE WEEK

- Venue Development
- Website & Ticketing
- Customer Communication
- Artists & Assistants
- Marketing
- Sponsorships
- Photography
- Payments
- Accounting & Tax
- Legal & Licensing
- Inventory & Storage
- Setup, Breakdown & Logistics
- Customer Support
- Contracts
- Copyright

Fifteen functions, running every day, so the two hours never showed the seams.

The Event Became Its Own Marketing





BUILDING PARTNERSHIPS

A Reason for Everyone to Say Yes

Painting Party Events treated its sponsors like people, not logos. The clearest example was Walker's Bloody Mary Mix -- a partnership that started because the founder genuinely liked the product, not because anyone signed a rate card.

DISCOVERY

It started with a taste test at a trade show in Nashville. One sip, and Hollie decided Walker's belonged behind the bar at every event Painting Party Events ever threw.

INTEGRATION

From there, it just showed up -- in the staged photography, in a line from the front of the room, in a bottle sitting within arm's reach. Never a banner bolted to a wall, never a hard sell.

MUTUAL VALUE

Restaurants got a fuller room. Walker's got a room full of people trying their product for the first time, drink in hand, having a genuinely good night. Nobody needed to be talked into anything.



Corporate group event



Healthcare office holiday party



DELIVERING CONSISTENCY

Different Rooms. Same Two Hours.



Restaurant – Whitey's Fish Camp



Private holiday party



Healthcare office



Corporate group



Community event



Children's birthday



Restaurant -- holiday



Restaurant -- Halloween



THE RESULT

Proof the Night Happened

By the end of its first full run of events, Painting Party Events had worked its way from sports bars and waterfront patios into pediatric offices, corporate holiday parties, birthday celebrations, a motorcycle club headquarters, and a community Zombie Chase at St. Johns Town Center. Guests who came once brought friends the second time. Venues that tried it once asked for a standing weekly date.

The canvas each guest carried out the door was never really the point -- it was proof, hanging on someone's wall, that the night had happened and was worth doing again.



Released, watermarked artwork



The keepsake, every time

WHY IT WORKED

Six Decisions That Held It Together

01

Make participation easy

“Art for the Non-Artist” wasn’t a slogan -- it was the design brief. Every event opened with the same toast, the Artist’s Creed: “This is my painting... it will be as unique as me, and I will love it no matter what.” One line, repeated in every room, gave nervous first-timers permission to be bad at something in public, which was the entire product.

03

Create value for every partner

The pitch to a venue did math a manager could do in his head: a table of four ordering dinner and drinks before an easel ever went up, on a night that used to sit empty. The venue filled a slow Tuesday, the sponsor reached a real room instead of a rented banner, and nobody in that chain said yes as a favor.

05

Use systems to protect the experience

Hosts arrived up to two hours before a two-hour event and stayed an hour after to break it down -- the same setup, staffing, and inventory checklist at a motorcycle clubhouse or a waterfront restaurant. The guest only ever saw the two hours in the middle; everything on either side of it was built to be invisible.

02

Design every touchpoint

The cyan, the referral card, the website, the watermark on every released photo -- a company still booking its first rooms was styled, photographed, and captioned like it had already been running for a decade. Consistency was the shortcut a young business used to manufacture trust it hadn’t yet earned the slow way.

04

Build marketing into the event itself

Every night produced its own advertising. Guests returned to social media the morning after specifically to tag themselves and their friends -- no ad spend required -- and a referral card, handed to every artist and every guest, turned one good evening directly into the next ticket sold.

06

Make it worth sharing

Guests left with a finished painting, a photo taken in front of the venue’s own banner, and a story worth repeating at brunch the next morning -- the only advertising that never once felt like advertising.

Six decisions, one two-hour night, repeated across dozens of rooms.



Hollie & Collin Grant

THE PEOPLE BEHIND IT

Complementary Strengths

Hollie was the reason Painting Party Events existed: the creative force, the guest experience, the hospitality, and the confidence and energy it took to get a stranger who'd never held a paintbrush to raise one in front of a bar full of people. She also built many of the venue relationships that gave the business somewhere to hold that experience in the first place.

Collin built the business around her. He developed the brand, the marketing, the venue partnerships, the operating systems, artist training, licensing and contracts, logistics, photography, technology, and the accounting processes that let the same guest experience repeat reliably across restaurants, healthcare organizations, corporate events, private parties, and community gatherings.

COLLIN GRANT -- Founder, Business Development & Operations

HOLLIE GRANT -- Lead Artist & Creative Experience



SUPPORTING EVERY EVENT

ANNE STEINHART & SYDNEY -- Personal Artists

Painting Party Events relied on a small team of Personal Artists who worked alongside Hollie during every event -- encouraging guests, answering questions, demonstrating techniques, and keeping the evening moving so every participant felt successful from the first brush stroke to the final group photo.

GALLERY



A regular at the easel



DESIGN THE VISION. BUILD THE SYSTEM. DELIVER THE EXPERIENCE.

