

Project Magic

Project Magic is currently performing at venues for over 7 magical years! If you are a restaurant, bar, or lounge owner, Project Magic will provide you with an added value making you unique and making you stand out from your competition.

The Program is simple and straightforward....First we choose a night that is somewhat busy, but that you would like to build up even more. Together, we promote it as a magic themed evening at your location. ie. Every Monday night at your Venue is "Magic and Illusion night"

The commitment is an 8-12 week set- one show; once a week. The show will consist of walking around and doing close up magic & Illusions with the guests. Most of the signature material includes highlights from the live show. Some of them are:

- Making a girls' ring disappear and only to reappear around the stem of a wine glass,
- Predicting names and phone numbers of people never met before,
- The signature piece of Levitation- 4 feet in the air and landing on a table!

The following are key benefits as to why you should consider the value in Project Magic:

- Each show consists of a 90 min. set. There is no prep time required as we all have duplicates of our "props".
- Should there be a line up at the door, we could go out to them to ensure that they don't "disappear"!
- Should there be a problem in the kitchen while guests are waiting, we could go out to them and ensure that they are entertained.
- Tips: We do not accept tips as a policy. On many occasions, we will do magic with a borrowed bill usually a \$50 or a \$100 and the customers will insist on me keeping it. We politely explain them that *we are taken care of by management*, but they are more than welcome to leave it for the waitress attending to their table displaying that they had a good time. This creates a very pleasant situation between everyone.
- Should you ever have special VIP guests, we will ensure that they will have a good time, and the special attention is given to them.
- Unique Value proposition- It further enforces uniqueness as to why customers should visit your venue as opposed to other venues in the area. How many establishments in your area currently provide an in-house illusionist???
- Using magic as a vehicle to convey the personality and ensure customers are having a good time and coming back for more!
- www.cobymagic.com currently has a newsletter of over 10,000 individual emails, notifying them of my current and local appearances!

The Process:

1. The demo show: This is the actual 90 min. set that is performed through Project Magic. The cost for the demo test pilot show is \$270.00.
2. The review: We will sit down with management at the end of the evening discussing the value and the benefits of incorporating a themed Illusion evening at your establishment.
3. Implementation: Together with the Project Magic team and in house management we will promote your venue internally and externally. We will then set up the 8-12 week set and schedule.
4. Review: Assess and review the success and what changes can be further implemented to enhance the guest experience.