

**uFire.**

ENTERTAINMENT & EXPERIENCES

# **Kids Beg to Go Back. Make Sure They're Begging for Your Venue.**

Laser tag and go-kart venues grow through kid-to-kid and parent-to-parent word-of-mouth. uFire builds an ambassador network that turns every epic visit into content that drives the next birthday party, the next family outing, the next school event.

## THE PROBLEM

# Why Laser Tag / Go-Karts Businesses Struggle to Grow

### 🎯 Birthday Party Market Is Winner-Take-All

Parents choose birthday party venues based on what other parents recommend. Without ambassador content from satisfied families, you're invisible when the birthday planning conversation starts.

### 👦 Kids Control the Decision

Kids who have an epic time tell every friend at school. But without parent ambassador content amplifying those stories, that word-of-mouth stays in the schoolyard — not on social media where parents see it.

### 📅 Weekday Capacity Is Chronically Underutilized

After-school hours and weekdays are your biggest untapped revenue opportunity. Ambassador content targeting after-school family activities and weekday party bookings fills that gap.

THE SOLUTION

# How **uFire** Works for Laser Tag / Go-Karts

1

## **Recruit Excited Families as Ambassadors**

We enroll families who had an incredible time at your venue. They post the battle highlights, the birthday party moments, and the kids' reactions — to every parent in their network.

2

## **Launch Action-Packed Experience Campaigns**

Laser tag battle highlights, go-kart race finishes, birthday party group shots, kids' celebration moments. Content that makes every kid immediately say 'I want to go there for MY birthday!'

3

## **Pay Per Post, Fill Your Party Calendar**

Flat per-post pricing. When a parent is planning a birthday party or after-school outing, your ambassador content is already in their feed making the choice easy.

THE NUMBERS

## The Math Behind the Campaign

**\$250**

Average birthday party  
booking value

**68%**

Of parents chose their  
party venue from a  
personal recommendation

**2.4**

Average visits per family  
per year at a favorite  
entertainment venue

A 12-post ambassador campaign costs \$400–\$900. If it generates 10 new birthday party bookings at \$250 each, that's \$2,500 — a 2.7–6x return plus ongoing family visit revenue.

# Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Laser Tag / Go-Karts — powered by uFire.

**[ufire.ai/brands/laser-tag](https://ufire.ai/brands/laser-tag)**

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime