

# Start Your Paint Party Business

The practical guide to launching a profitable paint party hosting business — from your first event to a fully booked calendar.

## ■ THE OPPORTUNITY

Paint party hosting is one of the lowest-barrier creative businesses to start. You need no formal art training — your job is to create a great experience. Here's why it works:

- Low startup cost — canvases, brushes, and paint are your main expenses
- High demand — birthdays, corporate events, churches, schools, and date nights all book paint parties
- Recurring revenue — happy clients rebook for every occasion
- Flexible — run from home, rent a venue, or go mobile to clients
- Scalable — start with 10 guests, grow to 200+

## ■ GETTING STARTED CHECKLIST

### Step 1 — Lay the foundation

- Choose your business name and check availability
- Register your business (LLC recommended — protects personal assets)
- Open a separate business bank account
- Get basic liability insurance — look for event/entertainment business policies
- Create a simple booking agreement / waiver for guests to sign

### Step 2 — Set up your supply chain

- Bookmark [custompaintparty.com](http://custompaintparty.com) — your canvas supplier for pre-drawn outlines
- Start with 2–3 popular themes (sneakers, floral, faith are top sellers)
- Buy a starter paint set: primary colors + black + white + gold
- Get 20–30 brushes (flat + round in different sizes)
- Invest in: 20 easels, aprons, drop cloths, water cups, palettes
- Total starter kit cost: approximately \$200–\$400

### Step 3 — Price your events

- Calculate cost per person: canvas + paints + brushes + your time + venue
- Typical pricing: \$35–\$65 per person for a 2-hour event

- Corporate and private bookings: \$45–\$85 per person
- Charge a deposit (50%) to secure bookings — protects you from cancellations

## ■ FINDING YOUR FIRST CLIENTS

### Start close to home:

- Offer a free or discounted event for friends and family — get photos and testimonials
- Post before & after paintings on Instagram and Facebook with your booking link
- Join local Facebook groups: "Things to do in [city]", mom groups, church groups
- Contact local churches directly — paint nights are popular for women's ministry
- Reach out to HR departments at local companies for team building inquiries
- List your business on Eventbrite, Thumbtack, and The Bash

### Build momentum:

- Ask every client for a Google or Facebook review after the event
- Offer a referral discount: "\$10 off your next event for every friend you refer"
- Partner with venues (cafes, studios, wineries) for a revenue share
- Create a simple website or Linktree with your booking link

## ■ SIMPLE PRICING EXAMPLE

| Item                            | Cost (20 guests) | Per Person     |
|---------------------------------|------------------|----------------|
| 20x Canvas Paint Kit (8x10)     | \$120            | \$6.00         |
| Venue rental (2 hrs)            | \$80             | \$4.00         |
| Supplies (drop cloths, etc.)    | \$20             | \$1.00         |
| Your time (3 hrs prep + event)  | \$90             | \$4.50         |
| Total cost                      | \$310            | \$15.50        |
| <b>Charge per person @ \$45</b> | <b>\$900</b>     | <b>\$45.00</b> |
| <b>Your profit</b>              | <b>\$590</b>     | <b>\$29.50</b> |

■ *At just 2 events per weekend, that's \$4,700+/month in profit. Scale to 4 events and it replaces a full-time income.*

## ■ SCALING YOUR BUSINESS

### Once you're booked consistently:

- Hire a co-host or assistant — allows you to run two events simultaneously
- Offer corporate packages with custom branding (logos, team colors)

- Create recurring monthly events (paint & sip club, monthly themed nights)
- Teach beginner painting workshops in addition to paint party hosting
- Build an email list — send upcoming event announcements to past guests
- Partner with local businesses for co-branded events

■ ***Use [custompaintparty.com](https://custompaintparty.com) for all your canvas orders — bulk pricing, fast shipping, and free custom designs for your clients.***

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Ready to order your canvases? We ship in bulk for any size group.

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