



**SOUNDS FAMILIAR SIGNATURE LTD  
LICENCE INFORMATION PACK**

# ABOUT SOUNDS FAMILIAR

## WHAT IS SOUNDS FAMILIAR MUSIC QUIZ?

- It's the pub quiz music round formatted into a full standalone Quiz Event.
- With over 15 years on the live circuit, Sounds Familiar is a popular & established brand.
- Simple Format of name the Song & Artist, a point for each correct answer.
- Long clips make up the rounds, so players can enjoy the tunes.
- Rounds full of Mash-Ups, Power Ballads, Indie Bangers, Old Skool R&B, Rock Anthems, Guilty Pleasures & Chart Classics from the 60's-current day.

## OUR USP'S

- Sounds Familiar is more than just a pub trivia quiz.
- It has a sense of humour with funny, unique & creatively themed rounds.
- It creates a perfect snowball effect, people bring friends, they then bring more friends.
- It's also an ideal social event without targeting music snobs or serious quizzers.
- You'll see teams ending the night cheering & singing along.

**WE'RE THE ONLY MUSIC QUIZ TO HAVE PLAYED  
GLASTONBURY FESTIVAL 3 TIMES!**







## QUIZ CONTENT & POSITIONING

- 450+ Rounds in our Quiz Catalogue, with more Rounds created weekly.
- Includes Themed Quizzes (Decades, Halloween, Easter, Soundtracks and many more).
- A 5-Round Quiz can run up to 2 hours, ideal for weekly, fortnightly or Brunch events.
- Run a larger capacity venue? We can provide a longer Quiz for a Monthly event.
- We also offer Christmas specials & a New Year's Eve Quiz which you can charge at a higher premium!



# KEY BENEFITS & PACKAGES

- Simply & most importantly - increased revenue & increased visibility.
- We bring customers to your bar & keep them there for a few hours.
- They come back week after week bringing more friends.
- You keep all revenue, we charge a set fee whenever the quiz is played.
- Typical turnover of up to 60% revenue increase compared to a non-event night\*.
- You pick the day you want to run it, not subjected to our availability.
- You can build food & drink promotions around quiz night.
- Scope for partnership for corporate/private bookings at your venue.

\*figure supplied by a Central London venue

## PACKAGE 1

### Content only for weekly or fortnightly quizzes

- Full Quiz, our branded answer Quiz Booklets, AV visuals if required.
- Benefits: bring in your own host, or host it yourself & save money.
- Introductory rate: £125/£150+VAT (per weekly/fortnightly quiz) for the first 3 months.

## PACKAGE 2

### Host & content for weekly or fortnightly quizzes

- Full Quiz, our branded answer Quiz Booklets, AV visuals if required.
- A Sounds Familiar Host will bring in the materials and present it for you.
- Introductory rate: £200/£225+VAT (per weekly/fortnightly quiz) for the first 3 months.

## MONTHLY QUIZ OPTIONS

- If you have a large event space, ask us about our monthly quiz options.
- More rounds, more bangers, more bums on seats & spend at the bar!
- Ideal for positioning before your regular club nights or resident DJ set.
- We can help with promo, supply tailored trailers & print/digital artwork.
- Introductory rate of £500+VAT for the first 3 months.

## A WORD ON HOSTING YOURSELF

- Your host doesn't have to be a professional compere or Bradley Walsh!
- A staff member or charismatic, confident friend of the venue can do it.
- We provide a step-by-step guide, tutorial & general hand-holding!
- The simple message is: Write down what you hear, buy drinks and sing along!
- Why not bring in a pal to help with inputting the scores in our simple spreadsheet?





# LOGISTICS & OPERATIONS

## WHAT DO 'SOUNDS FAMILIAR' SUPPLY?

### PACKAGE 1 (hosting yourselves)

- Comprehensive step-by-step guide, basic script & answers.
- Ready to go content in easy, clearly marked downloadable music files (MP3s).
- Music mixes to play before the start, during the interval & after the quiz.
- Sounds Familiar branded Quiz Booklets & animated visuals for screens/monitors.
- Basic scoring template, compatible with G-docs or Excel.

### PACKAGE 2 (host supplied)

- As above but host brings content & materials.

### SUPPLIED AS STANDARD

- Marketing Road Map, Launch & Generic Artwork for Digital or Print.
- Promotion on our Sounds Familiar Signature social channels & site.
- Email & phone support, a visit to venue if required, depending on availability.





# WHAT DO I HAVE TO SUPPLY?

## PACKAGE 1 (Hosting yourselves)

- PA/Music System Speakers & AV/screens if our animated visuals are required.
- Host & helper/s to mark sheets (or ask your teams to swap answers).
- Laptop with music playout software - anything that plays MP3 or WAV files.
- Print outs of Round List Sheets, one per team/table.
- Low cost prizes, drinks, meal or tab.

## PACKAGE 2 (host & content)

- PA/Music System Speakers & AV/screens if our animated visuals are required.
- Low cost prizes, drinks, meal or tab.



# TESTIMONIALS

## **JOSIE BRISTOW, ASST. MARKETING DIRECTOR - OVOLO HOTEL, HONG KONG**

What can we say, SFMQ are just as smooth to work with as they are at running a quiz night! Ovolo Hotels Hong Kong has thoroughly enjoyed integrating with an equally energetic brand. It was obvious that there was a need for this type of mid-week activity in Hong Kong, and as soon as we launched, the people of HK snapped up the tickets in a matter of minutes. Each event is always well received and creates such a sense of love and appreciation for music, at the end of the day music is an international language. A big thanks to Ali and Al for making this collaboration work and for continuing to provide our guests with some absolute bangers. We can't wait for this partnership to continue to thrive and for the love of quiz nights to grow in Hong Kong.

## **RICHARD CALLAGHAN, GM - THE FALCON CLAPHAM**

This is not any normal quiz that you pay for. Sounds Familiar supply you with everything that you need to run the quiz – press play and off you go. We chose to host it ourselves and it's is really straight forward. We have had customers up on their feet each event and are now getting return custom. It goes down amazingly well! When the drinks start to flow it's a fully-fledged party! Due to the nature of the event the spend per head for the guest at the quiz is a lot more than normal and once we get traction with it regularly, it will grow our sales and profits. If you want something that is high-energy and gets people on their feet singing at the top of their voices – Sounds Familiar is for you! Highly recommend the event.

## **JULIO DENNERY, GM - JERUSALEM BAR, SOHO**

During the past 4 years I have been working with Sounds Familiar, we've hosted over 80 quizzes together. The company offers top quality service and rate. I saw the revenues going up between 35 to 60% the days the quiz was on and people just loving it. With 15 years of experience I can say that they are one of the best in this sector and I believe that their amazing staff, the creativity, professionalism and experience led to that success. I recommend them and look forward to working with them again.





# FANCY IT? THE NEXT STEPS

Email us on the addresses below to arrange a call & we can chat through your preferred package and frequency – weekly, fortnightly or monthly.

- We recommend at least a 4-week run up to launch.
- We'll send over artwork for posters, flyers & socials plus a synopsis.
- We'll supply a short Marketing road-map to help with your promo.
- We'll talk through our Licensing Agreement to ensure you're happy with the terms.

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