

PARTNER KIT

Co-host with Baby Vesper

A two-page brief.

CONCEPT

Baby Vesper is a luxury "mommy first" event space inside Vesper Events — experiences designed around parents reclaiming pre-childhood pleasures in a baby-sympathetic room. Each session pairs an instructor-led practice (breathwork, pilates, sound, cafecito meet-ups, the occasional Baby Day Rave) with a soft-lit playspace, on-site childminding, and a host who actually knows the names of your kids.

Capacity is held at 20–30 per session so the room stays calm. Expectant moms in T2/T3, mums with infants 0–12 months, and the grown-up friends they bring along — the audience is affluent, intentional, and primed to show up.

OPENING LINEUP

Cafecito Meet-up	A prenatal + postpartum morning café — coffee, pastries, soft community.
Sound Bowl Breathwork	Crystal-bowl sound bath with guided breathwork, mats + bolsters provided.
Pilates: Small Group	Reformer-light mat pilates, prenatal-safe modifications built in.
Baby Day Rave	A 45-min daytime dance session with a DJ, on the floor with your baby.

What we each bring to the room.

WHAT PARTNERS PROVIDE

- A 60–90 minute instructor-led experience.
- Equipment, props, music specific to your modality.
- One 30-min pre-event planning call (the week before).
- Arrival window on event day (typically 60 min prior).

WHAT BABY VESPER PROVIDES

- The room: warm-lit, baby-sympathetic, sound-tuned.
 - A staffed playspace + childminding during the session.
 - Marketing to our 800-person waitlist + IG/Substack.
 - Refreshments (cafecito + light bites), plates + glassware.
 - A photographer for one reel + a photo set per event.
 - An on-site host handling arrivals, intros, timing.
-

TIMELINE

Inquiry	You send the form — or download this kit first and skip the call.
15-min discovery call	We confirm fit, modality, capacity, dates.
Contract	One-page agreement; rev-share, flat fee, or in-kind, you choose.
Onboarding doc	Run-of-show, room layout, childminding plan, two-pager.
Event day	You arrive 60 min before. We run the room. You teach.

FAQ — THE FIVE WE ALWAYS GET

The hardest questions, answered.

1. What does my actual time commitment look like?

About 4–5 hours, total. One 30-minute planning call the week before, then your event day: a 60-minute arrival window, your 60–90 minute taught experience, and a brief wind-down. No multi-week rehearsal cycle, no weekly prep. Show up, do the thing you love, go home.

2. What do I have to bring vs. what you'll cover?

You bring the practice: equipment, props, music, modality-specific consumables. We bring the room, playspace and childminding, marketing, refreshments, photographer, on-site host — so you arrive focused on the experience, not the logistics.

3. What's the financial arrangement?

Open. We work with each partner on whatever model fits their business — flat fee per event, a revenue share on ticket sales, or in-kind trade for our attendees. None are take-it-or-leave-it; the number is negotiated per partnership with line-items spelled out in the contract.

4. Who handles marketing and the audience?

Baby Vesper owns the audience (waitlist, IG, Substack) and runs all event-level promotion — emails, posts, press. Your job on marketing is to amplify to your own list (your followers already trust you). We credit your studio everywhere the event runs.

5. How long from "yes" to my first event?

Typically 4–6 weeks from signed contract to event day. Long enough to plan the room, brief childminders, run the waitlist funnel; short enough that there is no multi-month lockup. If you have a hard window, tell us — we have flex on Saturdays and weekday mornings.