



Cupcake Challenge





Cup Cake Challenge

Our Cupcake Challenge is a fun and delicious way to work together as a team.

Similar to the kind of challenge seen on “The Apprentice”, teams will invent, create and market a new brand of mouthwateringly delicious cupcakes!

Each team are provided with a set of plain cupcakes to customise and begin by inventing their new cupcakes... With a wide range of ingredients and tools available, teams can let their imaginations run wild as they decide how to decorate their cupcakes. Teams can try out a variety of types and colours of ingredients and experiment with different plungers, cutters, moulds and nozzles in order to make their sweet treats unique!

Teams then develop their cupcake brand by giving it a catchy name and designing and making the packaging. Ingredients and packaging materials are priced, so teams will need to keep an eye on costs and decide how they will price their product to make the best profit. Teams then develop their marketing plan and must decide who their product is aimed at, how they are going to appeal to their target market, what USPs their product has, where it will be sold and at what RRP. Teams then pitch their product, brand and marketing strategy in a presentation to the judges and, as a fun finale, teams perform their own advert!

Prizes will be awarded to the winning team and, as a fun and sociable conclusion to the event, teams can dig in and enjoy their cupcake creations together!

What is included

Event host, instructors, ingredients, tools, utensils, aprons, gloves, table covers, props, costumes, team packs, stationery and fun prizes

What we require

6ft round table per team and chairs for guests, 3 x 6ft x 2ft trestle tables for our equipment

Notes

Team sizes: 5 – 8 people

Activity duration: 1.0 – 2.0 hours (indoors)

Guest numbers: 10 – 100 +

Why Firebird Events?

- Our fantastic team are creative, knowledgeable, experienced, friendly and fun. Thanks to our drive, dedication and attention to detail, we will deliver you an unforgettable event experience.
- We listen. We can provide you with great ideas, bespoke solutions and reliable service, helping you to create an event which suits *your* needs and objectives.
- Well established within the industry since 2000, our reputation and fantastic relationships have enabled us to work with an array of clients, including many large corporations and top UK venues, time and time again.
- We can provide everything from a single activity, to an entirely produced event, providing first class team building days and corporate events.
- Our hard work has been recognised within the event industry, winning awards in the category of “Best Event Provider” at the M&IT industry awards – silver in 2018, bronze in 2019 and silver in 2020.
- Firebird Events are covered by a minimum of £1 million Public Liability Insurance.

Notes

- All prices are subject to VAT at the current rate.
- All prices are subject to availability.
- Prices may be subject to change.
- All prices where an event set up fee is stated are subject to the relevant per head fee on top.
- Some services or items may be subject to minimum order fee.
- Prices may be subject to travel and accommodation charges.
- Full payment will be due 30 days prior to event date (unless a credit account has been agreed in advance).
- Soft or hot drinks (weather dependent) should be provided for our team throughout the duration of the event.
- Depending on length of the event, hot food may be required for the team.

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