

PARTY

PLAYBOOK

Saturday, May 31, 2025

Components for a successful kids' birthday party



Children's birthday parties have evolved from a generation or two ago. Modern parties are bigger, more elaborate and often more expensive undertakings than they used to be. Parents now spend, on average, \$314 for a child's birthday party, according to a survey conducted by the parenting site What to Expect. Party expectations may be driven by social media, with parents feeling compelled to "keep up" with peers who throw elaborate parties.

Before families bust budgets establishing over-the-top kids' birthday bashes, these tips can help shed light on which elements may be needed to have a successful party for the birthday boy or girl — helping to save money in the process.

• **Pick a theme.** Children's parties typically revolve around a central theme. Asking the child what he or she wants in a party is

the best way to identify a theme. One kid may want a party that celebrates a popular television show or movie character, while another may be happy with something broader like puppies and kittens.

• **Coordinate the elements.** Once a theme is established, some parents run out and get all of the branded items they can find, from cake plates to napkins to invitations. Instead, choose one branded element and then just mirror the color and style of that theme elsewhere. For example, for a Bluey party, parents can pick Bluey-branded cake plates, but then serve other foods on solid-colored plates in various shades of light blue, tan and orange to match Bandit, Chilli, Uncle Stripe, and Aunt Trixie.

• **Arrange for entertainment.** Plan to have one or two games that are age-appropriate just in case the children start to get antsy.

But keep in mind that kids are adept at finding their own entertainment; just ensure they are safe. Consider board games or active games like kickball in the yard. Bounce house businesses cater to kids' parties and these can be a worthy investment. Kids also may be happy to visit a favorite local ice cream shop or run around a nearby park.

• **Limit the guest list.** It's tempting to invite an entire class or a sports or dance team to the party. But having too many children can make the party more expensive and sometimes unruly. A good rule of thumb is to limit the guest list to "age plus one." That means if the child is turning eight, nine friends are invited (siblings and cousins are not counted in the number).

• **Keep it relatively short.** This is a children's party and not a wedding. The event doesn't have to last three or four hours. Kids generally have short attention

spans, so a party that is an hour and a half to two hours in length is enough time for everyone to have a good time.

• **Keep the menu simple.** Planning the party for between meal times means children won't be overly hungry and snacks will suffice. Serve a mix of healthy options like fruit and party staples like chips. Children can be messy, so avoid anything that can melt or get sticky, like chocolate or candy. Cupcakes always are easier than slicing cake. But donut holes or cookies also may be options.

These components can add up to a fun children's birthday party.



About Beyond The Toybox

Founded by Latoy Fowler, Beyond The Toybox was born from a passion for transforming everyday moments into meaningful, joy-filled celebrations. What started as a love for creative expression has grown into a full-service event styling company and a brick-and-mortar balloon and party supply boutique in Mentor, Ohio.

At the core of Beyond The Toybox is a simple "why" — to help people celebrate life's milestones with intention, beauty, and joy. We specialize in bold, custom balloon installations, curated event styling, and eco-conscious party supplies that elevate any occasion.

Our shop proudly offers a selection of high-quality, eco-friendly balloons and décor essentials, supporting both DIY enthusiasts and fellow event pros. We are also committed to our community, regularly partnering with local organizations and collaborating with Northeast Ohio's top event vendors to bring unforgettable experiences to life.

Beyond The Toybox isn't just about parties — it's about creating moments that matter with purpose and style. Contact us at 440-202-9104 or visit www.beyondthetoyboxevents.com to start planning your special occasion.



WELCOME TO ELEVATED CELEBRATIONS



Event Designing | Balloons | Customized Experience

DISCOVER IN-STORE	BESPOKE SERVICES
Premium Balloons & Helium DecoPop DecoShine Balloon Glow Mylar Custom Add-ons Aerial Fringe Balloon Cafe	Full Service Event Planning & Coordination Sophisticated Event Design Custom Backdrops & Welcome Signage Statement Balloon Structures Vendors for any occasion

7537 Mentor Ave., Ste 20
Mentor, Ohio 44060
440-202-9104

@beyondthetoybox
@beyondthetoybox
@beyondthetoyboxdecor



www.beyondthetoyboxevents.com

FROM INTIMATE MOMENTS TO GRAND OCCASIONS

Showers • Birthdays • Proms • Graduations
Corporate Events • Community Events • Private Events
Children's Celebrations & More