PLANNER CHECKLIST

Everything You Need to Host Your First Murder Mystery Event

THIS CHECKLIST HELPS PLANNERS GO FROM "INTERESTED"
TO "READY TO HOST" WITH CONFIDENCE.

STEP 1: Clarify Your Event Type

- ❏ Private party
- ❏ Corporate / team building
- ❏ Public ticketed event
- ❏ Fundraiser or partnership event
- ❏ Decide if the event is one-time or recurring

STEP 2: Select & Download Your Mystery

- ❏ Choose a game that fits your group size
- ❏ Confirm theme and tone (clean vs adult)
- ❏ Purchase the mystery with for-profit license
- ❏ Download all materials
- ❏ Review host guide and timeline

STEP 3: Plan Your Guest Experience

- ❏ Assign characters (or allow guest choice)
- ❏ Share costume guidance
- ❏ Decide on event length
- ❏ Prepare printed or digital materials

STEP 4: Confirm the Venue & Setup

- ❏ Confirm seating and space layout
- ❏ Plan clue distribution points
- ❏ Test sound or announcements if needed
- ❏ Prepare a simple check-in process

STEP 5: Host & Facilitate

- ❏ Welcome guests and explain the format
- ❏ Keep the event moving using the timeline
- ❏ Reveal clues at the right moments
- ❏ Encourage interaction and role-play

STEP 6: Monetize & Follow Up

- ❏ Collect payment (tickets or client invoice)
- ❏ Offer future bookings or packages
- ❏ Gather testimonials
- ❏ Promote upcoming events

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Sample Pricing Models

There's no single "right" way to price a murder mystery event. Successful planners choose a model that fits their audience, venue, and business style.

BELOW ARE COMMON PRICING STRUCTURES PLANNERS USE WHEN OFFERING MURDER MYSTERY EVENTS.

Model 1: Per-Guest Pricing (Most Common)

How it works: Guests pay a set price per person. The planner manages the event and materials.

Typical price range:
- Private events: $35–$75 per guest
- Corporate events: $45–$95 per guest
- Public ticketed events: $40–$85 per ticket

Why planners like it:
- Easy to explain and sell
- Scales well with group size
- Works for both private and public events

Example: "$55 per person includes the murder mystery experience, character materials, and hosted facilitation."

Model 2: Flat Event Fee (Great for Private Clients)

How it works: Clients pay a single price for the full experience, regardless of guest count (up to a max).

Typical price range:
- Small groups (10–20): $750–$1,500
- Medium groups (20–40): $1,500–$2,500
- Large groups (40+): $2,500–$4,000+

Why planners like it:
- Simple contracts
- Predictable income
- Ideal for corporate or milestone events

Example: "$1,800 flat fee for up to 30 guests, including hosted mystery experience and event facilitation."

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SAMPLE PRICING MODELS

Model 3: Ticketed Public Events (Venue Partnerships)

How it works: Planners partner with a venue and sell tickets directly to the public.

Typical ticket prices:

– General admission: $45–$75

– Premium seating or VIP: $85–$120

Revenue options:

– Planner keeps ticket revenue

– Revenue split with venue

– Venue pays planner a hosting fee

Why planners like it:

– No private client needed

– Builds brand recognition

– Can be repeated monthly or seasonally

Model 4: Corporate Package Pricing

How it works: Murder mystery is bundled into a corporate event or team-building package.

Typical pricing:

– Half-day experience: $1,500–$3,000

– Full experience with facilitation: $3,000–$6,000+

Often bundled with:

– Icebreakers

– Debrief or reflection sessions

– Catering or venue coordination

Model 5: Add-Ons & Upsells (High Margin)

Planners often increase revenue with optional upgrades:

– Costume kits or theme styling

– Custom character assignments

– Awards & prizes

– Extended play time

– Team-building debrief

– Venue coordination or décor setup

These add perceived value without much extra work.

For Repeat Hosts:
Buy 3, Get 1 Free Bundle

Many repeat hosts choose the Buy 3, Get 1 Free bundle to build a full season of mystery nights. This allows you to rotate themes, plan ahead, and scale your event calendar with less friction.

• Ideal for monthly or seasonal mystery series

• Rotate themes or repeat top performers

• Simplifies long-term slow-season planning

FIND THE BUNDLE HERE

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