

Why Use a Professional Santa?

Common Misconceptions:

- Can always buy a suit and use a regular store employee.
 - Cheaper, buy a basic suit and use an hourly employee.
 - Kids won't know the difference.
- Professional Santas are expensive!
- Hundreds of dollars per hour!
- No real difference anyway!

The Truth. A professional Santa offers these benefits:

- *Affordable*
 - There is a wide range of rates for professional Santas
- *Trained*
 - Knows good answers to common, difficult questions
 - Knows how to work with professional photographers and parents with camera phones to get the best shots.

**Does your employee/Santa know the cardinal rule about taking pictures?
It can cost you thousand\$ if he doesn't**

- Knows how to coax shy children.
- Knows Santa history
- Knows current popular toys/movies/games.
- *Limits Liability*
 - Injury

**Does your employee/Santa know the proper way to pick up a child to put them
on their knee?**

- Insurance. Professional Santas have entertainer liability and many have other insurance policies.
- *Background Checks*
 - Every Santa should have one!
- *A high quality Santa suit.*
 - Professional quality Santa suits start at about \$500. Many are over \$1000.
- *Professional Santas generally have real beards*
 - Or very high quality wigs and beards.

Kids DO Notice!

Hire a real, professional Santa and have peace of mind.

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