



GOLDEN BOND

Pop Up 
Partnerships





THE GOLDEN BOND

We are a boutique studio & permanent jewelry company based in Reston, VA/ TGB loves to partner with local businesses, residential communities, and clients for community building and networking parties!

We offer a wide range of highest quality 14k Gold Vermeil and 14k Solid Gold chains and connectors.

AN AESTHETIC TO REMEMBER

With an eye for design, our Pop Ups are beautiful, eye catching and engaging - visually and energetically

Even when our Pop-Ups have not been marketed with ample lead time, The Golden Bond finds attracting new and returning customer easy and connecting due to our interactive and charming set up. I love striking up conversations and connection!



CHAINS & CONNECTORS

Whether plain or enhanced with a gem, mother of pearl or timeless connector, our work is professional looking. It is fun, secure & feminine.

We have a wide range of customers from young to old. Our delicate chains make it easy for customers to pick a piece that enhances their unique personality, without being distracting. PJ also works well for those with mobility issues who cannot easily maneuver a clasp



CLIENTS LOVE OUR EVENTS

We love the social! We routinely have satisfied customers posting, tagging and highlight not only our bracelets but the places we host.

It has been noted we are the only PJ event that includes interactive card pulls & clients gifts!

Our events boost future attendance, as customers leave feeling part of a community and have a daily token to remind them of their bond.



DOUBLE THE BOND

Many of our customers love our chains so much that they choose to purchase more than one chain at the time!

Others end up booking a future appointment to add to their collection.

TGB welds bracelets, anklets, necklaces and ring - and open to bag tags & more!





BRACELETS





BRACELETS





Displays + Gift Box





Golden Bond Pop Ups

Planning & Double Days

- Two Days allows customers who have certain fixed class days to enjoy in the PJ experience. Some studios opt to have 2 days to maximize success for all, however we are also open to single day!
 - Days can be back to back (easiest for set up) *OR* scheduled a few weeks apart.
 - I have found repeat appearances to be highly successful

Advanced Planning

- Booking Pop dates in advance: 2-4 weeks in advanced allows us time to evaluate space, generate buzz and con lead up and planning to your event, so all runs smoothly and successfully

Marketing

- Each Pop Up Venue has private access to their own Google Drive of marketing images & templates. You may use these in promotion or create your own!
- We market your business on our page, and aim for cross promotion with coaches/employees to ensure best success and a fun event for all!

Raffle & QR codes

- For Two Day events: We raffle 2 free bracelets for people to sign up for via marketing funnel and professionally posted posters in the studio
- A QR code submission gives entry the raffle.
 - After registration, they are sent to a Calendly site to make an appointment if they wish to pre-reserve a welding time.
 - We also encourage and welcome day of walk up'd!
 - We have seen success with fitness studio's collaborating to raffle a free class to anyone who gets a weld

More Information

Display & Lead Up

- Each studio is given a sample chain display & marketing materials to keep in studio the weeks leading up to the event
- Disco Balls, stones, gems and a beautiful display table is provided to hype up your customers

Set Up

- In order to prepare for set up, it is preferred for us to see your space prior to and walk through with you to see what works best for layout.
- Allowing us to set up the evening before morning starts tends to work best. Then day off, the party starts smoothly!

Pop Gift Bag with Purchase

- Every weld comes with a gift bag including energy stones, info cards, jewelry care items
- Interactive: before each weld customers select a motivation card from our box they get to keep! This is fun and we have found clients really enjoy the connective positive experience

Collaboration with Management & Staff

You know your market so we are always open to ideas of what works best for you & your customers. The event is meant to be collaborative and fun, so we love when you give feedback! We have our own power source for the welding machines, so we do not impact your utility bill

Feel free to explore our website & Instagram.

I hope we get a chance to collaborate and work together to bring a new, interactive experience to your studio.



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Lexie

www.thegoldenbond.com

Professional Display

