

Press Kit

Company facts, founder biography, coverage, and the corporate one-sheet.

The company

Storybook Entertainment is a theatrical production house based in Scottsdale, Arizona. We cast, direct, and produce character entertainment, confection catering, and décor for celebrations across the Phoenix metropolitan area.

Sara Bernstein founded the company in May 2014, and it now produces roughly 350 events a year. Over 3,000 events have been staged since.

Event entertainment is more than a costume; we believe it is a performance. Characters are cast, rehearsed, and directed before anyone rings the doorbell, and a professional director oversees the production.

Fast facts

FOUNDED	May 2014
IN BUSINESS	12+ years
BASED	Scottsdale, Arizona
SERVICE AREA	The Phoenix metropolitan area
VOLUME	Roughly 350 events a year, and over 3,000 events since 2014
FOUNDER	Sara Bernstein, Founder and Artistic Director
SERVICE LINES	Luxury birthdays, corporate and social events, the holidays, confection catering, and décor and balloon work

Sara Bernstein

Sara Bernstein is the founder and Artistic Director of Storybook Entertainment. Her degree is a Bachelor of Music in musical production and direction, from Northwestern University.

She has directed musicals in the Phoenix metropolitan area for over a decade, and spent five years as Education Manager for the Arizona Theatre Company. Her direction has been recognized with multiple Arizoni Awards, including her work on *Les Misérables* and *I Love You, You're Perfect, Now Change*.

She is still a working stage actor, and still studies voice with the resident music director at the largest professional theater in Phoenix. She applies the same attention to a backyard birthday as she does to a professional playbill.

Coverage

Arizona Republic

azcentral.com, June 6, 2024. "How Scottsdale's Storybook Entertainment thrills kids with parties," which the paper ran in its Entrepreneurs section.

[Read the feature at azcentral.com](#)

Parents Magazine

Print, page 54, 2020. "Help Is Just a Click Away," by Kate Rockwood. The mention describes a pandemic-era virtual greeting. Everything Storybook produces today happens in person, in the room, with the guests.

Real Simple

Storybook was named in 2020.

What we produce

Luxury Birthdays

A Storybook host for the entire event, ninety minutes of a character of choice, and an eight-inch confetti cake from Baked by Bee. A balloon garland on a backdrop arch, matching tableware, snacks, linens, children's tables and chairs, and favors for fifteen children. From \$1,800.

Corporate & Social

Greeters, circus performers, stilt walkers, and costumed hosts for brand activations, galas, and company events. From \$690, with two performers and a two-hour minimum.

Holidays

Santa and his ensemble in December, the Easter Bunny in spring, Halloween characters through October, and Uncle Sam for patriotic dates. Price varies upon date, time, and length of visit.

Confection Catering

An attended cotton candy bar, a candy wall, a popcorn bar, and a dessert table baked by our trusted bakers and styled on site. \$12 per person, with a fifty-person minimum.

Décor & Balloon Work

Balloon garlands, arches, and full installations, for private celebrations and for corporate spaces. From \$400.

For corporate buyers

Storybook has produced for The Phoenician, PayPal, the Phoenix Symphony, Ralph Lauren, the City of Scottsdale, Raising Cane's, and Yelp.

Corporate bookings run on a traditional invoice, and the procurement side of a booking is familiar ground here.

Insurance

Every production carries \$4 million in coverage. Certificates of insurance and additionally-insured endorsements come as a matter of course.

Paperwork

W-9s come back complete and correct. If your team books against a purchase order, we carry the number from booking through invoice.

Terms

We invoice on your terms. Net 30 and longer are routine, and ACH is welcome.

Documentation

Documentation is available on request, whatever your procurement checklist asks for.

For press

Photography comes from the company archive, with professional shoots every year since 2016. High-resolution images are available on request.

Performers prepare through character study, dance and acting classes, and rehearsals for staged performances. Sara is glad to talk about how a character is cast and rehearsed.

She is also glad to talk about what she sees changing in the market: parents increasingly value the activities their children will remember over decorations that photograph well.

Contact

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