

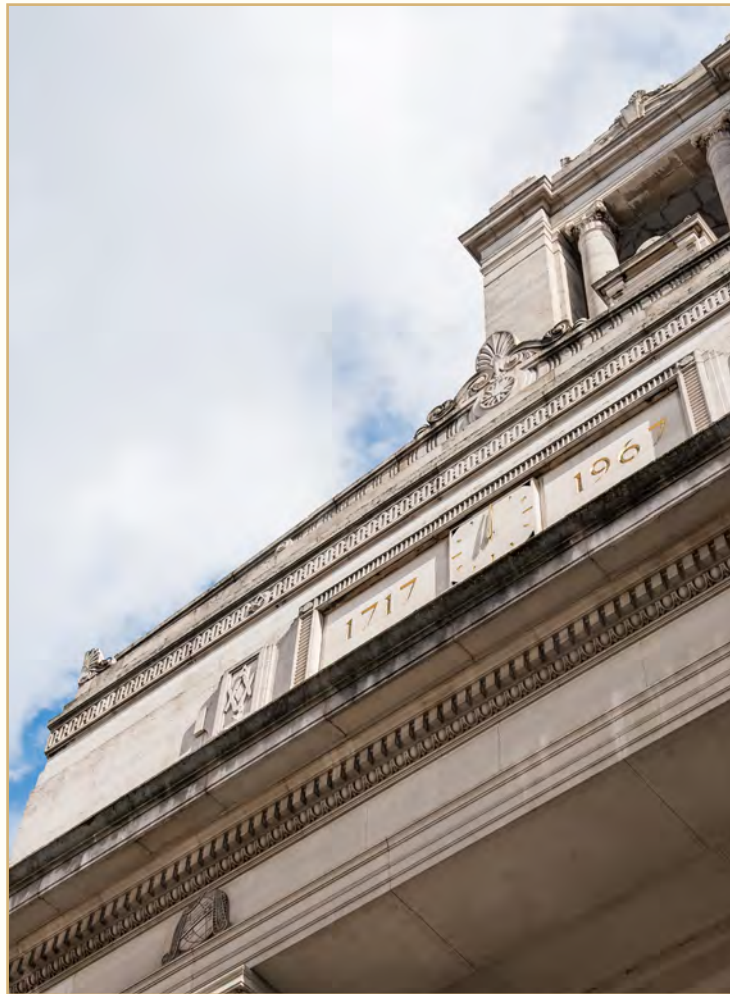
A nighttime photograph of a city street. In the background, a large, ornate building with a clock tower is illuminated. The street is filled with people walking, some blurred from motion. A rickshaw is visible in the foreground. The overall atmosphere is warm and lively.

# THE GOLDEN ERA

FREEMASONS' HALL



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Celebrate this festive season  
at Freemasons' Hall.

# WELCOME



Freemasons' Hall is conveniently located in Covent Garden, part of London's glittering West End. Completed in 1933 as a memorial to the Freemasons who died in the First World War, it is one of the

finest Art Deco buildings in England. This Grade II\* listed venue stands on a two-acre site and has a floor area of approximately 400,000 square feet, and can accommodate up to 1,100 guests.



This iconic venue is popular for filming and frequently appears in major Hollywood blockbusters, this is the perfect backdrop for your sensational Christmas party.

# THE GOLDEN ERA



“The party was insane. Everybody was in awe about the evening.”  
- Stuart Delivery

**CAPACITY:**  
👤 220 Seated  
👤 400 Reception

Step into the enchanting world of ‘The Golden Era’ at the illustrious Freemasons’ Hall, a Grade II listed masterpiece nestled in the heart of the dazzling West End.

The Golden Era’ promises an immersive experience, where the elegance of the past meets the vibrancy of the present.



This party is a celebration that transports guests back to the opulence and glamour of a bygone time, with the iconic building providing the perfect backdrop for an unforgettable night of elegance, style, and decadence.

Welcome your guests with a sparkling drinks reception on arrival, followed by your choice of delicious food options, and generous all-inclusive house drinks package.





“ We all had an amazing time.  
Everyone enjoyed themselves  
and loved the venue.  
- Globant ”

THE  
GOLDEN  
ERA  
FREEMASONS' HALL

## THE GOLDEN ERA FLOOR PLAN



# PACKAGE INCLUSIONS

We believe in making sure your guests have the best night possible, so we have multiple upgrade options available. Speak to your Account Manager to find out how we can make your guests feel extra special.

➤ Exclusive venue hire from 18:30 - 01:00 of The Golden Era.

➤ Sparkling drinks reception on arrival.

➤ Cloakroom facilities.

➤ Small plates menu including five plates per person Or three course seated dinner by Moving Venue.

➤ Pre-event menu tasting.



➤ Unlimited house wine, house beer and soft drinks all evening or a 1/2 bottle of house wine and water per person.

➤ High specification of audio and visual, including stage, intelligent sound and lighting package.

➤ State-of-the-art dance floor and professional DJ.

➤ Event Security & Event First Aider.

➤ Dedicated Event Manager.

# CATERING

51°29'04.7"N 0°02'15.8"W

## MOVING VENUE

VENUE CATERERS

Moving Venue have been impressing clients with outstanding events since 1984. Delivering delicious, seasonal and creative dishes with operational excellence, which has secured them a place on the accredited supplier list of over 50 venues, in and around London.

From gala dinners, to intimate cocktail receptions and immersive conferences, they have the catering to match your event and guarantee the food will be a talking point long after the day is finished.



All of Moving Venue's menus are carefully considered from field to fork, always with seasonal ingredients, producing bespoke, vibrant and expertly crafted catering at their extraordinary events.

They are experienced in ensuring their menus are deliverable for all events whilst ensuring innovation and creativity, using seasonal and sustainable ingredients, is always at the forefront of their creations.



# UPGRADES

We believe in making sure your guests should have the best night possible. We've put together a few ideas to make them feel extra special, but the sky is the limit, speak to your dedicated Account Manager about the possibilities.

*Please enquire for pricing.*

## WELCOME HOSTS/ HOSTESSES

6 hours (minimum) per host.

## LIVE BAND

From £2,350 + VAT  
Includes: 5-piece band (female lead singer, bass/saxophone, keyboard, guitar, drums) – 3 x 40 min sets

## CASINO TABLES

1 x table, 2 x tables, 3 x tables, 4 x tables.

Includes: Choice of roulette, blackjack and poker tables, professional croupiers for each table, delivery/ setup/collection, oversized \$100 bills for each guest and expert tuition.

## MAGICIAN

The magician can include a special 10 minute stage spot to involve a guest of your choosing.

## IMMERSIVE WALKABOUT MASQUERADE CHARACTERS

Includes: 4 immersive characters.

## GOLD PAINTED CONTORTION & HAND BALANCE

Includes: Using beauty, strength, and contortion to create a set of pure magic allowing your guests to be transported to a world of wonder & excitement (1 x 5 minute choreographed performance or 2 x 10 minute free-style sets).



## EVENT PHOTOGRAPHER

£720 + VAT for 3 hours  
£880 + VAT for 4 hours  
£1,430 + VAT for full event

Includes: Professional photographer, editing of images, private online gallery to download and share online, optional high-res digital files.

## PHOTOBOOTH

£1,300 + VAT for 3 hours  
£1,650 + VAT for 4 hours

Price includes photo pod, gold shimmer backdrop, unlimited branded prints, props and staffing.

## CHRISTMAS TREES

3 x traditional Christmas trees (delivery and collection costs not included).

Includes: A classic tree with a light frosting and warm twinkling LED white lights. Additional decorations and available on request.

## MULTI-SKILLED ARTIST

Includes a 2 hour performance – multi-skilled artists in Masquerade jester costume. Clients have a choice of contact jugglers, stilt walkers, hula hoop.





SMART  
*Christmas*  
PARTIES



## ABOUT US

Quality, passion and integrity drive all the brands at Smart Group, providing unforgettable experiences across events and hospitality.

No one throws a party quite like we do. We believe in providing you with the best quality parties all year round, combining the hottest venues, thrilling entertainment and innovative catering.

We're part of Smart Group, a multi award-winning collection of hospitality, catering and event management businesses at the forefront of the events industry. The range of companies in our Group enables us to offer full-service solutions from planning and logistics, through to catering and entertainment at the event, ensuring we consistently show your guests a great time at a Smart Party.



## TESTIMONIALS



"Impressing our top UK sales performers is no easy task, but we tried something different with our end of year celebration with Smart Group and I have to say it didn't disappoint!"



"What a great event, hats off to you and your team. We will definitely be booking for next year!"



"The decor and ambience of the whole evening was wonderful. My whole party had an amazing time and have been telling our customers how amazing it was. Thank you so much."



# SUSTAINABILITY

We are committed to achieving both at a local level and within communities where we can make impact, including the responsible use of local resources, the integrity of our supply chain; developing our people, the health and wellbeing of our colleagues and clients and minimising any affect that we can have on the environment.

We have pledged to reduce our carbon emissions by 5% each year, achieve a carbon neutral status by 2030 and be net zero by 2050. We will achieve this through our reduce, measure and offset policy.



**ZERO LAND FILL POLICY**  
with full recycling services including food waste.



**CHARITABLE CONTRIBUTION**  
with over 50,000 NHS meals cooked and delivered to the frontline.



**USE OF GREEN**  
energy solutions pledging 100% renewable by 2030.



**GREEN SMARTIES TEAM**  
volunteer throughout the year for multiple worthwhile causes.



**REDUCED DISTANCE**  
travel times and number of journeys through efficient scheduling.

# GREEN LEVY



As part of this, Smart Christmas Parties will be adding a Green Levy charge of 50p per guest to each quote. The contribution will go towards offsetting your event's carbon emissions and donating to global causes

through B1G1, an impactful global giving movement, with different causes supported each quarter. Clients are invited to track their contribution to our impacts through our live dashboard on the Smart Group website.

Please note this is an optional levy. Should clients wish to opt-out, they're able to do so by letting the sales team know.



**DID YOU KNOW?**  
When you attend a site visit with Smart Christmas Parties, we'll donate a clean water drinking tap to a family in need.



“ As a business, we believe that good environmental practice is also good economic practice. ”





51°29'04.7"N 0°02'15.8"W

## MOVING VENUE

VENUE CATERERS

Local and seasonal sourcing goes hand in hand with reducing food miles and our collective carbon footprint. We are committed to buying products of the highest quality and as a fresh food company over 80% of the produce we source is brought in fresh. We focus on seasonality and sustainability and where possible buy food that has been produced in the UK.

Recognising food waste is a huge contributor to climate change. Moving Venue have made a pledge to reduce their food waste by 50% by 2025. We will achieve this by taking a considered approach to deliver meaningful step changes over time.



90% of our Leaf Marque assured fruit and vegetables are sourced in Britain.



Our meat is Red Tractor assured produce and 100% sourced in Britain.



Every tonne of food waste is recycled by anaerobic digestion and as an alternative to landfill, prevents approx. 1.0 tonne of CO<sub>2</sub> entering the atmosphere.



All our products are sourced from sustainable, certified, ethical trade or Fairtrade sources in line with the BRC Global standard.



We only use fish from sustainable stocks, promoting fish recommended by the Marine Conservation Society (MCS).

ILLUMINATE  
SCIENCE  
MUSEUM

FREEMASONS' HALL  
COVENT GARDEN

CONTROL ROOM A  
EVOLUTION  
LONDON

LANDING  
FORTY TWO

MAGAZINE LONDON  
MAGAZINE LONDON  
the pelligon

# LOOKING FOR A DIFFERENT VENUE?

Smart Christmas Parties offer exclusive hire of seven venues across the capital, spanning from Battersea to Greenwich.

The breadth of venues allows you to choose between an intimate dinner for 100 or a large party for up to 4,000 guests, and anything in between.

Get in touch with your Account Manager for further information.

# HOW TO FIND US

ADDRESS


Freemasons' Hall  
60 Great Queen Street  
London WC2B 5AZ


PUBLIC TRANSPORT


Covent Garden Tube Station  
Holborn Tube Station




SMART  
*Christmas*  
PARTIES

 [christmas@smartgrouppltd.co.uk](mailto:christmas@smartgrouppltd.co.uk)

 020 7836 1033

 [smartchristmasparties.co.uk](http://smartchristmasparties.co.uk)

 [smart.parties](https://www.instagram.com/smart.parties)