

Disco K-50

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DISCO K-50 Philosophy:

The typical K-50 disco-goer always has, and still does enjoy partying and is not satisfied with the current nightlife scene for his/her age demographic. Our generation invented the concept of disco and many of us never learned to dance anything else. The patron is more often female than male - because "girls just want to have fun". And the men do follow the women.

DISCO K-50 is unlike other discos with inconvenient opening hours. The 50+ crowd wants to go home at a reasonable hour, without obligation to party on until the wee hours of the morning. Once inside, we enjoy being amongst our own peer group. Younger contemporaries, let alone our own children, are not in attendance to cynically comment. DISCO K-50 offers a comfort zone. And women do not need an 'invitation' to dance, in Disco K-50 even the 50+ can go to the dance floor solo to do just that - dance!

Different theme parties and 'Back to' events already exist, but this is not necessarily all the 50+ generation are looking for! We welcome and encourage fun just to have fun!

DISCO K-50 guiding principles:

- ❖ Age limit 50 years old. IDs are checked at the door.
- ❖ The evening begins and ends early (7pm – 12:30am)
- ❖ The DJ spins classics from the 60s up to modern day hits.
- ❖ No slow dancing as long as women are in majority. No Finnish Pop music.
- ❖ Authentic disco lighting.
- ❖ Smart and stylish dresscode.
- ❖ Surprise giveaways (complementary goodies, drink specials...)
- ❖ Sponsors can organise corporate happenings
- ❖ Entrance fee 10 euro. VIP-card. VIP-hours before opening.
- ❖ "Wannabe" 50s – 'underage' (by 2-3 years) guests who accompany age-appropriate patrons
- ❖ "Hangaround" 50s – hired personnel (photographers, journalists, Santa Claus, strippers?...)

Marketing

No media advertising. Website www.k50.fi. Newsletter. Word-of-mouth. Networking. Guerrilla. Viral. Hype. Flyers. Giveaways. Text messaging. Perks. VIP-cards.