

The Water Coolers Pricing Comparison for 2018 (All fees are for a cast with 3 onstage performers)

The Top Line

Pricing relates to the amount of flexibility you need and customization you want.

Just the Hits (<i>limited flexibility, detailed description below</i>):	\$11,000++
The Water Coolers Flex (<i>more flexible, detailed description below</i>):	\$15,000++
Keynote	\$15,000++

For shows in Canada, Mexico, Hawaii, and the Caribbean add \$2,500 to the performance fee.

Add-Ons

Not all add-ons are available with Just the Hits option

Customization	Starts at \$1,000
Award Show Packages	Starts at \$2,500
Additional performance days	\$7,500
MC	\$3,500
Additional cast members	\$2,500

Travel Buyout

\$2,600 if you book more than 30 days in advance and the venue is within 30 miles of the airport. Buyout covers air travel, ground transportation to and from airports and meals for four. Client to provide 4 single hotel rooms for 1 to 2 nights, depending on travel and performance requirements. Travel package is valid in the continental U.S. only and other destinations are quoted on a case by case basis.

	PURE ENTERTAINMENT		ENTERTAINMENT + EDUCATIONAL CONTENT
	"Just the Hits"	"The Water Coolers Flex"	"Keynote"
High energy, live performance	YES	YES	YES
3 Onstage performers	YES	YES	YES
Tracked music	YES	YES	YES
Custom material add-on available	LIMITED	YES	YES
Flexible show length	LIMITED	YES	YES
Preproduction meeting(s) and ongoing coordination	LIMITED	YES	YES
Musical Director	NO	YES	YES
Material selection hand-picked for your audience	NO	YES	NO
Can be performed Interstitially	NO	YES	N/A
Other product add-ons available (i.e. MC, Extensive Customization)	NO	YES	YES
	11,000++	15,000++	15,000++



OVERVIEW

PERFORMANCE OPTIONS

- Keynote presentation, after-meal entertainment; interstitial performances to energize conference programming; award shows; MC work

BEST AUDIENCES

- Sales meetings; product launch; achievement celebrations; association events; general sessions; user groups; and, of course, pure entertainment

FAQs

1. WHO ARE THE WATER COOLERS?

The Water Coolers is a New York City based comedy group that uses Broadway as well as NY comedians to deliver hilarious songs and sketch comedy about work, life, and everything in between. The act was created specifically for the meetings industry although they also enjoyed a successful Off-Broadway run and toured theaters around the country for years after. They have performed on all five continents.

2. CAN YOU DESCRIBE THEIR SHOW OPTIONS?

Entertainment – The Water Coolers specialize in comedy songs and sketches about work, life and everything in between. Kids, cars, computers, daycare, and deadlines -- if you've talked about it around the water cooler, odds are they have a hilarious song about it. They take the time to understand each audience and choose a set list from their material that best fits that audience, while supporting meeting objectives. Entertainment is offered at two pricing levels: JUST THE HITS and FLEX.

The Keynote – They focus their award-winning talent as singing comedians on the business of getting to “Getting To Great Performance.” This hilarious session is designed to help attendees spot barriers to great performance and equip them with an arsenal of simple, fresh tactics to overcome them. Besides all of that, it’s just plain funny.

3. CAN I ADD ANYTHING TO THE SHOW?

You can enhance your show to increase the impact of your investment in several ways.

Customization – For an additional premium you can ask them to write material specifically for the event – from a song to a whole set. Customization prices are based on specific client needs and require lead time. Depending on the amount of customization, they can deliver a price quote. In general, a song costs \$2000 and a 3-song medley costs \$3000. After an interview with the client, they will send lyric sheets and recorded voice demos of the custom material for client



approval before submission to their team of directors, choreographers, and vocal arrangers.

They also have special packages for Award Shows they can be used to infuse them with life and pay special tribute to top winners.

Customization requires an additional fee that is determined by the amount of customization you want.

MC work– Clients provide the script – they provide the professional actors to host the program, giving the event a motor that provides momentum and clarity often difficult to achieve without a dedicated MC.

MC work requires an additional fee of \$3,500.

Interstitials – The Water Coolers frequently work with their client to deliver short pop-up performances where they fit best in a client’s program. Use them to warm up, refocus, refresh, and energize your audience so they hear the message the client needs them to hear.

5. CAN I TRUST THEM TO BE APPROPRIATE?

Absolutely. The Water Coolers’ comedy is never inappropriate. Their producer is a former association conference planner who once actually had a comic mock her association’s president at the annual meeting. They will work with you to understand the organization’s culture so the comedy is killer funny without ever crossing the line.

6. IS THERE A LOT INVOLVED IN BRINGING IN AN ACT THIS SIZE?

They’ve done hundreds of shows in almost every imaginable setting. Their professional team will work directly with your tech contact to arrange all the details of your booking and keep you in the loop every step of the way.

7. WHAT ABOUT THE TECH REQUIREMENTS?

Their tech requirements are actually quite minimal for a musical act.

8. DO THEY DO IMPROV?

They are a scripted act. This is part of how they ensure that their comedy is *always* appropriate.

9. WHAT IF THE AUDIENCE DOESN’T WORK IN AN OFFICE?

They like to describe their show as ‘things people talk about around the water cooler.’ A typical show includes sketches and songs about IT help lines, air travel, selling giftwrap for your child’s school, our obsession with our smart phones, conference calls, annoying co-workers etc. Their material has played well with audiences as varied as healthcare, retail, HVAC dealers, construction



organizations, and local chambers of commerce. Beyond that, they've received standing ovations from theater audiences across the country.

10. WHAT IS SPECIALTY MATERIAL?

After years of writing material for various audiences, The Water Coolers have a library of specialty material that targets specific groups. They have songs or medleys for physicians, dentists, retail store managers, people working in compliance, and over 10 minutes of material just for sales audiences.

11. WHY THEM?

When attendees laugh at loud at challenges that they share, it connects them – binds them together in a way. In essence, that's what The Water Coolers do. Bring an audience together in a way that changes the energy in the room and leaves people feeling like they're all in it together.