



What is PartyPass?

PartyPass is a monthly or yearly subscription plan for users who attend parties regularly or plan to host events.

It gives them exclusive access, discounts, and rewards — creating recurring revenue and strong customer retention for PartySpot.



How It Works

1. Subscription Plans

Plan	Price (INR)	Validity	Target Audience
Monthly Pass	₹ 199	30 days	College students, party-goers
Annual Pass	₹ 999	12 months	Frequent users, wedding hosts

2. Benefits to Users

- Early access to curated parties (24-hour head start)
- Exclusive 10–20% discount on ticket bookings
- ₹100 off on every hosted party booking
- Priority customer support
- 1 free DJ voucher every 3 months (for hosts)
- Refer friends & earn ₹100/each

- Free pass to 1 premium event (Annual Plan)

3. In-App Experience

- Dedicated “PartyPass Dashboard” in user account
- View rewards used, referrals invited, next freebie
- Notification center for PartyPass members
- PartyPass-only offers & secret invites

How It Helps PartySpot

Benefit	Impact
Recurring Revenue	₹199–999/user/month = steady cash flow
Higher Engagement	Members book more, host more
Viral Growth	Referral system brings new users
Premium Community	Easier to promote high-end or paid events
Better Data	Understand preferences of loyal users

Future Potential of PartyPass

1. Premium Tiers

- Silver / Gold / Platinum
- Add-ons like VIP access, 1-on-1 event planner support, free merchandise

2. Corporate Packages

- PartyPass for startups: HR team buys 10 passes for team celebrations

3. Brand Partnerships

- Collab with beer brands, restaurants, lifestyle apps to offer extra perks to PartyPass users

4. Gamification

- Leaderboards for top referrers, badges for event hosts



Why It's a Game-Changer

- Low entry cost (₹199) = easy to adopt
- Builds an ecosystem of loyal users
- Provides cash buffer for company in off-seasons
- Makes PartySpot more than just a booking app — it becomes a lifestyle