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After-Prom Business Generates \$1 Million A Year



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Remember the prom? The limos, the dresses, the late nights spent wandering around town looking for after-prom fun? Yoel Silber has found a way to cash in on that market with [Promtix](#), his one-stop shop for after-prom adventures.

He sells tickets to cruises, comedy and dance clubs. Says Silber, “In New York, especially, kids went to Manhattan for their after-prom partying, but they couldn’t get into the nightclubs because they didn’t have ID.”

Silber combats this problem by booking clubs and cruises specifically for the underage high school crowd. “Now they have a place to party, and the parents know where they’re going,” he explains. Parents can sleep better knowing that all Promtix events are nonalcoholic.

He markets his events via fliers at local malls, where he’s likely to find lots of prom-goers—but he’s also found that word-of-mouth really helped to grow sales to \$1 million a year.

Photo by [Love Dr.](#)