

Play Sundae

Info packet for indoor play cafes

playsundae.com · Updated October 28, 2026

Play Sundae runs online booking, birthday parties, waivers, memberships, the front desk and the cafe register in one system, so the family who books a Saturday party is the same family in your member list and the same family buying a latte on Tuesday. It started as the system built for Hey, Let's Play! in Benton, Arkansas.

Pricing

Monthly subscription	**$200 per month**
One-time build (setup, data import and training)	**$500**
Each additional location	**$100 per month**
Optional cafe website, built and hosted by Sundae	**$50 per month**
Payment processing	**Stripe's standard rates, paid to Stripe**
Play Sundae fee on your sales	**None**

All prices are in US dollars.

What the monthly price includes

- Every feature, with no tiers, no per-feature charges and no per-user charges
- Unlimited bookings, parties, events and classes
- Unlimited staff users, members and cafe menu items
- Weekly product updates
- A direct line to the team that builds it

Billing terms

- No free trial, and no long-term commitment. The build gets you set up, monthly billing starts once you are live, and you can cancel any time.
- When you leave, you get a full export of your data: families, bookings, sales and payment history.
- Card payments run on your own Stripe account at Stripe's standard rates (2.9% + 30¢ for online card payments in the US; in-person reader payments use Stripe's in-person rate). Play Sundae never holds your money and takes no percentage of your sales.
- Each additional location runs as its own Play Sundae account, with its own booking page, Stripe account and reports.

What the build covers

- Your Play Sundae account, booking page and branding (logo, colors and email style)
- Products, prices, hours, party packages, add-ons, memberships, passes and gift cards set up to match how you run today
- Your cafe menu, modifiers and tax rates, and your customer emails
- Importing your families, children, memberships, passes and upcoming bookings, with every balance carried over exactly
- Connecting your Stripe account, card readers, receipt and kitchen printers and cash drawer
- Testing everything as a parent would, plus owner and staff training, recorded for new hires
- A live test charge before launch, and check-ins through your first 30 days

Timeline: most cafes go live about three weeks after kickoff

Week 1	Kickoff call, account set up, and you send your prices, packages, menu, waiver and hours
Weeks 1 to 2	We build your system and connect payments and hardware
Week 2	We bring your data over and you spot-check it
Week 3	Testing, training and go live
First 30 days	Health check, first payout, reports walkthrough and a 30-day review

Customer emails stay off while we import, so no family hears from Play Sundae until you have checked your data.

Features

Online booking

- Your own booking page for open play, classes, events and birthday parties
- Memberships, play passes and gift cards sold online
- Returning families sign in with a 6-digit email code, so their kids, waivers and membership apply
- Waitlist for full sessions, cafe pre-orders at checkout, and unpaid checkouts that release their spots

Birthday parties

- Packages, themes and add-ons, with deposits taken online
- A planning board, guest invites with waivers, a host questionnaire and your own party agreement
- Automatic party emails from kickoff to thank-you, a printable prep sheet, and close-out at the desk

Front desk

- Check-in with party guest lists, and check-in waits until every child has a signed waiver
- One-screen walk-in: family, kids, waiver and payment in one tap
- Memberships and passes apply automatically, cards on file can be charged at the desk, and live capacity shows on screen

Waivers

- Versioned waivers signed online, on the iPad, by emailed link or through a party invite
- Each signature records who, which child, when and how, and the parent gets a PDF copy

Cafe register

- Your menu with modifiers, tax rates and kitchen tickets
- Member discounts and perks at the register, discount codes, and voids behind a manager PIN
- Card reader, card on file, cash and gift cards, with a cash drawer and till report

Memberships, passes and gift cards

- 1, 3, 6 or 12 month memberships billed through your own Stripe account, priced per child
- Monthly visit limits, perks like free coffee, and member prices locked at signup
- Play passes with expiry dates, and gift cards with a public balance check

Family portal and emails

- Families see their kids, saved card, memberships, passes, bookings and signed waivers, with no password to remember
- Every customer email in your own style and wording, switched on when you want it, with a log of every send

Reports and daily operations

- Revenue, sales tax, adjustments, party profitability, member churn, menu performance and capacity, each exportable to CSV
- The Daily Scoop day timeline, opening and closing checklists with photo proof, and an end-of-day report

Your website

- A Sundae-built cafe website reads your prices, hours, packages, memberships, menu, gallery and blog straight from Play Sundae, so it always matches what you charge

Security at a glance

Each cafe's data stays separate
Every record carries its cafe's id, the app checks the signed-in person's cafe and role on every request, and row-level security is on for every database table.

Your money goes to your Stripe account
Payments run on your own Stripe account and pay out to your bank. Play Sundae never holds your money and takes no cut of your sales.

Card numbers never touch Play Sundae
Families pay on Stripe's secure checkout pages and Stripe card readers. We keep only the card brand and last four digits.

Only what a play cafe needs
Contact details, children's names, birth dates and allergy notes, signed waivers and purchase history. No Social Security numbers or government IDs.

Your data is yours

Reports export to CSV at any time, and you get a full export of your records whenever you ask and when you leave.

US hosting, encrypted and backed up

Hosted in the United States (AWS, Ohio), encrypted at rest and in transit, with a daily database backup.

What we don't have yet

- A SOC 2 report.
- A HIPAA business associate agreement. Play Sundae isn't a covered entity, and the allergy and medical notes field is free text for the cafe's safety use.
- A third-party penetration test. Our September 2026 review was an internal configuration and code review.
- Two-factor sign-in. Staff who sign in with Google are covered by Google's own two-step verification.
- Enterprise single sign-on (SAML, Okta, Azure AD).
- A second hosting region or a contractual uptime SLA.
- A log of past Sundae support visits to a cafe's dashboard. The on-screen banner shows a visit while it's happening.
- Self-serve full export and deletion. Report exports are self-serve; full exports and deletion requests go through Sundae.

Full details, last reviewed October 28, 2026: playsundae.com/security

What Play Sundae doesn't do yet

- Text message (SMS) notifications
- Tips at the register or online
- Marketing email campaigns to your customer list
- Combined reporting across several locations
- Canadian dollars and Interac debit (in development)
- Direct accounting integrations such as QuickBooks or Xero (reports export to CSV)
- A downloadable app (Play Sundae runs in the browser on an iPad, phone or computer)

Talk to us

Book a 30-minute demo at playsundae.com/contact, or email kyle@playsundae.com.

Play Sundae is a product of Sundae Software Solutions LLC, Benton, Arkansas.