

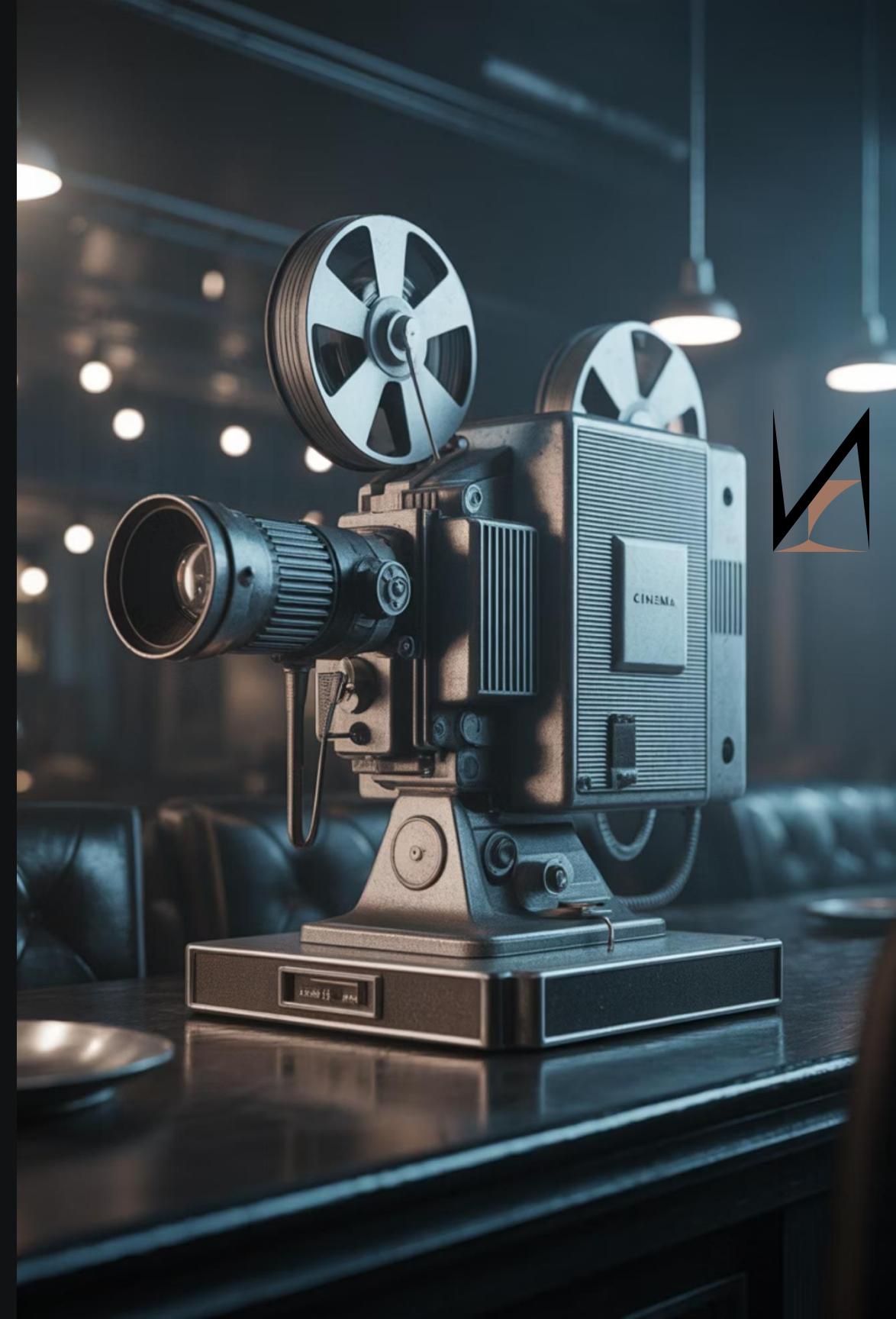
A Night of Theater in Riverdale, the Bronx...



A cinematic sports watch party where the city's energy meets old-school film charm...

Experience the game in black & white with no commentary...

Projected onto a café's screen...
Meanwhile unexpected sounds ring through...



The Concept

The Experience

Guests sip themed cocktails and snack on elevated street eats while socializing in a relaxed, lounge atmosphere. A sport becomes ambient art—a backdrop to connection rather than the sole focus.

- Black & white projection
- No commentary
- 90s boom-bap soundtrack
- Elevated street food

Event Details

Designed for an intimate yet energetic crowd, Theater Night transforms ARTIZEN NYC into a cinematic social experience.

- Capacity: 50 guests
- Ticket Price: \$50 per person
- Includes 1 cocktail + food
- Standing social with soft seating



Space & Layout Strategy



Main Floor

20–25 guests standing at bar height tables

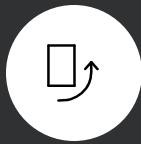
- Remove half the café's normal seating
- Add 4–5 cocktail tables
- Projector visible from multiple angles
- 8–10 guests seated on benches along walls



Balcony / Second Floor

15–20 guests max with premium sightlines

- Standing rail view or small tables for duos
- VIP sightline area
- Perfect for photos and elevated views



Flow Design

Strategic placement for seamless movement

- Food station in the conference room
- Two drink stations: alcohol & mocktails
- Clear line of sight to projector
- Minimal walk obstruction



Food Concepts

Hearty, Stand-Friendly & Worth the Ticket

1

Grown-Up Stadium Eats

- Mini Beef or Vegetarian Sliders in paper boats
- Loaded Sweet Potato Wedges w/ chipotle aioli
- Bite-size PDQ bites with complimentary dip
- Small Dessert Bite: brownie square or donut hole

2

Uptown Bodega Plate

- Cuban or Chopped Cheese Sliders
- Plantain Chips + Guac or Pico
- Empanadas: chicken or veggie

3

Tapas Tray

- Skewered Small Bites: jerk chicken, grilled shrimp, roasted veggie
- Mini Mac + Cheese Cups
- Small Bowl Dessert: banana pudding or tiramisu cup

All options designed for easy handheld or standing consumption—elevated comfort food that feels worth \$50 with drink included.

Cocktail & Mocktail Themes

Each drink named after sports or NYC film culture, served in distinctive glassware to elevate the experience.

Signature Cocktails

1. **"The Garden Glow"** – bourbon, citrus, maple, smoked salt rim
2. **"Broadway Layup"** – gin, lemon, lavender, soda
3. **"5th Ave Hustle"** – rum, ginger, lime, mint

Mocktail Counterparts

"The Rookie" – same flavor profiles using Zero Proof spirits, ginger beer, or tea infusions

Served in coupes, Collins glasses, and other distinctive glassware to make non-alcoholic options feel just as elevated.



Financial Snapshot

\$2,500

Gross Revenue Tix Sales

50 guests × \$50 per ticket

\$20-25

Ops Cost Per Person

Food, drink, staff, and setup

\$10-15

Add-On Revenue

Average 2 additional food/drinks per person

Additional Revenue Potential

With guests purchasing extra drinks and food items throughout the event, we estimate an additional **\$1,000–\$1,500** in revenue beyond ticket sales.

Net Profit Per Event

\$2,500–2,750*

** Higher if drinks are partially sponsored or food is made in-house*

Atmosphere Touches



Lighting Design

Dim lighting throughout with the projector glow as the centerpiece, creating an intimate cinema atmosphere that encourages conversation and connection.



Pre-Game Reel

Optional short black-and-white highlight reel before the main event begins, setting the cinematic tone and building anticipation.



Staff Presentation

Staff dressed in event-related color palettes to maintain the cohesive aesthetic and enhance the curated experience.



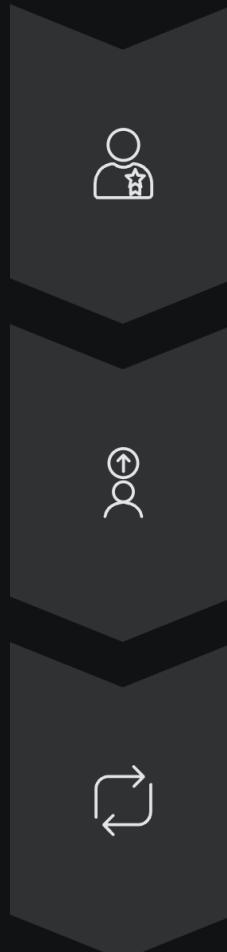
Branded Takeaways

Branded napkins, mini posters, and a giveaway bag that guests can take home as memorable keepsakes from the evening.



ARTIZEN
NYC

Why This Works



Differentiated Experience

This is cinema meets sports culture in a way NYC hasn't seen before.

Highly Shareable

The black & white aesthetic, vintage vibe, and unique concept create natural social media moments.

Repeatable Model

Once established, Theater Night can become a recurring event series with built-in audience anticipation.



The Homecourt Advantage

ARTIZEN NYC's existing infrastructure makes this concept immediately executable. The café already has the projector, the aesthetic, and the community trust. Theater Night leverages these assets to create a premium experience that feels authentic to the brand.

The \$50 price point positions this as an elevated experience—not a casual watch party, but a curated cultural event. Guests aren't just watching tv; they're participating in something memorable and Instagram-worthy.

With minimal additional investment in setup and marketing, this concept can be tested and refined it based on guest feedback, building toward a signature recurring event.



Existing projector & space



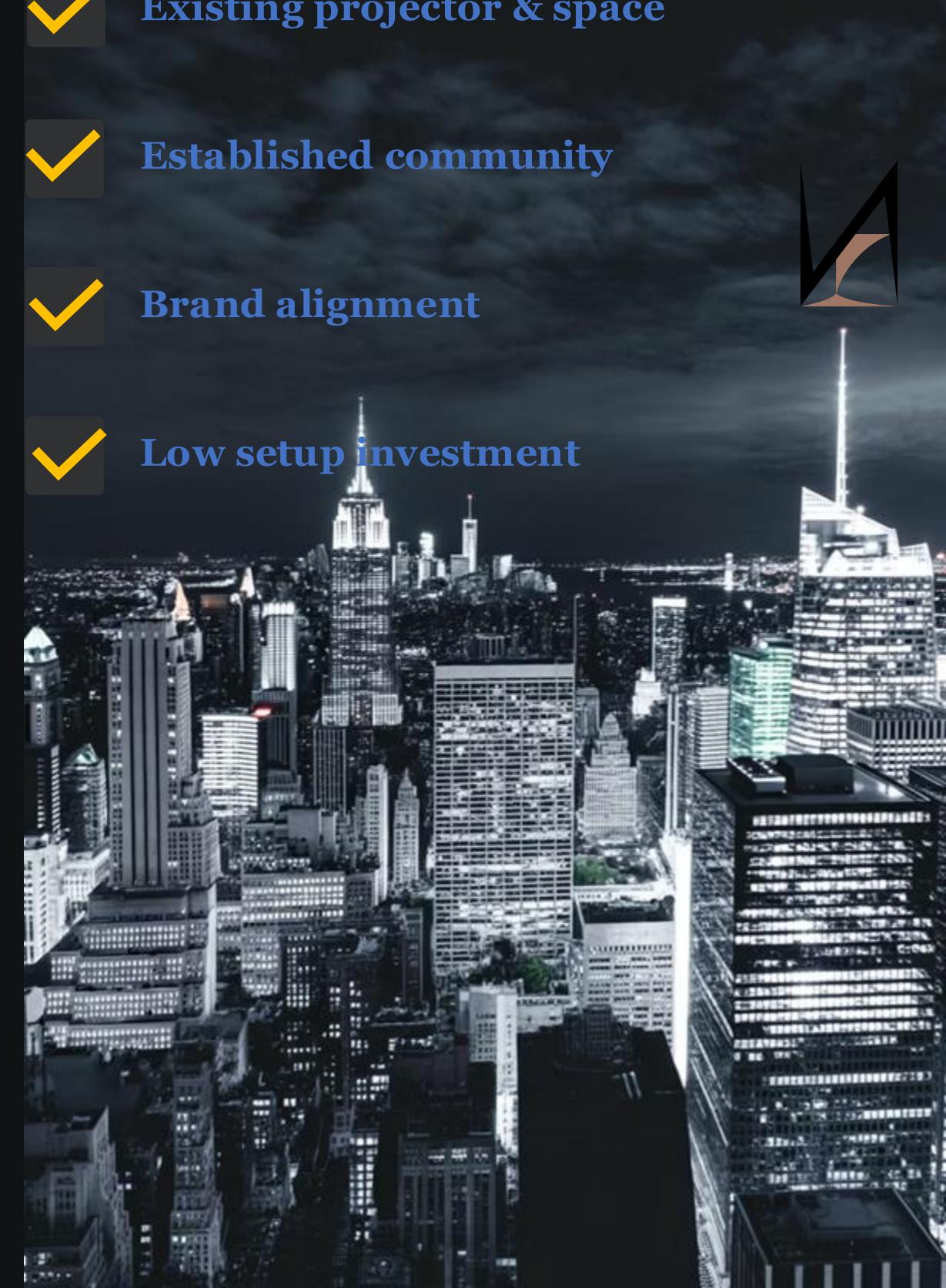
Established community



Brand alignment



Low setup investment



Next Steps

01

Select First Game Date

Choose a high-profile game that aligns with NYC sports culture and allows 3-4 weeks of promotion time.

02

Finalize Food & Drink Menu

Select one of the three food concepts and confirm cocktail/mocktail recipes with suppliers.

03

Create Marketing Assets

Design the Theater Night brand identity, social media graphics, and mini poster takeaways.

04

Launch Ticket Sales

Open registration through Eventbrite or similar platform, targeting ARTIZEN's existing community first.

05

Execute & Gather Feedback

Host the inaugural event, document the experience, and collect guest feedback for future iterations.