



# El Conejito's Super Bowl

A Super Bowl watch party rooted in community, warmth, and Latino cultural pride.



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CONCEPT

# A Neighborhood Living Room Moment

This is not a sports bar takeover; it's a neighborhood living room moment. Guests gather to watch the big game together surrounded by familiar flavors, shared tables, conversation, and a celebratory energy that feels like a block party indoors.

The focus is togetherness over spectacle: good sightlines, hearty food meant to be shared, vibrant décor touches inspired by Latino homes and street life, and an atmosphere that welcomes families, friends, and neighbors alike.



## Comunidad

Community first

## Sabor

Authentic flavor

## Orgullo

Cultural pride

## Warmth

NYC Latino energy



CAPACITY

# Event Format & Pricing

45-55

Target Guests

Intimate community gathering size

\$25-35

Ticket Price

Per person entry

## What's Included

- Super Bowl viewing with optimal sightlines
- Full food access from communal stations
- Dessert selection

## Available for Purchase

- Signature cocktails
- Local and Latino beers
- Refreshing mocktails

**Format:** Standing social with communal seating pockets throughout the space

# Space & Layout Plan

Leveraging Artizen NYC's natural light, high ceilings, and open café layout to create distinct zones for viewing, dining, and socializing.



## Viewing Zone

Screen-centered with clear sightlines from main floor and upper level. No crowd bottlenecks.



## Food Zone

Buffet or staffed stations with steady replenishment throughout the game.



## Bar Zone

Dedicated area for cocktails, beer, and mocktails with easy access.

## Main Floor

- 3-5 high-top cocktail tables
- Perimeter seating for dining
- Central viewing area


## Staircase

- Decorated with greenery and flags
- Visual anchor point
- Warm lighting accents

## Upper Level

- Overflow standing zones
- Relaxed seating options
- Premium sightlines



 MENU

# Casa del Super Bowl

Hearty, Familiar, Shareable

Designed for standing, sharing, and second helpings. All items served in compostable boats or small trays for easy handling.



## Mini Sliders

Pernil, Steak, or Pollo Asado



## Empanadas

Beef, Chicken, Cheese



## Tostones

With garlic mojo or cilantro crema



## Guacamole

With plantain chips



## Dessert Bites

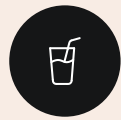
Tres leches & Carrot cake cups



## Loaded Nachos

Meat and vegetarian options

# Signature Cocktails & Beverages



## El Touchdown

Rum, pineapple, lime, cinnamon



## Barrio Blitz

Tequila, blood orange, soda



## La Victoria

Vodka, hibiscus, citrus

## Beer & Wine

Local NYC beers plus one Latino brand highlight to celebrate cultural roots

## Mocktails

Hibiscus lime refresher  
Ginger citrus agua fresca



# Cultural Touches & Ambiance



## Warm Lighting

Dimmed overheads with ambient lighting create an intimate, welcoming glow throughout the space



## Latino Pride

Flag accents woven subtly into décor celebrating cultural heritage without overwhelming the space




## Natural Elements

Greenery and plants remain central to the aesthetic, maintaining Artizen's signature look



## Communal Tables

Shared seating encourages mixing, conversation, and the neighborhood living room vibe

 **Staff Styling:** Neutral base with accent colors (reds, greens, golds)

**Table Cards:** Phrases like "Aquí se comparte" or "La casa es tuya"



## Halftime Raffle

Squares game for guest engagement



## Branded Items

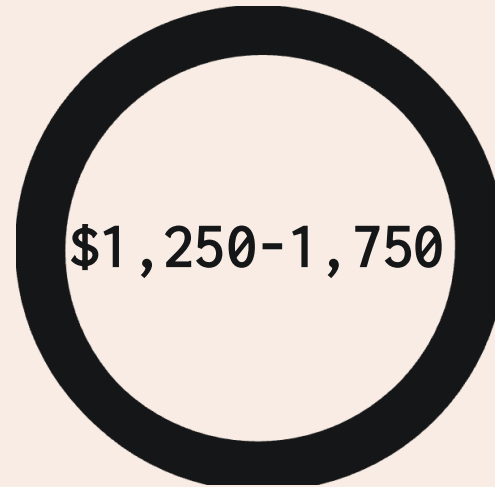
Super Bowl cups or napkins



## Local Pop-Up

Latino business featuring snacks, sauces, merch

# Why This Works



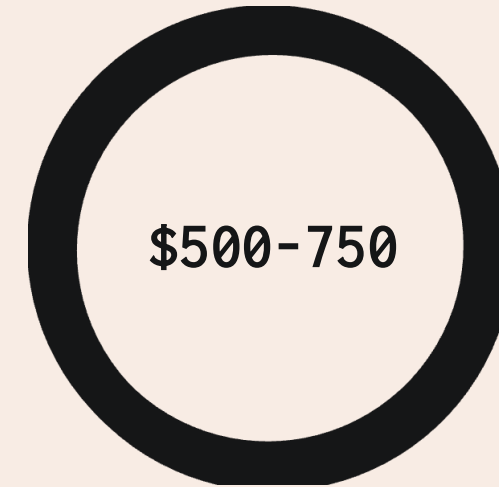
## Gross Revenue

50 guests × \$25-35 ticket



## Event Costs

Food, drinks, staffing per guest



## Bar Sales

\$10-15 per guest average

# \$1,000-\$1,500

Estimated Net Revenue

### Neighborhood Loyalty

Builds real connections with the local community

### Cultural Celebration

Celebrates Latino culture authentically without gimmicks

### Scalable Model

Repeatable for future sports or cultural events