



El Conejito's Super Bowl

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

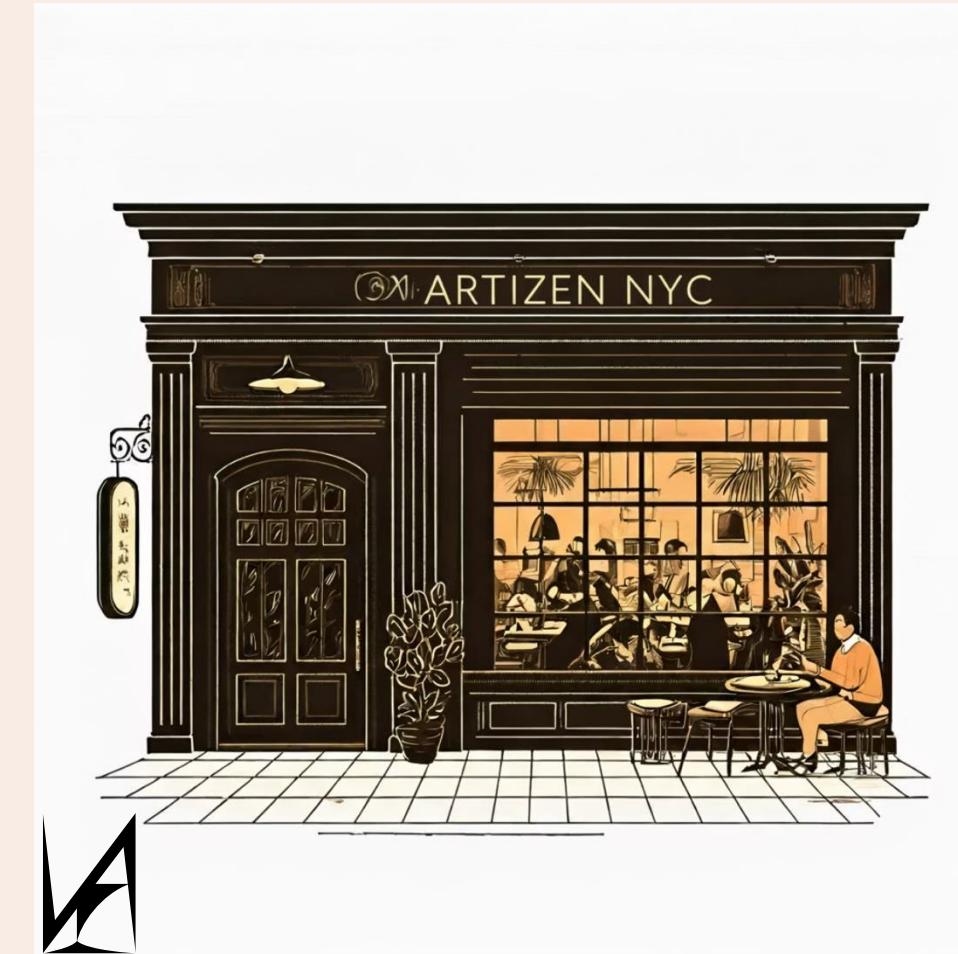


CONCEPT

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

\$25-35

Target Guests

Intimate community gathering size

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

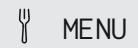
- 3-5 high-top cocktail tables
- Perimeter seating for dining
- Central viewing area

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

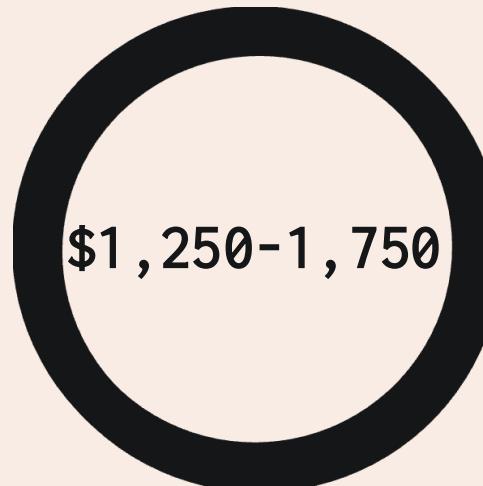
Super Bowl cups or napkins



Local Pop-Up

Latino business featuring snacks, sauces, merch

Why This Works



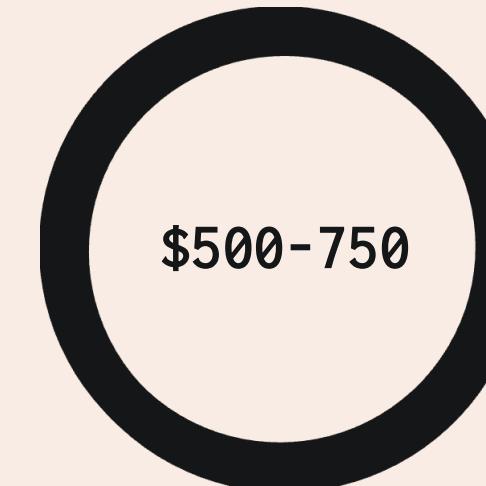
Gross Revenue

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