



The N.eighborhood F.L. Draft Party



A curated, cinematic N.eighborhood Draft watch experience — blending elevated style, sports culture, and community engagement.

Liriano Idea Advisors

Event Overview

The Concept

The Neighborhood F.L. Draft transforms the traditional draft watch party into an **immersive, interactive experience**. Guests become part of the production through structured programming, VIP green room moments, live announcements, and a thoughtfully designed layout.

Event Details

- **Location:** ARTIZEN NYC
- **Capacity:** 40–50 Guests
- **Format:** Ticketed Experience
- **Anchor:** Live NFL Draft Coverage
- **Programming:** Host-led, structured segments

This is not a sports bar event. This is a staged, intentional, community-driven sports experience.



The Hybrid Cinematic Production

The space functions as a **live set** — balancing real NFL Draft coverage with original N.eighborhood F.L. programming to create rhythm throughout the night.



Main Broadcast Anchor

Projector screen above the bar — the hero visual element with clear sightlines across the open floor.



Commissioner Stage

Podium positioned above the projector. Host echoes NFL picks, announces N.eighborhood Picks, and leads structured segments.



Prospect Green Room

Upstairs balcony serves as a rotating VIP green room with dramatic staircase walk-up moments.



Draft Big Board

Interactive physical board near the entrance — magnetic team logos, name slots, and guest prediction competition.

Space Utilization Plan

Seating & Flow (40–50 Guests)

- Remove majority of center-floor café tables
- Maintain perimeter seating along walls
- Keep 2–3 high-top tables for food and drinks
- Preserve standing room in central floor area

The checkered floor becomes the main **energy zone** — allowing circulation, reactions, and walk-up moments without overcrowding.

VIP Green Room — Balcony Activation

- Ticket holders rotate upstairs in scheduled intervals
- When selected for a Neighborhood Pick, they descend the staircase
- Walk-up music plays; spotlight moment at podium
- Photo opportunity with Roger Godell

The staircase becomes a **dramatic tunnel walk moment** at zero additional production cost.



The Draft Big Board

A physical Draft Big Board installed near the entrance or staircase base keeps guests **invested beyond passive viewing**.

Magnetic / Velcro Team Logos

Tactile, visual, and easy to update in real time.

Name Slots

Guests track picks alongside the live broadcast.

Guest Predictions

Interactive participation drives friendly competition.

Incentivized Competition

Scoring updates throughout Round 1 maintain momentum.

Food, Catering & Production

Catering by Kingsbridge Social Club

- "First Round Wings"
- "Franchise Meatballs"

Service Plan: Passed trays for the first 30 minutes, then controlled self-serve. Catering placed near staircase/back corner to protect projector sightlines, encourage circulation, and keep bar flow intact.

Production Elements

Lighting: Warm ceiling lighting + one focused spotlight for podium. Dim/shift during Neighborhood Pick moments.

Sound: Projector audio through house speakers, "On The Clock" sound cue, walk-up music for Neighborhood Picks, and applause stingers.

Sound will drive emotional engagement.

Programming Structure — Round 1

The event moves in **acts**, preventing lulls and maintaining momentum throughout the evening.





Ticket Structure

General Admission — \$40

- Entry to the event
- N.eighborhood F.L. Draft participation
- Access to all programming and structured segments
- Catered Food and snacks
- Access to cash bar for drinks

Why It Works

At **45 attendees**, this structure ensures profitability while maintaining the exclusivity and intimacy that defines the N.eighborhood experience.

The ticketed format signals intentionality — this is a **curated event**, not a casual watch party.

Target Experience & Venue Positioning

The N.eighborhood F.L. Draft positions **ARTIZEN NYC** not as a café hosting a sports night, but as a **community venue producing experiential programming.**



Elevate Sports Culture

Blend style and fandom within a curated, design-forward space.



Activate ARTIZEN NYC

Establish the venue as a destination for cultural and experiential programming.



Build a Recurring Model

This event is the foundation of a repeatable, scalable series format.



Future Potential

The N.eighborhood F.L. Draft is the **pilot episode** — if successful, this format evolves into a full seasonal series.



NBA Finals Edition

Bring the same cinematic energy to the biggest basketball stage.

Opening Day Series

Launch baseball season with community-driven programming.

Super Bowl Programming

Scale the format to the biggest single-day sports event of the year.

Seasonal Sports & Culture

A year-round calendar of experiential events rooted in community.