

# The N.eighborhood F.L. DRAFT Party

Liriano Idea Advisors

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## EVENT OVERVIEW

**Event Name:** The Neighborhood F.L. Draft

**Location:** ARTIZEN NYC

**Capacity:** 40–50 Guests

**Format:** Ticketed Experience

**Concept:** A curated, cinematic N.F.L. Draft watch event blending elevated style, sports culture, and community engagement.

The N.eighborhood F.L. Draft transforms the traditional draft watch party into an immersive, interactive experience. Rather than simply watching the broadcast, guests become part of the production through structured programming, VIP green room moments, live announcements, and a thoughtfully designed layout that leverages the unique architecture of ARTIZEN NYC.

This is not a sports bar event.

This is a staged, intentional, community-driven sports experience.

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## EVENT CONCEPT

The N.eighborhood F.L. Draft is designed as a hybrid cinematic production.

The space will function as a live set featuring:

- A main broadcast anchor (projector screen)
- A Commissioner stage
- A Prospect Green Room
- An interactive Draft Big Board\*
- Curated food and beverage offerings
- Structured host-led moments

The goal is to create rhythm throughout the night — balancing real NFL Draft coverage with original N.eighborhood F.L. programming.

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# SPACE UTILIZATION PLAN

## 1. Main Broadcast Anchor

The projector screen above the bar will serve as the central focal point for the evening.

### Why this works:

- Elevated viewing angle
- Natural guest orientation toward the bar wall
- Built-in visual framing from pendant lighting
- Clear sightlines across open floor

The projector remains the hero visual element.

## 2. Commissioner Stage

A podium will be positioned directly above the projector screen.

### Function:

- Host echoes live NFL draft selections
- Neighborhood F.L. Draft Picks are announced
- Guest recognition moments
- Awards and structured segments

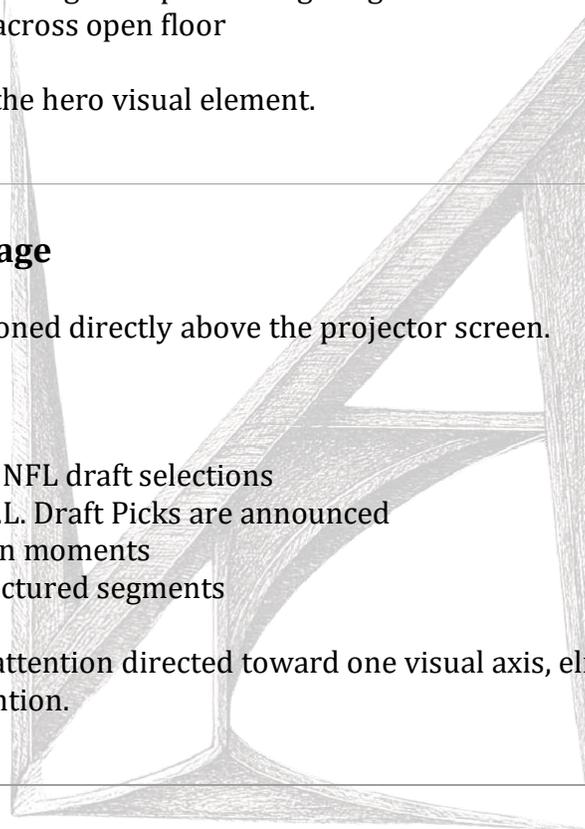
This keeps all primary attention directed toward one visual axis, eliminating crowd congestion or split attention.

## 3. Seating & Flow Strategy (40–50 Guests)

To preserve openness while maintaining comfort:

- 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.



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#### **4. VIP Green Room (Balcony Activation)**

The upstairs balcony will function as a rotating Green Room.

**Format:**

- Ticket holders rotate upstairs in scheduled intervals
- Prospects watch from above
- When selected for a “N.eighborhood 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 without additional production cost.

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#### **5. Draft Big Board Installation\***

A physical Draft Big Board will be installed near the entrance or staircase base.

**Features:**

- Magnetic or Velcro team logos
- Name slots
- Guest prediction participation
- Incentivized competition

This drives engagement and keeps guests invested beyond passive viewing.

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## **FOOD & CATERING**

Catering will be provided by:

## **Kingsbridge Social Club**

Menu concept:

- “First Round Wings”
- “Franchise Meatballs”

Service Plan:

- Initial passed trays (first 30 minutes)
- Transition to controlled self-serve with a helping hand
- Catering placed near staircase/back corner to prevent bar congestion

This placement:

- Protects projector sightlines
- Encourages guest circulation
- Keeps bar operational flow intact

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## **PRODUCTION ELEMENTS**

### **Lighting**

- Utilize existing warm ceiling lighting
- Add one focused spotlight for podium
- Dim or shift lighting during N.eighborhood Pick moments

### **Sound**

- Clear projector audio routed through house speakers
- Short “On The Clock” sound cue
- Walk-up music for N.eighborhood Picks
- Applause stingers

Sound will drive emotional engagement.

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## **PROGRAMMING STRUCTURE**

Throughout Round 1:

- Real-time NFL Draft coverage
- Host commentary and echo announcements
- N.eighborhood F.L. Community Picks
- Best Dressed Prospect recognition
- Green Room rotations
- Big Board scoring updates

The event will move in acts, preventing lulls and maintaining momentum.

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## TICKET STRUCTURE

### General Admission (\$40)

Includes:

- Entry
- N.eighborhood F.L. Draft participation
- Access to all programming
- Small portion of catered food

At 45 attendees, this structure ensures profitability while maintaining exclusivity.

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## TARGET EXPERIENCE

The N.eighborhood Draft is designed to:

- Elevate sports culture within a curated space
- Blend style and fandom
- Activate ARTIZEN NYC as a cultural programming venue
- Build a recurring event series model

This event positions ARTIZEN NYC not as a café hosting a sports night, but as a community venue producing experiential programming.

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## FUTURE POTENTIAL

If successful, this format can evolve into:

- NBA Finals Edition
- Opening Day Series
- Super Bowl Programming
- Seasonal Sports & Culture Events

The Neighborhood Draft becomes the pilot episode.

