

Event Proposal

El Conejito's Super Bowl

By: Liriano Idea Advisors

Concept Overview

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

Vibe keywords: Comunidad - Sabor - Orgullo - Warmth - NYC Latino Energy

Capacity & Format

- **Target Capacity:** 45–55 guests
- **Ticket Price (Suggested):** \$25–35 per person
 - Includes Super Bowl viewing, food access, and dessert. Cocktails, beer, or mocktails will be available for purchase.
- **Format:** Standing social with communal seating pockets

Space & Layout Plan

Using Artizen NYC's natural light, high ceilings, and open café layout.

Main Floor

- Consolidate select café tables to open central viewing area
- Add **3–5 high-top cocktail tables** for standing groups

- Retain perimeter seating for guests who prefer to sit and eat
- Projector or large screen positioned for clear visibility from main floor & upstairs

Staircase + Upper Sightlines

- Decorated stair rail becomes a visual anchor using greenery, flags, and warm lighting
- Upper-level sightlines used as overflow standing zones or relaxed seating

Flow & Zones

- **Bar Zone:** cocktails, beer, mocktails
- **Food Zone:** buffet or staffed stations with steady replenishment
- **Viewing Zone:** screen-centered, no crowd bottlenecks

Food Concept: Hearty, Familiar, Shareable

Designed for standing, sharing, and second helpings.

“Casa del Super Bowl” Menu

- Mini Pernil, Steak, or Pollo Asado Sliders
- Guacamole w/ plantain chips
- Empanadas (Beef, Chicken, Cheese)
- Tostones with garlic mojo or cilantro crema
- Loaded Nachos (optional meat + vegetarian base)
- Small dessert bites: Tres leches & Carrot cake cup

All items served in compostable boats or small trays for easy handling.

Drinks Program

Signature Cocktails

- **El Touchdown:** rum, pineapple, lime, cinnamon
- **Barrio Blitz:** tequila, blood orange, soda
- **La Victoria:** vodka, hibiscus, citrus

Beer & Wine

- Local NYC beers + one Latino brand highlight

Mocktails

- Hibiscus lime refresher
- Ginger citrus agua fresca

Atmosphere & Cultural Touches

- Warm ambient lighting, dimmed overheads
- Latino flag accents woven subtly into décor
- Greenery + plants remain central to the look
- Communal tables encourage mixing and conversation
- Staff styling: neutral base with accent colors (reds, greens, golds)
- Small table cards with phrases like *"Aquí se comparte"* or *"La casa es tuya"*

Optional Add-Ons

- Halftime raffle or squares game
- Branded Super Bowl cups or napkins
- Local Latino business pop-up (snacks, sauces, merch)

Financial Snapshot (Estimate)

- 50 guests x \$25 - \$35 ticket = **\$1,250 - \$1,750 gross**
- Estimated additional cost per guest: \$15-20 (food, drinks, staffing), **\$750 - 1000**
- Add-on bar sales: \$10-15 per guest average, **\$500 - 750**

Estimated Net: \$1,000-\$1,500

Why This Works

- Builds real neighborhood loyalty
- Celebrates Latino culture without gimmicks
- Scalable and repeatable for future sports or cultural events

