



# EVENT PLANNING GUIDE



BOWLING  
GAMES  
SPORTS THEATER  
VIRTUAL REALITY  
TWO BARS  
ENTERTAINMENT



804.744.1077  
6101 Brad McNeer Parkway  
Midlothian, VA 23112  
[UptownAlleyRichmond.com](http://UptownAlleyRichmond.com)





**Uptown Alley** is 57,000 square feet of fun for everyone including 38 lanes of state-of-the-art bowling, full-service restaurant, two high-energy bars, sports theater with 20' screen, billiards, over 60 video and prize games, virtual reality, live entertainment, private party rooms and much more.



## EVENTS AND CATERING

### BILLIARD TABLES

\$15 per Hour per Table

### PRIVATE ROOMS

\$50 per Hour, per Room

- Great space for company presentations, cocktail receptions and rehearsal dinners!
- Fully Equipped with Audio/ Visual Equipment
- Wireless Internet Available
- Rooms hold up to 15 guests

Food and beverage minimum required

### GAME PLAY

1 Hour of Unlimited Video Play	\$10
2 Hours of Unlimited Video Play	\$15
3 Hours of Unlimited Video Play	\$20

\*\*Pricing does not include redemption games\*\*

\$10 of Game Play \$5

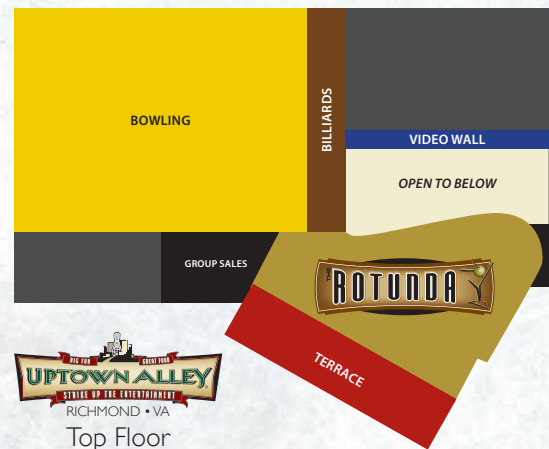
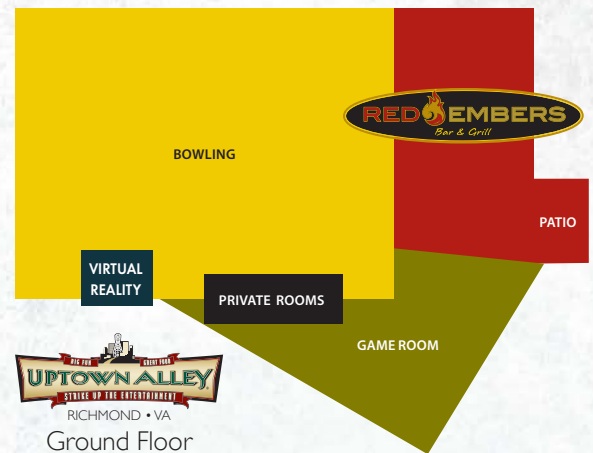
### VIRTUAL REALITY

(with package) 1 game \$5

### BOWLING LANES

Available by the hour

Must include food and beverage package.



Exclusive bowling events available on request.

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## CONTINENTAL BREAKFAST

\$12/guest++

Assorted Muffins

Assorted Bagels with cream cheese and assorted jams

Assorted Yogurts and Granola

Seasonal Fresh Fruit Platter

Regular and Decaffeinated Coffee with cream and sugar

Hot and Iced Tea

Orange, Cranberry, Apple Juices



## TRADITIONAL BREAKFAST

\$15/guest++

Assorted Muffins

Seasonal Fresh Fruit Platter

Scrambled Eggs

Breakfast Potatoes

Breakfast Sausage

Bacon

Regular and Decaffeinated Coffee with cream and sugar

Hot and Iced Tea

Orange, Cranberry, Apple Juices



## A LA CARTE BREAKFAST ADDITIONS

\$2/guest++ for each additional item:

Sausage

Buttermilk Griddle Cakes

Cinnamon French Toast with butter and warm maple syrup

\$3/guest++ for each additional item:

Assorted Bagels with cream cheese and assorted jams

Assorted Yogurts and Granola

Southwestern Scrambled Eggs

\$4/guest++ for each addition item:

Omelet Station

Waffle Station

#Contains (or may contain) raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions. Before placing your order, please inform your server if a person in your party has a food allergy. Not all ingredients are listed in the menu.

<sup>CF</sup>gluten free

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## APPETIZERS

**Includes Seasonal Fresh Vegetable Platter** w/ buttermilk ranch  
**Fire Roasted Salsa / Cheese Fondue / Corn Tortilla Chips**

3 items: \$20/guest++ ~ 5 items: \$24/guest++  
 Each additional item \$3/guest

**Wings** \*\* Please select one flavor (Gluten free option available)

WET: buffalo | bbq

DRY: old bay | lemon pepper

Served with bleu cheese or buttermilk ranch

**BBQ Pork Sliders** roasted pork, toasted brioche buns

**Cheeseburger Sliders** cheddar, dill pickle chips, 1,000 Island, toasted brioche buns

**Buffalo Chicken Dip** spicy cheese blend, shredded chicken, buffalo sauce

**Mediterranean Hummus**<sup>GF</sup> served with cucumbers, celery

**Spinach and Artichoke Dip** blend of cheeses, artichokes, spinach, tortilla chips

**Chicken Tenders** your choice of BBQ sauce, buttermilk ranch, or honey mustard

**Crispy Fried Mozzarella Sticks** with marinara

**Stuffed Chicken Quesadilla** (Vegetarian Option Available)

jack and cheddar, sour cream, chicken, peppers, onions

**Southwest Rolls** grilled chicken, cheddar jack, roasted corn, black beans

**Bavarian Pretzel with Spicy Fondue** toasted pretzels with creamy pepperjack  
 fondue

**Classic Potato Skins** potato skins, jack and cheddar, bacon, scallions, sour cream

**Vegan Wings** crispy fried mushrooms, served with spicy aioli

*add for \$2.50/guest++*

**Crab Dip** lump crab, scallions, lemon oil, three cheese blend, tortilla chips

**Crab Cakes** *lemon pepper aioli*

**Coconut Shrimp** *sweet chili*

**Charcuterie Board** *variety of meats, cheeses and crackers*

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## PIZZA BOX

\$22 /guest++

**Wings** \*\* Please select one flavor (Gluten free option available)

WET: buffalo | bbq

DRY: old bay | lemon pepper

Served with bleu cheese or buttermilk ranch

**SALAD** Please select one

**Caesar Salad** crisp romaine hearts, caesar dressing, garlic croutons, parmesan

**Embers Salad** mixed lettuces, shredded cheese, cucumber, onion, roma tomato, croutons

**PIZZAS** Please choose three of your favorites

**Classic Cheese** mozzarella, provolone, parmesan

**Pepperoni** tomato sauce, mozzarella, provolone, pepperoni

**White Pizza** white sauce, grilled chicken, bacon, mushrooms, ricotta, mozzarella, parmesan

**Margherita** marinara, fresh mozzarella, tomatoes, fresh basil

**3 Little Pigs** sausage, cup & char pepperoni, bacon, mozzarella

**Veggie** mozzarella, peppers, onions, olives, tomatoes, basil

**Upgrade your package to include deluxe pizza for \$25/pp**

## DELUXE PIZZAS

**The Works** pepperoni, sausage, mozzarella, red onion, black olives, peppers

**BBQ Chicken** grilled bbq chicken, red onions, cilantro, mixed cheese blend, topped with bbq sauce

**The Italian** marinara, mozzarella, cup and char pepperoni, ham, salami, banana peppers



## CUSTOM SLIDER BAR

\$23/guest++

Served with lettuce, red onion, dill pickles, tomatoes, ketchup, mustard

## APPETIZER

**Vegetable Crudite / House Made Potato Chips**

**SALADS** Please select one

**Caesar Salad** crisp romaine hearts, caesar dressing, garlic croutons, parmesan

**Embers Salad** mixed lettuces, shredded cheese, cucumber, onion, roma tomato, croutons

Add Chicken or Shrimp \$3/ guest++

## PROTEINS

**All Natural Burger**

**Grilled Chicken Breast**

Add for \$2/guest ++

**Veggie or Turkey Burger**

**BREAD** Slider Buns

**CHEESES** Cheddar / Swiss / American

**CHOOSE 1 SIDE** add additional side for \$3/guest++

**Macaroni and Cheese / House Slaw / Potato Salad / Baked Beans / Street**

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## TASTE OF ITALY

\$23/guest++

### APPETIZER

**Classic Bruschetta** Tomatoes, garlic balsamic, basil

*for additional \$2/pp++*

**Bruschetta Trio** Tomatoes, garlic balsamic, basil, cucumber, feta, mint, lime juice.

**Antipasto** Salami, pepperoni, pepperoncini, olive and herbs

**SALAD** Please select one

**Caesar Salad** crisp romaine hearts, caesar dressing, garlic croutons, parmesan

**Embers Salad** mixed lettuces, shredded cheese, cucumber, onion, roma tomato, croutons

**ENTRÉE** Please select two / additional entrée \$4/pp

**Housemade Meat Lasagna** layered with sausage, marinara, pasta, cheeses  
(gluten friendly option available)

**Housemade Vegetable Lasagna** layered with seasonal vegetables, cheeses, creamy alfredo

**Chicken Fettuccine Alfredo** fettuccine pasta, creamy alfredo, grilled chicken, garlic

*\*Substitute shrimp \$2.50/guest++*

**Ravioli** cheese and spinach served with red or white sauce

**Rigatoni Bolognese** rigatoni pasta, ground beef, tomato



## DOWNTOWN FOOD TRUCK

\$24/guest++

**Wedge Salad** lettuce, tomatoes, bacon, green onions, bleu cheese dressing

**ENTRÉE** Please select three

**Cuban Sliders / Jerk Chicken Wings / BBQ Pulled Pork / Italian Sausage Sliders**

**Ultimate Grilled Cheese Sliders / Asian Sticky Wings / Reuben Sliders**

**Gyro Sliders / Vegan Wings**

**STREET TACOS** Please select one:

**Korean Beef / Roasted Pork / Braised Chicken**

**SIDES** Please select one

**House Slaw / Bacon Mac & Cheese / Potato Salad / Street Corn**



## TASTE OF ASIA

\$26/guest++

**Asian Salad** lettuce, carrots, cucumbers, peppers, fried wontons, served with miso ginger dressing

*Please select two*

**Teriyaki Chicken | Bulgogi Pork | Korean Beef**

*Please select two*

**Vegetable Spring Rolls / Chicken Pot-Stickers / Chicken Eggrolls**

**Asian Sticky wings / Bangkok Shrimp / Chicken Lettuce Wraps**

*Upgrade protein: \$2.50/guest++*

**Tuna Sashimi / Chinese BBQ Ribs**

*Please select one*

**Stir Fry Vegetables / Fried or Steamed Rice / Lo Mein**

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## SANTA FE FAJITA & TACO BAR

\$26/guest++

Served with warm corn or flour tortillas, house-made guacamole, pico, sour cream, shredded jack and cheddar, black beans, cilantro lime rice, lettuce, jalapeños

### APPETIZER

Fire Roasted Salsa, Spicy Queso Dip and Corn Tortilla Chips

### SALAD

Embers Salad mixed lettuces, shredded cheese, cucumber, onion, roma tomato, croutons

## FAJITA & TACO BAR

All with caramelized onions and grilled peppers

Please select two

Adobo Grilled Chicken

Roasted Pork Carnitas

Carne Asada Steak

add for \$2.50/pp++

Grilled Shrimp



## BACKYARD BBQ

\$27/guest++

### APPETIZER

House-made Chips

Fresh Fruit Platter

**SALAD** Please select one

Caesar Salad crisp romaine hearts, caesar dressing, garlic croutons, parmesan

Embers Salad mixed lettuces, shredded cheese, cucumber, onion, roma tomato, croutons

**ENTRÉES** includes Slider Rolls

Please select two

Each additional entrée \$5/guest++

Cheeseburger Sliders cheddar, dill pickle chips, 1,000 Island

Beer Brats

BBQ Pulled Chicken Breast

BBQ Pulled Pork

Upgrade protein: for \$2.50/guest

BBQ Ribs, / Marinated Grilled Steak

**SIDES** Please select two

Add additional side \$2.50/guest++

Baked Beans / House Slaw / Potato Salad / Mac and Cheese / Street Corn

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## SIGNATURE FEAST

\$35/guest ++

### APPETIZERS

**Vegetable Crudité** with buttermilk ranch

**Chilled Shrimp Cocktail** served with fresh horseradish cocktail sauce and lemon

**Artisan Rolls and Butter**

### SALAD Please select one

**Caesar Salad** crisp romaine hearts, caesar dressing, garlic croutons, parmesan

**Embers Salad** mixed lettuces, shredded cheese, cucumber, onion, roma tomato, croutons

### ENTRÉES Please select two

**Prime Rib** carving station\* seasoned with rosemary, garlic, horseradish, au jus

**Pork Tenderloin** served with apple chutney sauce

**Whole Salmon** oven roasted with fresh herbs, lemon, butter

**Braised Short Ribs** served with au jus

**Honey Glazed Ham** carving station\*

**Lemon Chicken** fire grilled chicken breast, lemon herb butter

*Additional entrée \$5/guest++*

### SIDES Please select two

*add a side \$2.50/guest++*

**Mashed Potatoes**

**Mac and Cheese**

**Seasonal Vegetables** sautéed with herb butter

*Vegetarian options available upon request.*

*\*\$50 carving station fee/30 guests++*



## SWEETS

\$2/guest ++

**Assorted House Baked Cookies**

\$4/guest++

**Assortment of Petit Fours**

**Mini Cupcakes**

**Bar Assortments**

\$5/guest++

**S'mores** chocolate graham crackers, marshmallow, Reeces or Hershey Bar

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## BEVERAGES

### NON-ALCOHOLIC \$2 /guest

Unlimited soda, coffee and iced tea

## EVENT BAR PACKAGES

### BEER & WINE PACKAGE

Includes 16oz Domestic Draft Beers, Domestic Bottled Beers and House Wine  
\$6 per Ticket Price ~or~

\$14 /guest, 1st hour • \$9 /guest for each additional hour

### STANDARD BAR PACKAGE\*

Includes 16 oz. Domestic, Imported and Craft Draft Beers, Domestic, Craft and Imported Bottled Beers, House Wine and Well Liquor

\$7.25 per Ticket Price ~or~

\$16 /guest, 1st hour • \$12 /guest, 2nd hour

\$9 /guest each additional hour

### CALL BAR PACKAGE\*

Includes 16 oz. Domestic, Imported and Craft Draft Beers, Domestic, Craft and Imported Bottled Beers, House Wine, Well and Call Liquor, Select Specialty Cocktails

\$8.25 per Ticket Price ~or~

\$18 /guest, 1st hour • \$14 /guest, 2nd hour

\$11 /guest each additional hour

\*Call Liquors include:

Vodkas: Absolut, Absolut Flavored, Deep Eddy, Pinnacle flavored, Three olives, Three olives Flavored, Titos.

Rums: Bacardi, Bacardi Flavored, Captain Morgan, Castillo, Cruzan, Malibu, Myer's

Gin: Bombay, Beefeater, Barton

Scotch: Dewar's White label

Bourbon: Jim Beam, Jim Beam Apple, Wild Turkey

Whiskey: Jack Daniels, Seagram's 7, Southern Comfort

Brandy: Christian Brothers

Tequila: El Toro, Olmeca Altos, Sauza Blue Silver, Sauza Hornitos

Cordials: Bols Amaretto, Di Saronna Amaretto, Kahlua, Midori melon

### PREMIUM BAR PACKAGE\*

Includes 16oz Domestic, Import Draft Beers, Craft Beers, Domestic and Imported Bottled Beers, House Wine, Well, Call and Premium Liquor

\$10 per Ticket Price ~or~

\$20 /guest, 1st hour • \$16 /guest, 2nd hour

\$13 /guest each additional hour

\*Premium Liquor Includes (all call brands plus:)

Vodka: Belvedere, Grey Goose, Kettle One

Gin: Tanqueray, Bombay Sapphire

Scotch: Johnnie Walker Red

Whiskey: Crown Royal, Gentleman Jack, Jameson Irish

Bourbon: Knob Creek, Larceny, Makers Mark, Woodford Reserve

Tequila: 1800 Silver and Resposado

Cordials: Bailey's, Rum Chata

\*Specialty Cocktails: Blue Sky / Downtown Punch / Uptown Mule / Bahama Mama

**HOSTED BAR** Charges based on consumption, with a 20% gratuity added to the total beverage charge

**CASH BAR** Guests are responsible for their own beverage purchases

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EVENT BOOKING SHEET

Company \_\_\_\_\_ Today's Date \_\_\_\_\_

Client \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

# Guests: \_\_\_\_\_ Preferred Party Date: \_\_\_\_\_

Budget: \_\_\_\_\_

Preferred Arrival Time: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_



EVENT STATIONS (Please select)

- Continental Breakfast \_\_\_\_\_ \$12 pp<sup>++</sup>
- Traditional Breakfast \_\_\_\_\_ \$15 pp<sup>++</sup>
- Ala Carte Breakfast \_\_\_\_\_ add \$2 pp<sup>++</sup>  
\_\_\_\_\_ add \$3 pp<sup>++</sup>
- Appetizers \_\_\_\_\_ 3 items • \$20 pp<sup>++</sup>  
\_\_\_\_\_ 5 items • \$24 pp<sup>++</sup>
- Pizza Box \_\_\_\_\_ \$22 pp<sup>++</sup>
- Custom Slider Bar \_\_\_\_\_ \$23 pp<sup>++</sup>
- Taste of Italy Package \_\_\_\_\_ \$23 pp<sup>++</sup>
- Downtown Food Truck \_\_\_\_\_ \$24 pp<sup>++</sup>
- Taste of Asia \_\_\_\_\_ \$26 pp<sup>++</sup>
- Santa Fe Package \_\_\_\_\_ \$26 pp<sup>++</sup>
- Backyard BBQ Package \_\_\_\_\_ \$27 pp<sup>++</sup>
- Signature Feast \_\_\_\_\_ \$35 pp<sup>++</sup>
- Sweets \_\_\_\_\_ add \$2 pp<sup>++</sup>  
\_\_\_\_\_ add \$4 pp<sup>++</sup>  
\_\_\_\_\_ add \$5 pp<sup>++</sup>

EVENT BEVERAGE

- Non-alcoholic Package \_\_\_\_\_ \$2.00 pp
- Coffee and Tea Bar \_\_\_\_\_ \$2.00 pp
- Beer/Wine Packages \_\_\_\_\_ \$6 per ticket or  
\_\_\_\_\_ 1st hour / \$14 pp  
\_\_\_\_\_ each added hour / \$9 pp
- Standard Bar Package \_\_\_\_\_ \$7.25 per ticket or  
\_\_\_\_\_ 1st hour / \$16 pp  
\_\_\_\_\_ 2nd hour / \$12 pp  
\_\_\_\_\_ each added hour / \$9 pp
- Call Bar Package \_\_\_\_\_ \$8.25 per ticket or  
\_\_\_\_\_ 1st hour / \$18 pp  
\_\_\_\_\_ 2nd hour / \$14 pp  
\_\_\_\_\_ each added hour / \$11 pp
- Premium Bar Package \_\_\_\_\_ \$10 per ticket or  
\_\_\_\_\_ 1st hour / \$20 pp  
\_\_\_\_\_ 2nd hour / \$16 pp  
\_\_\_\_\_ each added hour / \$13 pp

Your Party is not confirmed until a contract is created by Uptown Alley.

Please send completed application to:

mvivian@uptownalleyrichmond.com

Fax: 804.744.1142 or mail to: Uptown Alley

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++ 20% service charge and sales tax is added

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