



# EVENT PLANNING GUIDE



BOWLING  
GAMES  
SPORTS THEATER  
VIRTUAL REALITY  
TWO BARS  
ENTERTAINMENT



804.744.1077  
6101 Brad McNeer Parkway  
Midlothian, VA 23112  
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 space and much more.



## EVENTS AND CATERING

### BILLIARD TABLES

\$20 per Hour per Table

### GAME PLAY

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

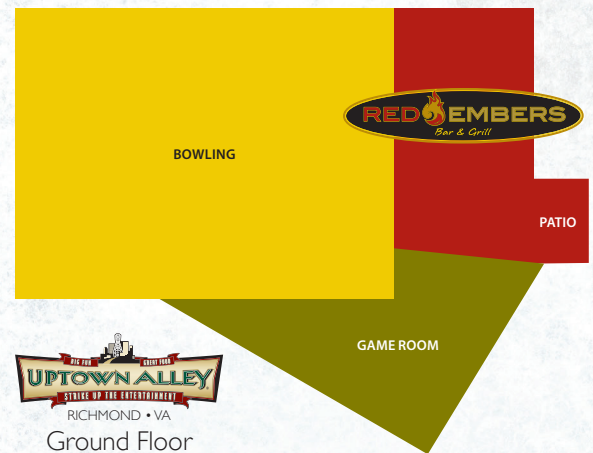
\*\*Pricing does not include redemption games\*\*

\$10 of Game Play \$5

**BOWLING LANES** \$50 hour /lane

Includes shoes  
Must include food and beverage package.

Exclusive bowling events available on request.



Contact Group Sales: 804.744.1146 or [mvivian@uptownalleyrichmond.com](mailto:mvivian@uptownalleyrichmond.com)

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



## CONTINENTAL BREAKFAST

\$13/guest++

Assorted Muffins

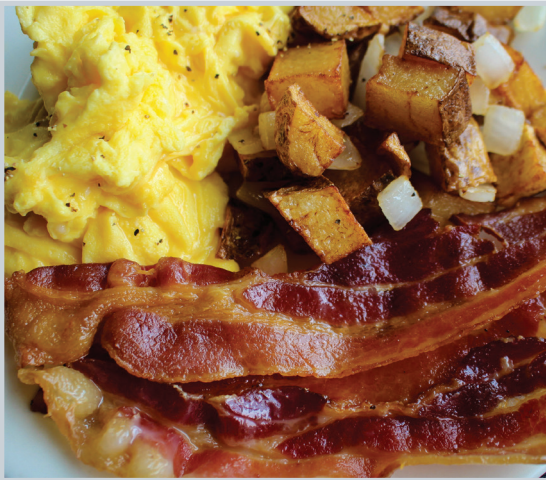
Assorted Bagels with cream cheese and assorted jams

Assorted Yogurts and Granola

Seasonal Fresh Fruit Platter

Regular and Decaffeinated Coffee with cream and sugar

Hot and Iced Tea



## TRADITIONAL BREAKFAST

\$16/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



## A LA CARTE BREAKFAST ADDITIONS

\$3/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

Waffle

#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

Contact Group Sales: 804.744.1146 or [mvivian@uptownalleyrichmond.com](mailto:mvivian@uptownalleyrichmond.com)

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



## APPETIZERS

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

3 items: \$24/guest++ ~ 5 items: \$28/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**<sup>GF</sup>

**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

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

add for \$3/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



## DOWNTOWN FOOD TRUCK

\$26/ guest++

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

**ENTRÉE** Please select two

Cuban Sliders / Jerk Chicken Wings / Fried Ravioli / Italian Sausage Sliders

Ultimate Grilled Cheese Sliders / Asian Sticky Wings / Reuben Sliders

Gyoza (potstickers) / Vegan Wings

**STREET TACOS** Please select one

Korean Beef / Carnitas / Chipolte Chicken

**SIDES** Please select one

Bacon Mac & Cheese / Potato Salad / Street Corn

#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>GF</sup>gluten free

Contact Group Sales: 804.744.1146 or [mvivian@uptownalleyrichmond.com](mailto:mvivian@uptownalleyrichmond.com)

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



## PIZZA BOX

\$23 /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

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

**3 Little Pigs** sausage, pepperoni, bacon

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

## DELUXE PIZZAS

**Upgrade your package to include deluxe pizza for \$26/pp**

**White**

Grilled chicken, white sauce, bacon, mushrooms, ricotta, mozzarella, parmesan

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

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

\$25/guest++

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

## APPETIZER

**Fresh Seasonal Vegetable Platter / 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

## 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 Corn**

#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

Contact Group Sales: 804.744.1146 or [mvivian@uptownalleyrichmond.com](mailto:mvivian@uptownalleyrichmond.com)

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



## SANTA FE FAJITA & TACO BAR

\$27/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

\$28/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

#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>GF</sup>gluten free

Contact Group Sales: 804.744.1146 or [mvivian@uptownalleyrichmond.com](mailto:mvivian@uptownalleyrichmond.com)

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



## SIGNATURE FEAST

\$36/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

**ENTREES** *Please select two.*

**Pork Tenderloin**

Served with apple chutney sauce

**Lemon Chicken**

Fire grilled chicken breast, lemon herb butter

**Honey Glazed Ham** (Carving Station\*)

*Upgrade entrée \$5++/guest*

**Prime Rib** (Carving Station\*)

Seasoned with rosemary, garlic, horseradish, au jus

**Whole Salmon**

Oven roasted with fresh herbs, lemon, butter

**Ossobuco**

**SIDES** *Please select two*

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

**Roasted Potatoes**

**Mac and Cheese**

**Seasonal Vegetables** sautéed with herb butter

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

*Vegetarian options available upon request.*



## SWEETS

\$3/guest ++

**Assorted House Baked Cookies**

\$5/guest++

**Assortment of Petit Fours**

**Mini Cupcakes**

**Bar Assortments**

#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

Contact Group Sales: 804.744.1146 or [mvivian@uptownalleyrichmond.com](mailto:mvivian@uptownalleyrichmond.com)

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



## BEVERAGES

### NON-ALCOHOLIC \$3 /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 Hornnitos

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

Contact Group Sales: 804.744.1146 or [mvivian@uptownalleyrichmond.com](mailto:mvivian@uptownalleyrichmond.com)

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



EVENT BOOKING SHEET

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

Client \_\_\_\_\_

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

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

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

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

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

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

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

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



EVENT STATIONS (Please select)

- Continental Breakfast \_\_\_\_\_ \$13 pp<sup>++</sup>
- Traditional Breakfast \_\_\_\_\_ \$16 pp<sup>++</sup>
- Ala Carte Breakfast \_\_\_\_\_ add \$3 pp<sup>++</sup>  
\_\_\_\_\_ add \$4 pp<sup>++</sup>
- Appetizers \_\_\_\_\_ 3 items • \$24 pp<sup>++</sup>  
\_\_\_\_\_ 5 items • \$28 pp<sup>++</sup>
- Downtown Food Truck \_\_\_\_\_ \$26 pp<sup>++</sup>
- Pizza Box \_\_\_\_\_ \$23 pp<sup>++</sup>
- Deluxe Pizza Box \_\_\_\_\_ \$26 pp<sup>++</sup>
- Custom Slider Bar \_\_\_\_\_ \$25 pp<sup>++</sup>
- Santa Fe Package \_\_\_\_\_ \$27 pp<sup>++</sup>
- Backyard BBQ Package \_\_\_\_\_ \$28 pp<sup>++</sup>
- Signature Feast \_\_\_\_\_ \$36 pp<sup>++</sup>  
*upgrade Entrée* \_\_\_\_\_ \$5<sup>++</sup> pp
- Sweets \_\_\_\_\_ add \$4 pp<sup>++</sup>  
\_\_\_\_\_ add \$5 pp<sup>+++</sup>

EVENT BEVERAGE

- Non-alcoholic Package \_\_\_\_\_ \$3 pp
- Coffee and Tea Bar \_\_\_\_\_ \$3 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  
 6101 Brad McNeer Parkway • Midlothian, VA 23112  
 ++ 20% service charge and sales tax is added

Contact Group Sales: 804.744.1146 or mvivian@uptownalleyrichmond.com  
 6101 Brad McNeer Parkway • Midlothian, VA 23112 • 804.744.1077 • UptownAlleyRichmond.com



