

501
UNION
BROOKLYN



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Cover Photo: Yellow Bird Visuals
 Back Cover Photography: Katie Osgood Photography
 Welcome Page Photo: Love + Wolves Co.
 Team Photography: Erica Reade Photography

WELCOME.

Our building dates back to 1916 and once served as a classic car restoration shop. It was transformed into an event venue in 2013 and now provides a unique backdrop for Brooklyn's most stylish weddings.

Paired with our exceptional service, guests can enjoy three distinct spaces within the venue: a covered atrium, an elegant cocktail lounge, and a light-filled reception hall. Locally-sourced design elements include Modo chandeliers by Jason Miller, customized Flavor Paper wallpaper, and a vaulted skylight that runs the length of the main gathering space. These elements come together to reflect the best of old and new Brooklyn: industrial chic with a touch of modern glamour.

Host a sun-dappled ceremony in the covered atrium, a black-tie cocktail party catered by your favorite NYC food truck, a family-style seated dinner with friends and family gathered around our custom-built tables, or an intimate Sunday afternoon brunch. Do a little, or a lot. 501 Union is transformable, existing as is, or curated to fit your event's aesthetic.

Our mission is simple: bring people together to celebrate love ... and to have a good time while doing it. On these pages, we hope to inspire you to connect and to take a moment to dream a little. What will your 501 Union wedding look like?

Let's start planning!



ANDREA
Event Sales Manager



ABBY
Event Sales Manager

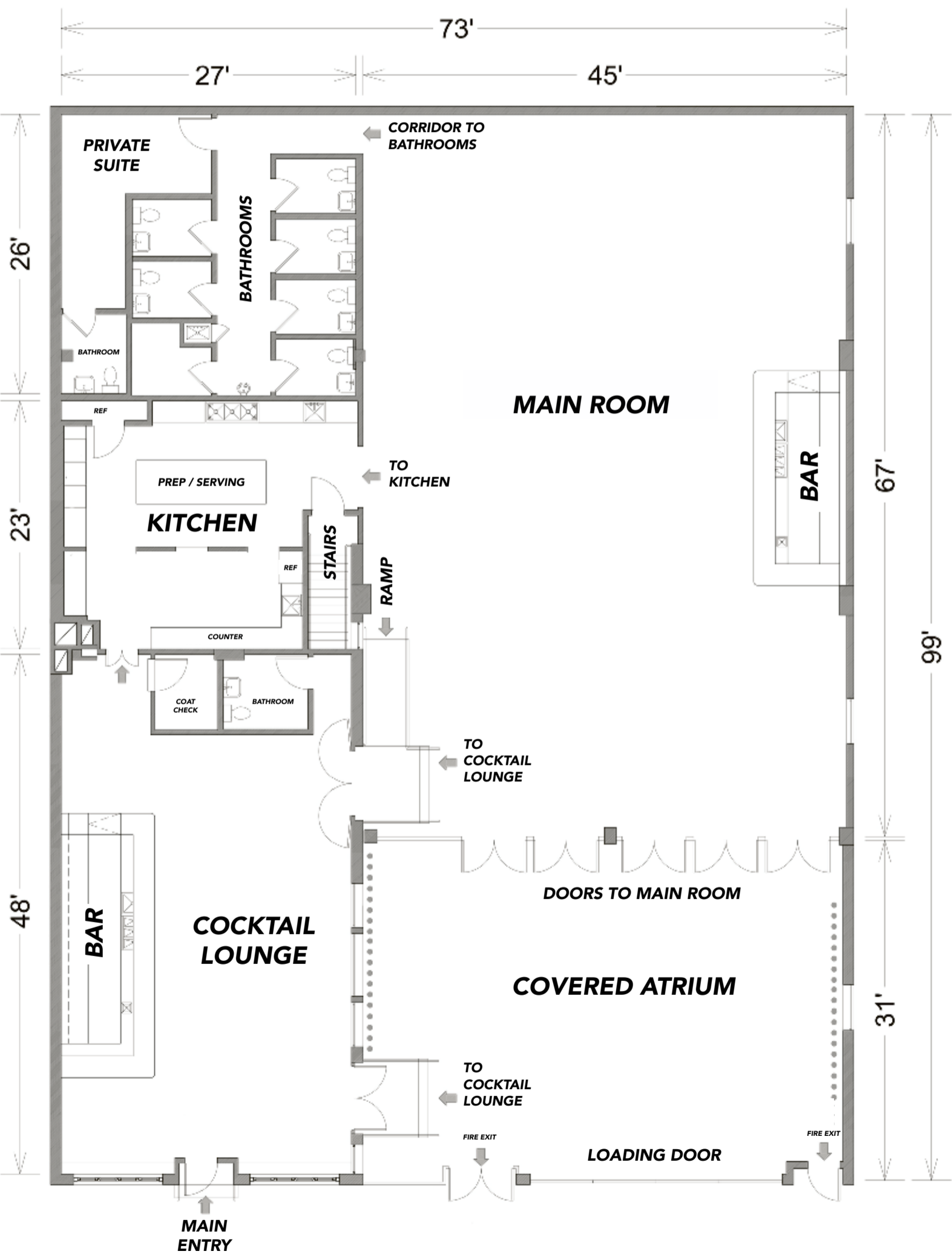


LEILA
Events Administrative & Staffing Coordinator



ALEXANDRA
Director of Sales & Marketing

FLOOR PLAN



UNION STREET

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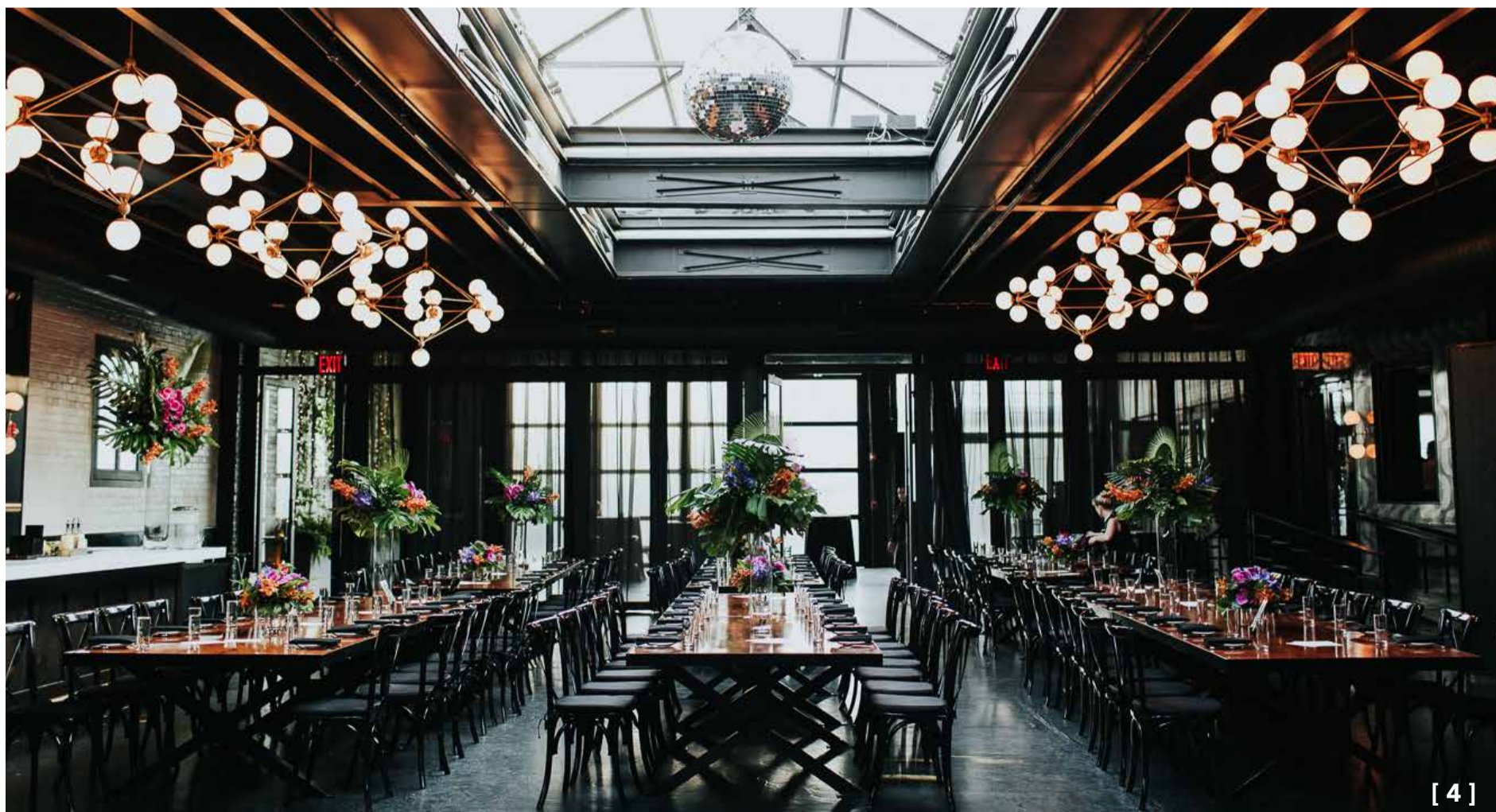
VENUE RENTAL

Complimentary one-week holds may be requested before you commit to a date.

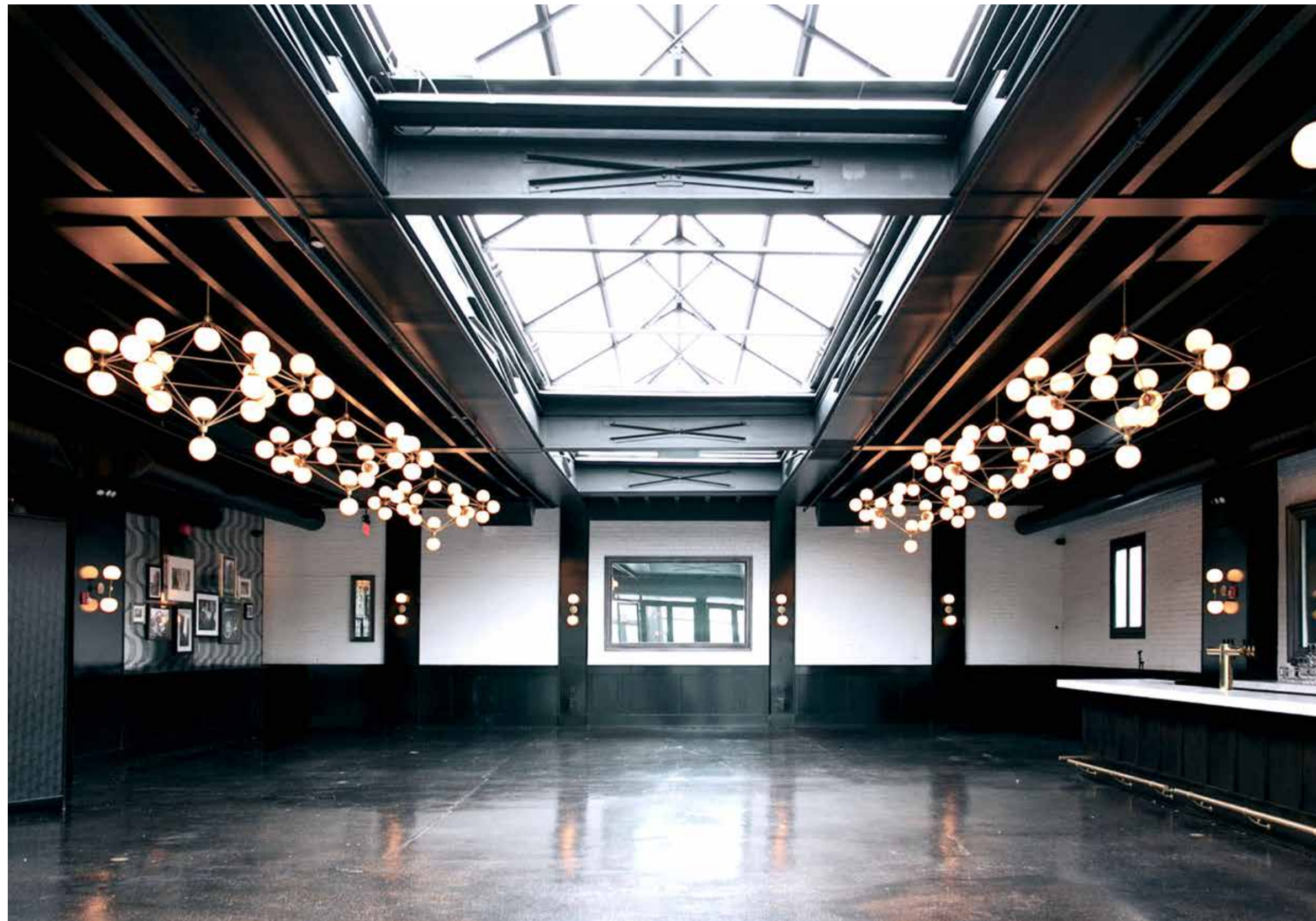
Please contact a sales team member for details and to confirm venue availability. Required to finalize your venue booking: signed contract, plus 50% of venue rental fee & \$1000 security deposit.

Venue cleaning and onsite event staff are included in these rates. Events held on holidays are subject to a modified pricing structure.

	MONDAY - THURSDAY	FRIDAY & SUNDAY	SATURDAY
JANUARY	\$5,000	\$5,900	\$9,500
FEBRUARY	\$5,000	\$5,900	\$9,500
MARCH	\$5,000	\$7,000	\$9,500
APRIL	\$5,000	\$7,000	\$9,500
MAY	\$7,000	\$10,200	\$13,000
JUNE	\$7,000	\$10,200	\$13,000
JULY	\$6,600	\$8,300	\$11,200
AUGUST	\$6,600	\$8,300	\$11,200
SEPTEMBER	\$7,000	\$10,200	\$13,000
OCTOBER	\$7,000	\$10,200	\$13,000
NOVEMBER	\$6,600	\$8,300	\$11,200
DECEMBER	\$6,600	\$8,300	\$11,200



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MAIN SPACE



COVERED ATRIUM



COCKTAIL LOUNGE



PRIVATE SUITE



Featured photography by: Isabelle Selby Photography, Chaz Cruz

BAR

**WE KNOW THE BAR IS THE LIFE OF A PARTY.
WE'RE HERE TO HELP YOUR EVENT SHINE.**

From mild-mannered to opulent, our in-house bar packages offer options to find the best fit for your vision and budget—without the worry of handling the nitty-gritty details. All this, with outstanding service set against the backdrop of elegant Carrera marble bars.

CLASSIC COCKTAILS



MARGARITA

tequila, lime, triple sec, lime garnish



OLD FASHIONED

bourbon (or rye) whiskey, simple syrup, bitters, orange swath garnish



MARTINI

vodka (or gin), dry vermouth, olive or lemon garnish



NEGRONI

gin, campari, sweet vermouth, orange wedge garnish



MANHATTAN

bourbon (or rye) whiskey, sweet vermouth, bitters, cherry garnish



MOSCOW MULE

vodka, lime, ginger beer, lime garnish



Cocktail photography by: Erica Reade Photography

BEVERAGE PACKAGES

Include sparkling water, juices, soft drinks, mixers, garnishes and glassware for your event cocktail hour and reception.

BRUNCH BAR

FOR YOUR DAY TIME GATHERINGS...

Cocktails

Mimosa (Mionetto Prosecco & Orange Juice)

Bellini (Prosecco, Peach Puree, Orange Juice)

Bloody Mary (Tito's Vodka and Bombay London Dry Gin & *Bloody Mary Mix*)

Greyhound (Vodka, Grapefruit Juice, Lime Garnish)

Screwdriver (Vodka, OJ, Orange Slice Garnish)

Cape Colder (Vodka, Cranberry Juice, Lime Juice, Lime Garnish)

3HR - \$26 per guest

4HR - \$34 per guest

5HR - \$38 per guest

ADD BEER ON TAP +\$2 per guest per hour

BEER + WINE BAR

Draft Beer (*Stella Artois, Coney Island Mermaid Pilsner, Captain Lawrence Freshcheater Pale Ale, Coney Island Merman IPA, Yuengling Lager*)

Seasonal Draft Beer (*Spring*) *Brooklyn Bel Air Sour* (*Summer*) *Brooklyn Summer Ale* (*Fall*) *Brooklyn Post Road Pumpkin* (*Winter*) *Sixpoint Global Warmer Red Ale*

Bottled Beer & Hard Seltzer (*Brooklyn Lager, Dogfish Head 60 Minute IPA, Modelo Especial, Anstel Lite, Angry Orchard Hard Cider, White Claw Hard Seltzer Lime*)

Wine (*Cabernet Sauvignon, Pinot Noir, Chardonnay, Sauvignon Blanc, Rosé, Prosecco*)

4HR - \$42 per guest

5HR - \$44 per guest

ADD A SEASONAL COCKTAIL +\$3 per guest per hour

CLASSIC BAR

Draft Beer (*Stella Artois, Coney Island Mermaid Pilsner, Captain Lawrence Freshcheater Pale Ale, Coney Island Merman IPA, Yuengling Lager*)

Seasonal Draft Beer (*Spring*) *Brooklyn Bel Air Sour* (*Summer*) *Brooklyn Summer Ale* (*Fall*) *Brooklyn Post Road Pumpkin* (*Winter*) *Sixpoint Global Warmer Red Ale*

Bottled Beer & Hard Seltzer (*Brooklyn Lager, Dogfish Head 60 Minute IPA, Modelo Especial, Anstel Lite, Angry Orchard Hard Cider, White Claw Hard Seltzer Lime*)

Wine (*Cabernet Sauvignon, Pinot Noir, Chardonnay, Sauvignon Blanc, Rosé, Prosecco*)

Liquor (*Bombay London Dry Gin, Bacardi Light Rum Superior, Lunazul Tequila Blanco, Tito's Handmade Vodka, Dewars Blended Scotch White Label, Evan Williams Straight Bourbon, Old Overholt Straight Rye Whiskey*)

4HR - \$50 per guest

5HR - \$56 per guest

CHOICE BAR

Draft Beer (*Stella Artois, Coney Island Mermaid Pilsner, Captain Lawrence Freshcheater Pale Ale, Coney Island Merman IPA, Yuengling Lager*)

Seasonal Draft Beer (*Spring*) *Brooklyn Bel Air Sour* (*Summer*) *Brooklyn Summer Ale* (*Fall*) *Brooklyn Post Road Pumpkin* (*Winter*) *Sixpoint Global Warmer Red Ale*

Bottled Beer & Hard Seltzer (*Brooklyn Lager, Dogfish Head 60 Minute IPA, Modelo Especial, Anstel Lite, Angry Orchard Hard Cider, White Claw Hard Seltzer Lime*)

Wine (*Cabernet Sauvignon, Pinot Noir, Zinfandel, Chardonnay, Sauvignon Blanc, Albariño, Rosé, Prosecco*)

Liquor (*Classic Bar Assortment +*) (*Bombay Sapphire London Dry Gin, Malibu Coconut Flavored Rum Original, Del Maguey Vida Mezcal, Ketel One Vodka, Jameson Blended Irish Whiskey, Four Roses Straight Bourbon, Rittenhouse Straight Rye Whiskey*)

Apéritif

(*Spring*) *Harvey's Bristol Cream Sherry* (*Summer*) *Aperol Aperitivo* (*Fall*) *Ciroc VS Brandy* (*Winter*) *Creme de Menthe*

4HR - \$64 per guest

5HR - \$72 per guest

PREMIUM BAR

Draft Beer (*Stella Artois, Coney Island Mermaid Pilsner, Captain Lawrence Freshcheater Pale Ale, Coney Island Merman IPA, Yuengling Lager*)

Seasonal Draft Beer (*Spring*) *Brooklyn Bel Air Sour* (*Summer*) *Brooklyn Summer Ale* (*Fall*) *Brooklyn Post Road Pumpkin* (*Winter*) *Sixpoint Global Warmer Red Ale*

Bottled Beer & Hard Seltzer (*Brooklyn Lager, Dogfish Head 60 Minute IPA, Modelo Especial, Anstel Lite, Angry Orchard Hard Cider, White Claw Hard Seltzer Lime*)

Wine (*Cabernet Sauvignon, Pinot Noir, Zinfandel, Malbec, Chardonnay, Sauvignon Blanc, Albariño, Pinot Grigio, Rosé, Prosecco*)

Liquor (*Classic & Choice Assortments +*) (*Tanqueray London Dry Gin, Captain Morgan Spiced Rum, Espolon Reposado Tequila, Absolut Vodka Elyx, The Glenlivet Single Malt Founder's Reserve Scotch, Bulleit Straight Bourbon Frontier Whiskey, Bulleit Straight Rye Whiskey*)

Apéritif

(*Spring*) *St. Germain, Harvey's Bristol Cream Sherry* (*Summer*) *St. Germain, Aperol Aperitivo* (*Fall*) *Bailey's Irish Cream, Ciroc VS Brandy* (*Winter*) *Bailey's Irish Cream, Creme de Menthe*

Zero Proof (*Seedlip Garden, Seedlip Grove, Tost Sparkling Rosé*)

4HR - \$75 per guest

5HR - \$84 per guest

ULTRA LUXE BAR

Draft Beer (*Stella Artois, Coney Island Mermaid Pilsner, Captain Lawrence Freshcheater Pale Ale, Coney Island Merman IPA, Yuengling Lager*)

Seasonal Draft Beer (*Spring*) *Brooklyn Bel Air Sour* (*Summer*) *Brooklyn Summer Ale* (*Fall*) *Brooklyn Post Road Pumpkin* (*Winter*) *Sixpoint Global Warmer Red Ale*

Bottled Beer & Hard Seltzer (*Brooklyn Lager, Dogfish Head 60 Minute IPA, Modelo Especial, Anstel Lite, Angry Orchard Hard Cider, White Claw Hard Seltzer Lime*)

Wine (*Cabernet Sauvignon, Pinot Noir, Zinfandel, Malbec, Chianti, Bordeaux, Chardonnay, Sauvignon Blanc, Albariño, Pinot Grigio, Sancerre, Riesling, Rosé, Prosecco*)

Liquor (*Classic, Choice & Premium Assortments +*) (*Hendrix Gin, Appleton Estate Aged Rum Rare Casks, Don Julio Anejo, Grey Goose Vodka, Johnny Walker Blended Scotch Black Label, Woodford Reserve Kentucky Straight Bourbon Whiskey, Basil Hayden's Dark Rye*)

Apéritif

(*Spring*) *St. Germain, Harvey's Bristol Cream Sherry* (*Summer*) *St. Germain, Aperol Aperitivo* (*Fall*) *Bailey's Irish Cream, Ciroc VS Brandy* (*Winter*) *Bailey's Irish Cream, Creme de Menthe*

Zero Proof (*Seedlip Garden, Seedlip Grove, Tost Sparkling Rosé*)

4HR - \$88 per guest

5HR - \$100 per guest

ADD BUBBLES

ITALY

PRE-CEREMONY PROSECCO OR TABLESIDE PROSECCO TOAST

Mionetto Prosecco OR

Menage a Trois Sparkling Rosé // \$5 per guest

CALIFORNIA

PRE-CEREMONY CHAMPAGNE OR TABLESIDE CHAMPAGNE TOAST

Roederer Estate Brut // \$7 per guest

FRANCE

PRE-CEREMONY CHAMPAGNE OR TABLESIDE CHAMPAGNE TOAST

Veuve Clicquot Champagne -

Brut Yellow Label // \$14 per guest

All per guest prices are subject to an 18% Operations Fee and New York tax. 18% Operations Fee collected on bar packages does not constitute gratuity or tip. All packages are open bar (no cash bars or day-of extensions to service). Selections noted above reflect assortment at time of printing and are subject to change. 501 Union will provide cocktail signage at each bar; let us know if you prefer to provide your own and we can confirm the beer and wine selection available for your event. House glassware for up to 160 guests is included with your bar package and may be used for table settings as well as service from the bars. If you prefer other glassware, you are welcome to rent it from Broadway Party Rentals (please ensure it's distinct enough to easily discern house glassware from outside rentals, i.e. gold band or colored glass or noticeably different shape). Bar service must be contracted exclusively through 501 Union. There is a minimum buyout of 75 guests. Your continuous 4 - 5 hours of bar service begins after an onsite ceremony (if applicable) and concludes at event end. Pre-ceremony Prosecco or Champagne does not count toward this 4 or 5 hour. Guests under 21 are not permitted to drink alcohol and will be tallied under the \$8pp Soft Drink Package. No shots or self-poured alcohol are permitted on premises. Our bartenders may uncork bottles of red and white wine for caterers to pour if you would like tableside service during dinner. Self-service water dispensers will be available to guests on your event day prior to your confirmed bar opening time. There are some great bars nearby if your guests arrive early and want to get themselves a drink elsewhere! Please email directly for Kosher buyout options. Your choice of bar package and estimated guest count will be confirmed with your venue point of contact at your Final Walk-Through meeting, approximately (4) weeks prior to your event. All changes to guest count and final payments are due (2) weeks before your event.

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CLASSIC COCKTAILS

Included in Classic, Choice, Premium and Ultra Luxe Bars

Manhattan – Moscow Mule – Margarita – Old Fashioned – Negroni – Martini

SEASONAL COCKTAIL SELECTIONS

CHOICE BAR: 1 Classic Cocktail can be exchanged for a Seasonal Cocktail

PREMIUM BAR: 2 Classic Cocktails can be exchanged for 2 Seasonal Cocktails

ULTRA-LUXE BAR: 3 Classic Cocktails can be exchanged for 3 Seasonal Cocktails

PREMIUM COCKTAIL SELECTIONS

In addition to the Classic and Seasonal Cocktails, the addition of...

1 Premium Cocktail is included with the Choice Bar

2 Premium Cocktails are included with the Premium Bar

3 Premium Cocktails are included with the Ultra-Luxe Bar



SPRING / MARCH - MAY

SEASONAL COCKTAILS

THE UPPER EAST SIDE MANHATTAN (*bourbon, lillet blanc, peach schnapps, bitters*)

VERY CHERRY MULE (*vodka, lime juice, cherry juice, simple syrup, soda, ginger beer*)

PINK NEGRONI (*gin, campari, lillet blanc, lemon juice, bitters*)

SPRING FASHIONED (*bourbon, soda, st germain, bitters*)

ROSÉ MARGARITA (*tequila, triple sec, st germain, rosé, lime juice, simple syrup*)

PREMIUM COCKTAILS

BROOKLYN REFRESHER (*gin, soda, lime juice, cucumber juice, mint syrup*)

LAVENDER PALOMA (*tequila, grapefruit juice, soda, lavender syrup, lime juice*)

ROSE GARDEN (*tequila, st. germain, lemon juice, simple syrup, rose water, strawberry puree*)

FALL / SEPTEMBER - NOVEMBER

SEASONAL COCKTAILS

APPLE CIDER MARGARITA

(*tequila, orange juice, apple cider, cinnamon/sugar, cinnamon stick*)

S'MORE OLD FASHIONED

(*bourbon, soda, chocolate bitters, toasted marshmallow syrup, chocolate powder*)

PUMPKIN SPICE MULE (*vodka, ginger beer, lime juice, pumpkin spice syrup, pumpkin spice*)

MAPLE MANHATTAN (*rye, sweet vermouth, maple syrup, bitters*)

BEER AMERICANO (*campari, sweet vermouth, foamed ale*)

PREMIUM COCKTAILS

AUTUMN LOVE POTION (*mezcal, lime juice, triple sec, cabernet sauvignon*)

PEAR MARTINI (*vodka, pear puree, simple syrup, lemon juice, orange bitters*)

APPLE PIE BOURBON FIZZ (*bourbon, ginger ale, apple butter/caramel syrup, cinnamon*)

SUMMER / JUNE - AUGUST

SEASONAL COCKTAILS

SOHO MANHATTAN (*rye, sweet vermouth, bitters, triple sec, cherry juice, luxardo maraschino liqueur*)

HAWAIIAN MULE (*vodka, pineapple juice, ginger beer, grenadine, lime juice, mint*)

SUMMER LOVIN' NEGRONI (*aperol, sweet vermouth, prosecco*)

NEW FASHIONED (*bourbon, aperol, lemon juice, simple syrup, bitters*)

SPICY MARGARITA (*tequila, triple sec, lime juice, jalapeno syrup, orange juice, tajin spice*)

PREMIUM COCKTAILS

PEACH BEACH (*bourbon, peach schnapps, pineapple juice, orange juice, grenadine, spritz*)

CONY ISLAND (*vodka, prosecco, strawberry puree, lemon juice, simple syrup*)

MERMAID WATER (*spiced rum, coconut rum, blue curacao, pineapple juice, lime juice*)

WINTER / DECEMBER - FEBRUARY

SEASONAL COCKTAILS

MERRY MANHATTAN (*rye, star anise extract, bitters, allspice syrup*)

YULETIDE MULE (*vodka, ginger beer, cranberry juice, lime juice*)

BOULEVARDIER (*campari, sweet vermouth, rye*)

WALNUT DÉMODÉ (*bourbon, french vanilla syrup, black walnut bitters, soda*)

HOLLY JOLLY MARGARITA

(*tequila, triple sec, lime juice, cranberry juice, pomegranate juice*)

PREMIUM COCKTAILS

SPICED 75 (*rum, prosecco, lime juice, allspice syrup, ground allspice*)

SNOWSTORM (*tequila, coconut rum, coconut milk, triple sec, lime juice*)

MISTLETOE KISS (*bailey's, crème de cacao, crème de menthe, candy cane*)

[10]

Cocktail photography by: Erica Reade Photography



FURNITURE RENTALS

INCLUDED IN SITE FEE

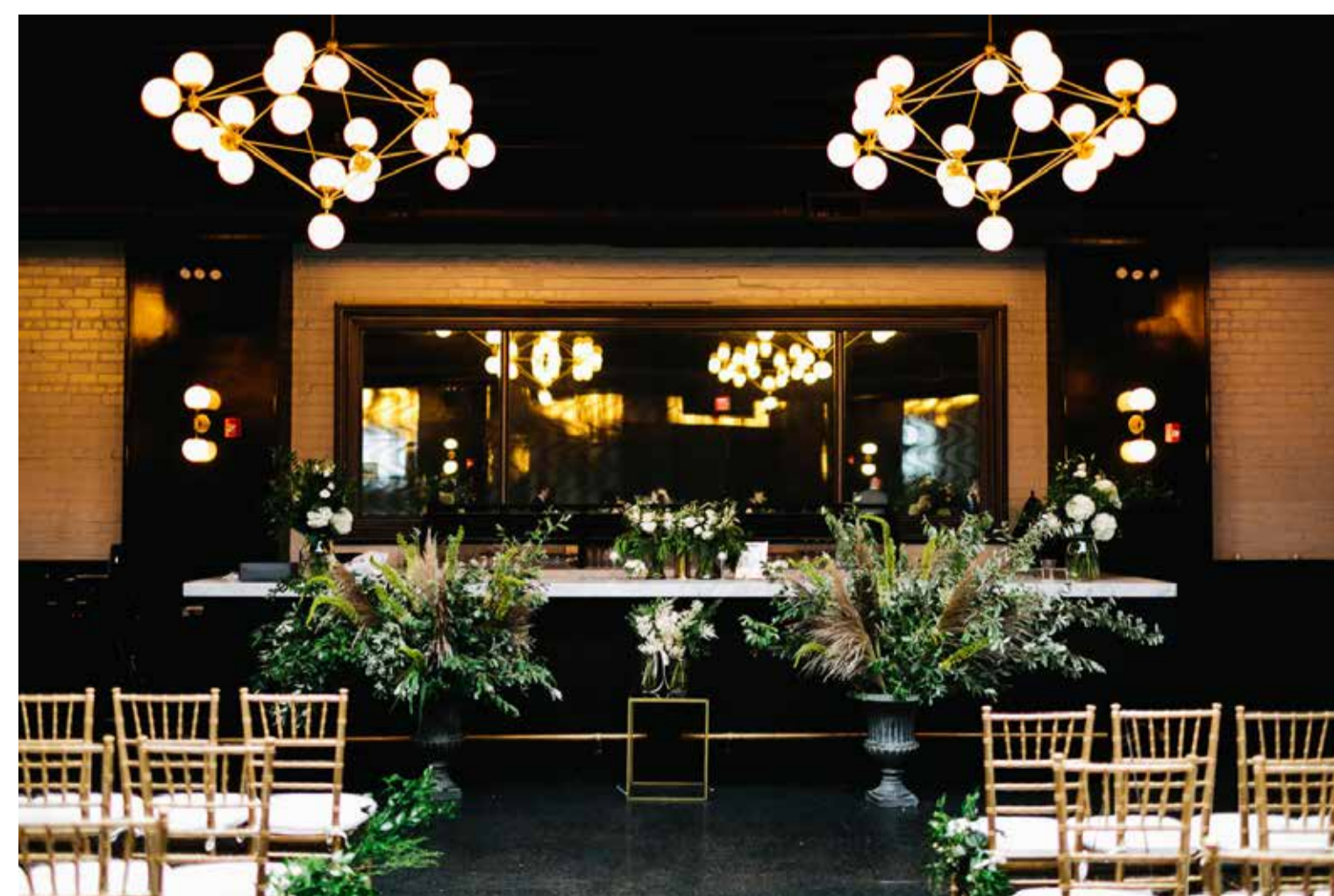
- (160) Black resin folding chair
- (20) 6'x30" Rectangular banquet table, seats 6-8
- (10) 30" Diameter low cocktail table
- (10) 30" Diameter high cocktail table
- (4) 4'x8' Stage platform; can be set 7", 12" or 24" high
A/V system, including wireless microphone and stand

UPGRADE RENTALS

- (18) 8'x4' Custom-designed walnut farm table, seats 8-10 | \$121
- (26) Custom-designed walnut bench, seats 4 | \$18
- (160) Black bentwood cross-back chair with black cushion | \$8
- (160) Gold ballroom chair with ivory cushion | \$8
- (5) Cast and sheet steel café table, seats 4 | \$18
- (40) Wire café chair (with grey or lime cushion) | \$5

Please visit www.501union.com/furniture to view additional images of the furniture selection available.

Selection of your rental package is confirmed with a sales team member during the Final Walk-Through meeting, 1 month prior to your event. Furniture rentals are subject to New York tax. You are also welcome to bring in other basic rental furniture from Broadway Party Rentals, or vintage/specialty items from the vendor of your choice.



ADD ON OPTIONS

IN-HOUSE LIGHT
INSTALLATION OPTIONS

- (2) Light Curtain | \$250 each
- (1) Disco ball with pin spotlights | \$250
- (1) Neon heart | \$300*
- (1) "Because Love" Neon | \$450*

**Subject to availability*



FEATURED WEDDING

MICHAEL & GUSTAVO

PLANNER / Arch Events

CATERER / Dish Food & Events

FLORIST / Fern Botanica

DJ / Mac Joseph

PHOTOGRAPHER / Hyde Photography

CAKE / Buttermilk Bakeshop

RENTALS / Broadway Party Rentals

OYSTERS / Red Oyster USA



HOW DID YOU TWO MEET?

We met on Hinge... a true modern love affair. Our first date was at a bar in Greenpoint, Brooklyn called Broken Land.

WHO PROPOSED? HOW DID IT HAPPEN?

We were sitting at home and mutually decided it was time to get married. Although one didn't get down on one knee, it was a lovely evening spent on the phone with our parents and loved ones!

WHAT MUSIC DID YOU CHOOSE FOR YOUR DAY?

PROCESSIONAL: Love is a Wild Thing - Kacey Musgraves

RECESSIONAL: You'll Always Be My Baby - Mariah Carey

FIRST DANCE: Golden Hour - Kacey Musgraves

LAST SONG: Since You've Been Gone - Kelly Clarkson

WHAT WAS THE OVERALL VIBE YOU WERE TRYING TO ACHIEVE WITH YOUR WEDDING?

We went for a modern, whimsy, vintage vibe!

YOUR FAVORITE PICTURE FROM THE WEDDING:



IF YOU COULD RELIVE ONE MOMENT FROM THE WEDDING, WHAT WOULD IT BE?

We had Tammy Spanx, a local NYC drag queen, come to close out the wedding for her ICONIC Celine Dion set. Gustavo planned the whole thing as a surprise for Michael after seeing her on Fire Island. It was the perfect way to close the evening and made for a unique experience for our guests.



HOW DID YOU CHOOSE YOUR VENDORS?

We found all of our vendors on Instagram or through referrals from friends. Our photographer was recommended to us by friends who had gone to a wedding years before and were still using the photos to this day. Our DJ was recommended to us for his overall style and music taste. We truly trusted Mac to deliver an amazing set of tones. The florist was an instant love affair. Their Instagram is beautiful and we knew right away that Julia was the perfect florist for our day.

ARE THERE ANY TRADITIONS YOU UPHELD OR GAVE A SPECIAL TWIST TO? AND/OR WERE THERE ANY TRADITIONS YOU SAID NO WAY TO?

We embraced a few traditional moments throughout the event. We had a ceremony, shared a first dance and cut our wedding cake in front of our guests. We love tradition and didn't feel the need to add any crazy twists. Sharing those few moments together surrounded by our loved ones was a true pleasure!

WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING THE PLANNING PROCESS?

Think of all of the things you dream to include at your wedding, get quotes and then realistically set a budget. Wedding planning can get really expensive, but can be totally manageable with a structured budget.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE IN THEIR FIRST YEAR OF MARRIAGE?

There will be many things that come up that try to shake your relationship and it is so important to be patient and honest with one another during these times.



PREFERRED CATERERS

THE FOLLOWING IS A LIST OF OUR PREFERRED CATERING PARTNERS WHO HAVE A HISTORY OF CREATING AMAZING EVENTS AT 501 UNION. THEY KNOW OUR VENUE INTIMATELY, PROVIDE AMAZING SERVICE, AND OF COURSE... DELICIOUS FOOD.

COMPARTI

comparticatering.com

Comparti is based in Williamsburg, Brooklyn and has been creating a menu of dishes that are fresh, vibrant and built for celebration for 6 years. Our brick and mortar locations include Comodo in the Freehand Hotel, Disco Tacos in Williamsburg, and Colonia Verde in Fort Greene. We have been trained by the best and service is hard to put on paper. You either have it or you don't, and we believe our reputation and our reviews illustrate how seriously we take service. Our culinary team's ethos include a Food Composting Program, Full Recycling Program, and Zero Waste Initiative. We have built a culture of respect at Comparti with a 360 model: full respect and transparency with our employees, our vendors, our partners and our clients. "Come party" is our invitation to bring the most special version of ourselves, to dress up, to suit up, to be there when the dance floor calls. Come party is our "bring it" to you, because we certainly will and wow will it be special, decadent, divine, sexy and forever youthful.

DISH FOOD & EVENTS

dishfoodnyc.com

For over a decade, Dish Food & Events has been catering and planning extraordinary weddings, corporate events and social gatherings in New York City, the Hamptons and the Hudson Valley. Born, bred and based in Carroll Gardens, Brooklyn, Dish is proud to serve our clients and guests seasonally inspired, contemporary food with global influences. From intimate cocktail and dinner parties to elegant weddings and fundraisers, Dish will work with you to create a custom event where simplicity, innovation, and warm hospitality are reflected at every step. Dish is laser focused on our company mission of fully delighting our guests by providing delicious food paired with the finest hospitality, resulting in remarkable events and satisfied customers. As a full service caterer, Dish also offers professional staffing, party rental coordination, vendor recommendations and day of coordination services. We look forward to serving you!

MARCEY BROWNSTEIN CATERING AND EVENTS

marceybrownstein.com

Marcey Brownstein Catering & Events was established in response to a need in the boutique wedding catering field. Lending an artisan's hand to everything we do, we ensure that every morsel of food is delicious, every service item is beautiful and unique, every flower fresh and inviting. Whether you're hosting a photo shoot for 20, a wedding for 200 or a benefit gala for 1,000 our handcrafted cuisine and attentive planning will guarantee a successful event. Located in the West Chelsea Arts District of Manhattan, we have been catering weddings, corporate events, and social events since 2002. Our mission is to provide outstanding food, communicated in an extraordinary way. We accomplish this successfully by consistently: emphasizing caring planning and service to each and every event, using only fresh ingredients and all house-made products, offering a sense of style and customization to every event, offering an artisan approach to non Kosher and Kosher catering. We are proudly women owned and operated.

EVENTFULL

eventfullnyc.com

We believe in creating unique moments that leave a lasting impression. What differentiates us from our competitors is that we truly listen to our clients, creating distinctive events tailored to their specific needs and desires. Our passionate team excels at interpreting your vision and ideas, seamlessly bringing them to life. Our mission is to offer the perfect balance of Food, Service, & Elegance - We promise to exercise flexibility, trust, and detailed attention when meeting clients' needs as we provide premier food, using only the finest ingredients, serviced by unobtrusive, friendly, and professional people making for a truly memorable event. You will find us at ease producing an intimate dinner for ten as we are with affairs ranging into the hundreds. A rare find indeed, made possible through the years of experience we have cultivated. Our current and past clients include Presidents, Fortune 500 Companies, Broadway Theaters, some of New York's finest, law firms and more. We truly enjoy helping each and every client like they were part of our own family; all while providing the very best in service and experience.

NIGHT KITCHEN

nightkitchencatering.com

Our kitchen is filled with adventurous hard workers who are passionate about strong flavors. Our events team listens carefully and attends to every detail with a sense of joy. Night Kitchen has been grateful for 20 years to be able to participate in celebrating the most joyous occasions in people's lives. It has always been an honor to work with clients, get to know one another and capture their spirit and energy in the form of delicious and nourishing food. Blending cultures and sensibilities, using the freshest possible seasonal organic produce and local purveyors, we aim to serve guests a meal they won't soon forget.

PIG BEACH

pigbeachnyc.com

Pig Beach is an exciting new foray into the Smoked Meat Universe, unlike anything in New York City to date. We use tried and true BBQ technique while adding worldly influences and forward-thinking cooking. The highest quality meats and market produce are our standard. With our mixture of a new approach to "BBQ," paired with our individual New York City histories, the menu at Pig Beach is an alchemy of multiple cooking disciplines, with a strong focus on live wood fire. Whether it's NYC-style pastrami, Italian-style charcuterie, Za'ar rubbed leg of lamb, Yuzu glazed smoked duck or good old Buffalo chicken wings, the focus will always be on the best ingredients, thoughtful cooking and the guest experience.

STE EVENTS

ste.nyc

We started STE Events 7 years ago, to bring our 20 plus years of NYC fine dining and European Michelin experience to the wonderful world of weddings! Initially catering weddings for industry friends, chefs and restaurateurs, we grew to welcome food driven couples from all over. Our aim is to make wedding planning fun, easy and inspiring. Located in Williamsburg, Brooklyn, STE Events is a curator of exotic events, weddings and private dinner parties. We create collaborative menus, cook with the seasons and source the best local ingredients. We accept all challenges and value our couples opinions; we want your guests to talk about your wedding for years to come! Our company culture is focused on fun, innovation, creativity and quality of ingredients and service. We strive to source ingredients that are sustainably sourced and produced locally. We work closely with several small farms in and around the Tri-State area, and often visit to learn and stay informed on the best produce and proteins we can provide our clients. Today we see ourselves as pioneers within the wedding industry, creating our own brand of events and rethinking what wedding food can be.

THE RAGING SKILLET

theragingskillet.com

Rossi (aka Chef Rossi) As the owner and executive chef of "The Raging Skillet," a cutting-edge catering company known for breaking any and all rules, Rossi has earned a reputation as the one to call when it's time to do something different. The Raging Skillet has been called "a new breed of rebel anti-caterer" by The New York Times, "the wildest thing this side of the mason Dixon line" by Zagat and has been named among The Knot's Best Of Wedding Caterers or New York City 10 years running. Rossi has been voted one of GO Magazine's "100 Women We Love."

"It just takes a little imagination and a lot of Chutzpah to open minds," says Rossi "and a killer barbecue sauce."

GET TO KNOW OUR FAVORITE CATERERS

WE ASKED SOME OF BROOKLYN AND NYC'S BEST CATERERS ABOUT WHY THEY LOVE WORKING AT 501 UNION, WHAT COUPLES SHOULD BE THINKING ABOUT WHEN SELECTING THEIR CATERER, AND MORE!

Read their full interviews, and check out real weddings by each caterer at 501union.com.

HOW WOULD YOU DESCRIBE THE FOOD YOUR COMPANY SERVES?

Vegetable-forward, fresh herbs, and a balance between sweet, sour, funky, spicy and umami. We try to incorporate wood fire cooking, while being light and fresh especially in the summer. I mean people are going to dance after dinner so it can't be too heavy!

-Scott Edwards, STE



WHAT ARE THE FOOD & BEVERAGE TRENDS YOU ARE SEEING FOR 2021?

WE ARE SEEING MORE REQUESTS FOR FUSION STYLE MENUS. WEDDING CLIENTS WANT TO COMBINE ONE OR TWO FOOD CULTURES AND HAVE THAT REPRESENTED AT COCKTAIL HOUR, DINNER OR BOTH. TYPES OF MENUS RANGE FROM A MEDITERRANEAN FEAST FEATURING WHOLE ROASTED BRANZINO TO A CHINESE FUSION MENU SERVED ON A LAZY SUSAN.

-Ryan Corraia, Dish Food & Events

TELL US ABOUT ONE LIFE-CHANGING MEAL...

We were both at Blackberry Farm in Tennessee four years ago. We had just done a series of supper club dinners in the American South. The meal was incredible but seeing a full scale culinary focused resort at the top of its game was very inspirational to us. It kept us focused that food is not just a trend, or worse, a forgotten amenity, that building our talent was strategic in a world that exponentially respects food and will pay for it.

-Mac Osborne and Felipe Donnelly, Comparti



WHAT QUESTIONS SHOULD A COUPLE ASK WHEN INTERVIEWING A CATERER FOR THEIR WEDDING?

I ALWAYS SAY GIVE ME YOUR MAGICAL FOODIE DREAM LIST; I LOVE TO MAKE DREAMS COME TRUE.

-Chef Rossi, The Raging Skillet

HOW DO YOU APPROACH SUSTAINABILITY?

We maintain a "nose to tail" philosophy of cooking where we use every part of the animal and maintain as little waste as possible with our fruit and vegetable use. We make all of our own pickled items and ferments. Vegetable scraps make stocks and soups, meat scraps and bones make bone broth that's used throughout our recipes, and fruits are used to make cocktail syrups, jams, sorbets and jellies. We maintain relationships with many local farmers in the Tri-State area and the Hudson Valley and order frequently from the Union Square Green Market, in season. Additionally, we recycle all glass, paper, and aluminum and compost all fruit and vegetable scraps to our Hudson Valley farmden.

-Marcey Brownstein, Marcey Brownstein Catering and Events

FAVORITE SPOT TO DINE IN GOWANUS?

The Kittery, they have a fantastic Lobster Cobb Salad!

-Melody Ozdenak, Eventfull

IS THERE A CHEF YOU ADMIRE THE MOST? WHO AND WHY?

We have Sunday Asados once a month in the summer at our restaurant in Fort Greene, Colonia Verde. We have had some incredible chefs attend that have inspired me. Alfredo Villanueva, Gerardo Vazquez Lugo, Magnus Reid, just to name a few. I love what all of those guys are doing.

-Felipe Donnelly, Comparti

WHAT'S THE MOST MEMORABLE WEDDING YOU HAVE CATERED?

We've had the opportunity to work with so many wonderful couples. One that stands out a few years ago, was an event at 501 Union. The bride and groom were two of the sweetest people I've ever met and whip smart and funny as well. I really loved that couple and when we showed up at the party they showed us the program which told the story of their love, but they chose to center it around their mothers as young women and the choices they made in their lives. The way they raised their children and the happenstance that brought the couple to meet and fall in love. The story with pictures ended discussing the moment that the couple invited their parents to meet and stand with all the guests and participate in their marriage. It was such a moving story, I remember we made a family-style meal incorporating aspects of their Russian-Jewish and Cambodian heritages. When the Hora came I felt compelled to join them on the dance floor and we hugged and jumped and kicked our feet high.

-Aaron Unger, Night Kitchen



WHAT'S YOUR FAVORITE THING ABOUT CATERING AN EVENT AT 501 UNION?

WE LIKE CLEARING THE CHAIRS FROM THE RECEPTION AREA AND OPENING UP THE SPACE FOR A CHEESEBOARD OR RAW BAR. GUESTS FEEL LIKE THEY HAVE DISCOVERED A SECRET WHEN THEY SEE US FLIP THE SPACE IN 10 MINUTES. I ALSO LIKE WATCHING GUESTS' EXPRESSIONS WHEN THEY COME IN THE DOOR FROM INDUSTRIAL GOWANUS TO A SLICK BLACK AND BRASS SPACE.

-Mac Osborne, Comparti

A WEDDING DAY AT 501 UNION



WHAT IS THE CAPACITY OF 501 UNION?**FULLY-SEATED WEDDING CEREMONY**

144 in the covered atrium; or up to 250 in main space, depending on furniture

FULLY-SEATED DINNER WITH DANCE FLOOR

140-160 depending on furniture & layout choices

COCKTAIL PARTY

200-250 depending on limited seating, stage, and dance floor layout

STANDING-ROOM ONLY OR CONFERENCE EVENTS

299 (maximum legal capacity)

HOW DO I BOOK A DATE?

To secure your date: we require a signed contract, 50% venue deposit, plus \$1,000 security deposit (returned after the event).

WHAT IS YOUR CANCELLATION POLICY?

If you cancel up to 1 year prior to your scheduled event, you will receive your venue deposit and security deposit, minus a \$4,000 non-refundable booking fee. The venue deposit will not be refunded if you cancel within 1 year of your event date; the security deposit will be returned in full within 15 business days of cancellation.

ARE THERE ANY RESTRICTIONS TO THE VENDORS I CAN USE?

Our only exclusive vendor is Broadway Party Rentals for flatware, kitchen items, linens, etc. You may use the vendors of your choice for all other services. Please see our list of preferred vendors who we trust to provide excellent service.

WHEN CAN MY VENDORS AND GUESTS BE PRESENT ONSITE?

We only book one event per day to ensure the best experience for every client. Vendor load-in can begin as early as 9am and end as late as 2am. You are welcome to coordinate decor deliveries, vendor setup, and guest arrivals at any time throughout the day. Events usually last 4.5-6 hours onsite between guest arrival, ceremony, cocktail hour, and the close of the bar. Event guests are permitted on-site until 1 am. Your timeline will be confirmed with your Venue Coordinator a month before the event.

DO I NEED TO HIRE AN EVENT PLANNER OR COORDINATOR?

You are required to hire a day-of-coordinator, event planner or provide a trusted, sober contact as the point person for vendors on site on the day of your event. We strongly recommend hiring a professional and are happy to make a recommendation based on your needs.

AM I ALLOWED TO USE MY OWN BARTENDERS OR HAVE MY CATERER PROVIDE BAR SERVICE?

No. Beverage service at 501 Union will be exclusively provided through our in-house bar program. There are several tiers and options to cater to different needs of our clients.

WHAT OTHER SERVICES OR ITEMS DO YOU PROVIDE?

501 Union provides bar packages, in-house table and chair rentals and basic audio visual needs.

DO YOU HAVE ANY OTHER RENTAL SPACES?

The Green Building (www.thegreenbuildingnyc.com) is our sister event space across the street from 501 Union.

DOES THE BUILDING HAVE HEAT AND A/C?

Yes. 501 Union has central heat and air conditioning in the lounge and main space. Please note the covered atrium is not temperature controlled.

IS THERE A DRESSING AREA/GREEN ROOM ON-SITE?

Yes, there is one private suite in the rear of the venue. The private suite is equipped with a washroom.

HOW MANY WASHROOMS ARE THERE?

There are eight washrooms. One washroom in the lounge, six washrooms off the main space, and one washroom in the private suite. All are private, unisex, and wheelchair-accessible.

WHERE DO MY GUESTS PARK?

Street parking is available. There is also a QuikPark garage located at 365 Bond Street, which is approximately a four (4) minute walk from the venue. Should your guests need directions or a car service at the end of the evening, our host will happily assist. Local valet companies are also available for hire. Please inquire for more information.

IS SMOKING OR VAPING ALLOWED?

There is no smoking or vaping allowed inside any area of 501 Union, including the covered atrium.

ARE CANDLES ALLOWED?

Yes. Please note candles must be contained in votives or lanterns. Open flames and taper candles are not allowed. Candles are not allowed on ceremony aisle floors.

IS THE BUILDING WHEELCHAIR ACCESSIBLE?

Yes.

IS 501 UNION PET FRIENDLY?

Yes. Pets on leash are permitted in the space during the ceremony with prior approval. We kindly request that following the ceremony the pet be escorted home.

DO I NEED TO PROVIDE MY OWN INSURANCE?

Yes. We require a certificate of insurance for each event.

AM I RESPONSIBLE FOR CLEAN UP?

Yes, your vendors must be contracted to complete the following breakdown procedures immediately following your event:

- All centerpieces, candles, and additional décor must be removed or thrown away offsite.
- Tables and chairs must be folded and stacked. 501 Union rentals must be separated from any outside rentals.
- All items must be removed from the private suite.
- Broadway Party Rental items must be back in the original crates for pick-up. Linens must be bagged and consolidated with rentals.
- All food items must be removed from the kitchen.
- All trash must be bagged and removed from the venue at the close of the event.

WHAT IS INCLUDED IN YOUR RENTAL FEE?

- Thorough cleaning of the venue before and after the event
- Pre-event support from a Private Events Coordinator
- Event day staff: Venue Coordinator (during setup), Host, and Onsite Manager (during event)
- Use of the coat check room equipped with racks and approximately 160 hangers
- Use of standard in house event furniture
- A four-part mobile stage; each piece is 4'x8' and can be set at 7", 12", or 24" tall
- Garbage cans (heavy-duty 55-gal garbage bags must be provided by client/caterer)
- Sound system
- Kitchen

- Audio & Visual System Specs
- Integrated in-house sound system
- Three stereo XLR access points throughout the space to allow for staging flexibility
- Independent volume control between rooms (lounge, main space, covered atrium)
- Two wireless microphones with stands
- High-definition projector with projector screen
- An in-house audio technician may be required for live music performances (additional fees will apply)
- Bands may perform until midnight; DJs until 1am

KITCHEN INCLUSIONS

Commercial-grade convection oven, double-door chest refrigerator, chest freezer, three-compartment sink, commercial-grade glass sanitizer, ice machine, over 100 sq. ft. workable counter space

Private Events

STARLING

event planning & design

EVENT PLANNING

STARLING OFFERS THREE TIERS OF EVENT PLANNING OPTIONS TAILORED TO OUR CLIENTS NEEDS AND WHERE THEY ARE IN THE PROCESS.

DAY-OF COORDINATION

Day-of Coordination begins approximately 2 months prior to your wedding date after you've planned the celebration that is representative of you and your soon-to-be-spouse! You've found the perfect venue, secured your key vendors, and are ready to finalize the details. Our coordinators will thoughtfully take into account all of your advance preparations and will carefully listen to your needs as the Starling team steps in to finesse and execute a seamless event.

PARTIAL WEDDING PLANNING

Partial Wedding Planning is a great fit for the couple who have set a date, secured their venue, and have one or two additional vendors locked in but need support finalizing their vision. The Starling team will review where you're at in the planning process, determine what's left to be done and step in to support the remainder of planning based on the vision of your big day.

FULL WEDDING PLANNING

Full Wedding Planning is ideal for clients who would like assistance from the very beginning of the planning process. We will collaborate with you and your soon-to-be spouse to create a custom and unique planning and event experience. Throughout the process, we'll do the research, offer unlimited communications, and create cohesive presentations so you can make educated and easy planning decisions. Starling will be with you every step of the way allowing for a stress-free and joyful wedding experience.



FLORAL DESIGN

THE STARLING TEAM HAS DEVELOPED 4 SIGNATURE FLORAL DESIGN AESTHETICS FOR THE CLIENT LOOKING TO SIMPLIFY THE PROCESS OF SELECTION - ALL OF WHICH ARE FULLY CUSTOMIZABLE BASED ON SEASONALITY, FLOWER PREFERENCES, AND BUDGET.

THE GREENS

Texture Rich, Dynamic, Light & Airy

The Greens is layered with fresh, texture-rich greenery alongside micro florals to add a subtle pop. This floral style is a dynamic mix of structure and elegance, and will soften any environment to create the perfect atmosphere.



THE HEIGHTS

Traditional with Modern Elegance

Beautiful blooms set on a delicate cascade of greenery in a classic color palette of whites & creams, the Heights embodies a timeless aesthetic with a touch of whimsy.



THE UNION

Lush & Playful, Colorful Palette, Evolving Through the Seasons

Our most romantic look, the Union offers a lush and playful presence that is organic and the florals arrangements create a feeling of movement throughout the space.



THE BOND

Bold, Tropical, Sculptural

Vibrant - the single word that encompasses this bold and eye-catching look. The Bond takes you to paradise with its focus on tropical varieties and unique blooms offering a sculptural quality.



WHY DO I NEED A DAY-OF COORDINATOR OR WEDDING PLANNER?

So you can live in the moment! Our event planning services allow us to bring your event vision to life and handle the logistics to make sure your day goes smoothly. This includes acting as a liaison between vendors, guests, family, and most importantly the wedding party. We are here to help you stay on track throughout the planning process, provide resources and recommendations, and provide you with creative solutions. We want our couples to enjoy their big day by creating purposeful experiences!

HOW FAR IN ADVANCE SHOULD I BOOK A DAY-OF COORDINATOR OR FULL SERVICE PLANNING?

We recommend a minimum of eight weeks for day-of coordination and 9 to 12 months for full-service planning.

WHAT IS THE DIFFERENCE BETWEEN A VENUE COORDINATOR AND DAY-OF COORDINATOR?

Venue or On-site Coordinators typically oversee contractual obligations and operations or logistics of the property. These coordinators may be overseeing multiple events at once or may not be present for the duration of the event. As Day-of Coordinators, Starling is on-site from start to finish on the day of your event. We ensure every aspect of the event runs smoothly, from vendor coordination to timeline creation, and are the main point of contact for your vendors, family and wedding party during your event. Most importantly, our coordinators ensure you can celebrate your event fully in the moment!

WHAT SERVICES DOES STARLING OFFER?

Starling is a multi-disciplinary creative studio focusing on day-of coordination, event planning, florals, and event design. Our approach with each client is through supportive direction, thoughtful curation, and personalized with care.

WHY CHOOSE STARLING FOR YOUR 501 UNION WEDDING?

Starling is the in-house event coordination and planning team for 501 Union and The Green Building. We work closely alongside these venue teams and understand the ins and outs of how each venue operates. Our team of planners are experts in flawlessly executing events in these spaces and have seen it ALL in terms of design, floor plans and creative ways to utilize the space.

Special thanks for photography by: Isabelle Selby Photography, Maggie Marguerite Studio, Stephanie Naru Photography, Bethany Michaela Studio, Mira Park Photography

CAN STARLING PLAN AND DESIGN OTHER KINDS OF EVENTS?

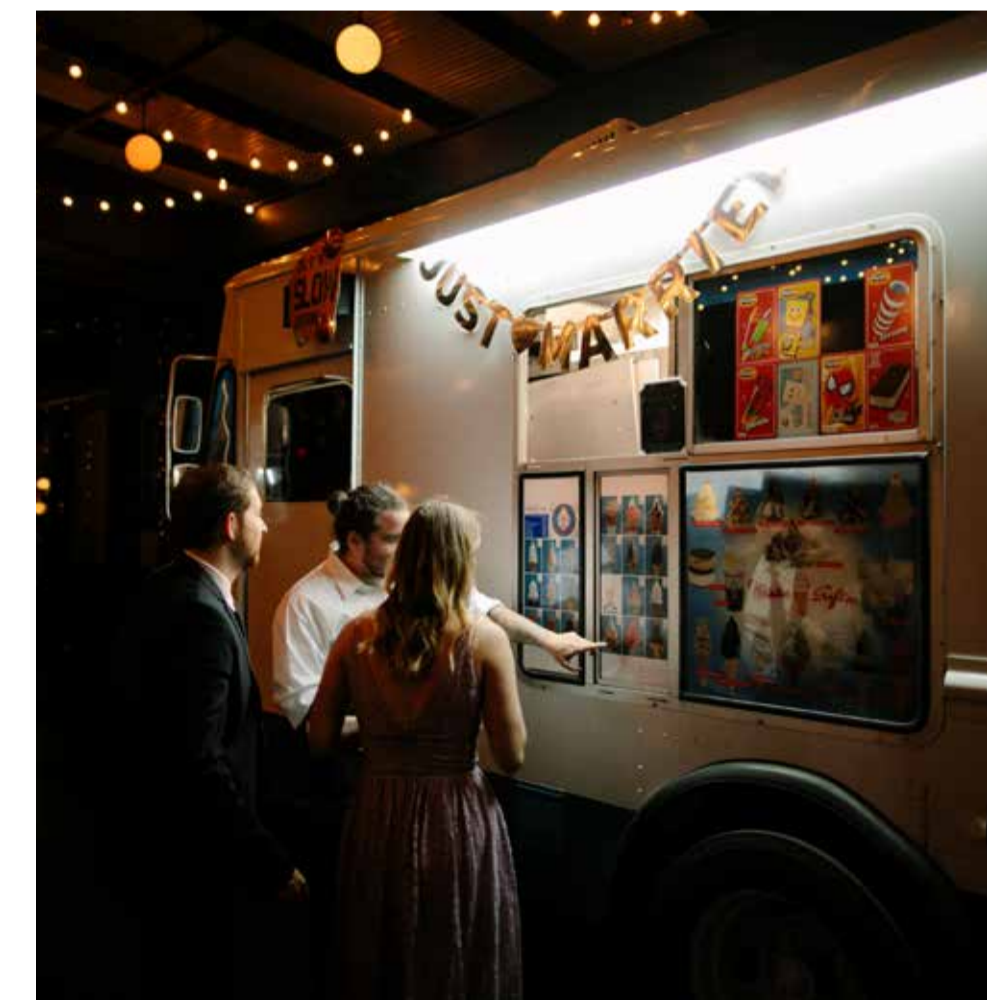
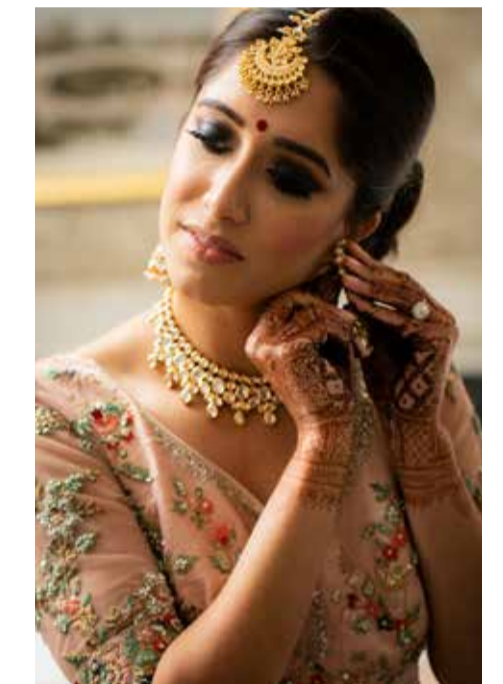
Starling works alongside a diverse range of clients from planning wedding ceremonies to mitzvahs, to corporate events, holiday parties, and conferences. We are ready to coordinate all of life's celebrations. No two clients are exactly the same and we take pride in curating our services to meet their individual needs.

DOES STARLING WORK IN OTHER VENUES?

Our team has coordinated weddings and other events at some of the most notable Brooklyn and New York City venues. Some of our favorites include the Brooklyn Botanical Gardens, Prospect Park Boathouse, and Tribeca Rooftop to name a few. Starling is available to coordinate events in all five boroughs, upstate, and beyond!

HOW WOULD YOU DESCRIBE STARLING'S APPROACH TO FLORALS & EVENT DESIGN?

We take into consideration each client's inspiration and budget to curate a floral aesthetic and event design that brings your vision to reality while delivering high-quality impactful designs. Looking for a moody tablescape, disco ball dance floor, or funky photobooth? Starling has got you covered!





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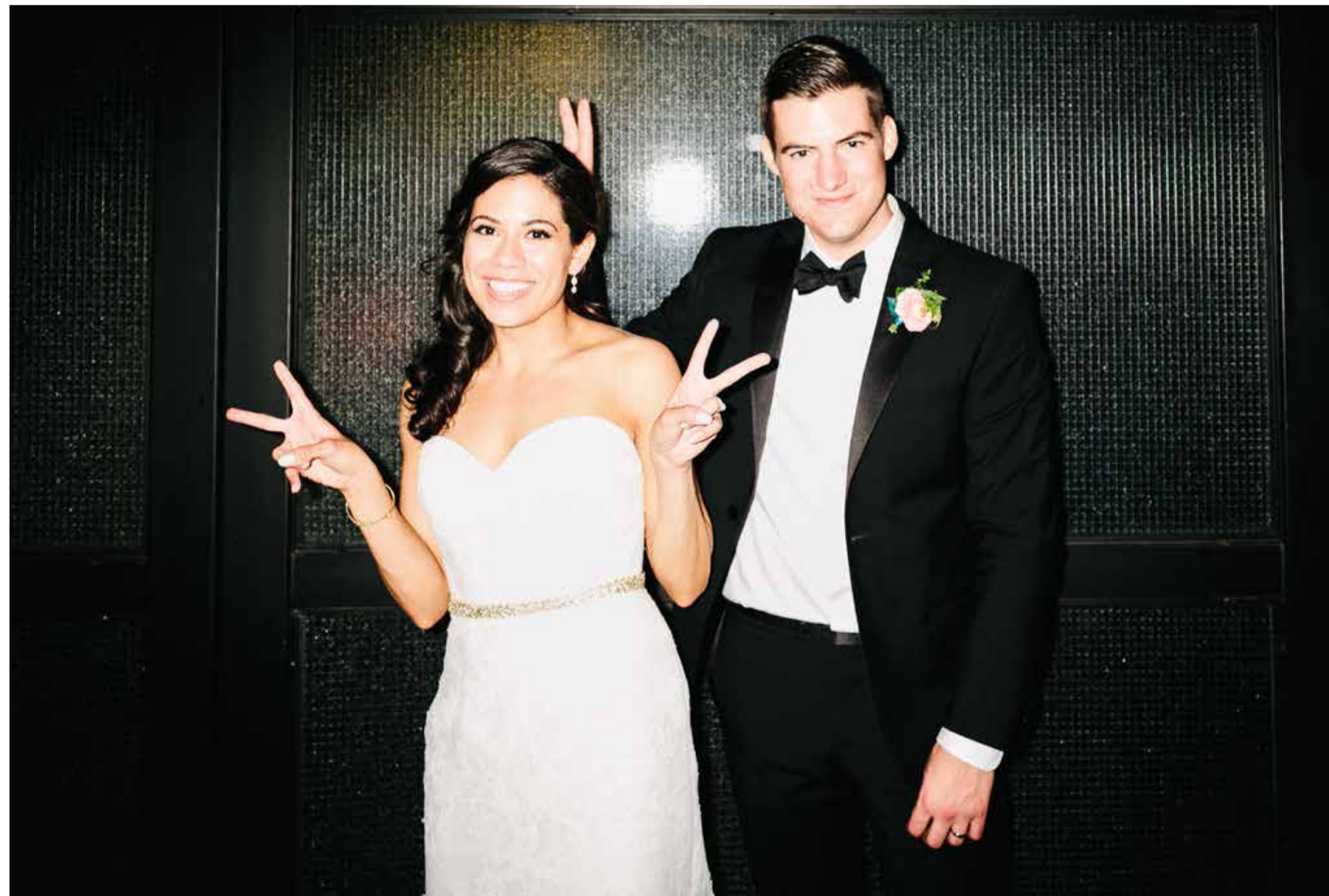
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