

RETRO ARCADE

BEER

BITES

freeplay



PRIVATE PARTY INFORMATION

freeplayinc.com

Games above everything.

Free Play Denton is a retro arcade with 100+ of the all-time greatest arcade machines, a carefully curated pinball selection, and incredibly delicious food and beverages.

While it is imperative that every aspect of Free Play Denton is superb, we take extreme measures to ensure that the games at our facility play as close to “factory original” as possible. No corners cut, no easy paths taken, just awesome games playing how they did 30+ years ago.

THE SPACE

Free Play Denton occupies a 9,700+ square foot building, including a sizable basement, on the southeast corner of the Historic Denton Square. The space, remodeled in 2021 in an industrial chic style, is home to numerous eye-catching murals by talented artists including: Joe Skillz, Antwinette Cotfield, and Dan Black. The ground floor enjoys windows overlooking the beautiful Square. The basement is primarily accessible by stairway, but the property also features a lift for disabled patrons.

THE BAR

Maybe we’d still have an arcade on every corner if someone had realized the obvious combination of alcohol and joysticks. We are renowned for our industry-leading selection of craft beer and can custom build a world-class bar menu tailored for your event.

What does the venue rental entail?

By design, to distance ourselves from our kid-oriented competition, Free Play Denton has no party or banquet room. Instead, every rental of Free Play Denton is an entire venue rental.

How much does the venue cost?

The venue rental fee varies based on the day and time of the rental. Please keep in mind that our location is regularly open to the public and that we must close (or prep and staff early) for your private full venue rental. Our venue rental fees are set accordingly. We do offer weekday lunch or happy-hour rentals as considerably more affordable options. Specific venue rental pricing is outlined after these FAQs.

FAQs

What do I need to do to reserve the space?

We need a signed contract and a deposit before we will reserve the space for your event.

What type of deposit do you require?

Generally, the deposit is the higher of 30% of the venue rental fee or the whole of your food costs. Venue rentals during peak hours may require a higher deposit.

When do I pay my balance?

The balance must be paid no later than 24 hours prior to the event.

What methods of payment do you accept?

We accept checks and all major credit cards. For credit card payments, Free Play will invoice you through our Square system via email (please give your preferred email on the signature page of your contract). Check payments must be received by payment due dates at our corporate mailing address (see signature page of your contract).

What are your food and drink options?

We have a great many options! For food, we favor a package that consists of a massive charcuterie and crudité table, with carefully selected artisan meats, cheeses, fruits, and vegetables. In addition, we have several well-loved party platters to choose from, which feature the most popular items from our standard arcade menu. We can also work with you on a custom menu, drink package, and/or event-themed cocktail if you prefer. For drinks, we have a variety of packages from simple nonalcoholic fare to a full-blown open bar. A complimentary self-serve ice water station is provided in addition to any food and beverage selections. See below for more information on food and beverage options.

Do you allow outside caterers?

Yes. We recognize that while our food offering is perfect for a sharable, social gathering, it might not work perfectly for your more formal event. We keep a list of catering companies guests have used in the past, but you are welcome to use the caterer of your choice. Any outside caterer you use will need to add us to their insurance as an additional insured for the day of the event. Please note that if you choose an outside caterer, you will still be responsible for your food and drink minimums. If your outside catering choice requires our staff to set-up buffet tables with linens, accept delivery of catering items, set-up catering items, serve, replenish, buss tables, clean-up catering items or anything similar, there will be an additional fee. Please ask your caterer what exact services will be required on our end so we can set that fee accordingly.

Do you have any minimum purchase amounts associated with the rental of your venue?

Yes. Like our venue rental fees, these vary depending on the day and time of your event. Specifics can be found with venue rental fee pricing below.

May I decorate?

Probably? Let us know what you have in mind and we'll work with you to see if we can accommodate your decorations. Tablecloths, themed plates and napkins, party favors, centerpieces and balloon bouquets are great. Anything that needs to be hung on the wall is not. We want your party to be memorable but not due to the damage it causes to our facilities! In all cases, you are responsible for cleaning up your decorations and any damage they may cause.

Can I bring in cake/other dessert?

Absolutely! Just make sure you notify us at booking that you will be bringing outside dessert.

Can I take my food home?

Any uneaten food purchased from Free Play may be boxed and removed from the premises. Please check with any outside caterer to ensure they have the same policy.

What is your cancellation policy?

Since we will announce the closure of our facility and/or begin acquiring supplies and arranging staffing for your event immediately after you reserve the space, we do not typically offer cancellations. If for some reason you believe you must cancel your event, contact us immediately so that we may explore alternative options.

FAQs

When is the final guest count due?

Your final guest count, not subject to reduction, is due 7 days prior to the date of your event. If you have not provided an updated guest count within that time frame, we will proceed with the guest count in your contract. If you need to increase your guest count within 7 days of your event date, we will make every reasonable effort to accommodate your request.

When is the latest I can finalize the other details of my private event?

All details for a private party/event must be finalized and confirmed with our staff at least 7 days prior to the party/event. Per person drink tickets and food costs are based on your guest count and are not subject to reduction within 7 days of your event. However, if you need to add additional food/drink tickets within 7 days of your event due to an increase in your guest count, we will make every reasonable effort to accommodate your request. Please note that it is unlikely we can accommodate additional food within 48 hours of your event.

Do you charge tax or a service charge?

Our sales tax rate is 8.25% and we charge a 20% service charge. Your service charge includes staff and gratuity. If you would like to include additional gratuity, whether before or after your event, please let us know.

Venue

All packages include the exclusive use of Free Play Denton for three hours, full staffing during your party, and entry for up to 100 guests. If you would like to rent Free Play Denton for a longer/different period of time or expect additional guests, please contact us so that we can build a custom package for you.

WEEKDAY

Lunch

(11 AM - 2 PM)*

\$750

(+ \$500 food/drink minimum)

Happy Hour

(3 PM - 6 PM)*

\$1,500

(+ \$1,000 food/drink minimum)

Later

(7 PM - 10 PM)

\$2,750

(+ \$2,000 food/drink minimum)

WEEKEND

Lunch

(11 AM - 2 PM)

\$2,000

(+ \$1,000 food/drink minimum)

Later

(2 PM - 2 AM)

INQUIRE

(\$20,000 minimum spend)

Weekday rates apply Sunday beginning at 7:00 pm through Friday at 3:00 pm. Weekend rates begin at 3:00 pm Friday and continue through Sunday at 7:00 pm.

*Lunch and Happy Hour pricing have adjusted hours/may be unavailable weekdays Spring Break, Summer Early Open Hours, and Early Open Holidays.

ADD-ONS

Antipasti Platter

\$4 per person

Marinated kalamata black and green olives, roasted red peppers, marinated mushrooms, artichoke hearts, marinated mozzarella balls

Smoked Salmon Board

\$8 per person

Smoked salmon, thinly sliced red onions, capers, cream cheese, chopped egg, served with sliced baguettes

Spinach Dip

\$3 per person

Made with farm-fresh spinach, served with sliced baguettes

Baked Brie

\$5 per person

French brie wheel in a puff-pastry, layered with choice of sun-dried tomato, basil pesto, or fresh berry preserves, served with sliced baguettes

EUROPEAN STYLE

CHARCUTERIE AND CRUDITÉS

\$18 per person

mortadella, spicy capicola, sopressata, prosciutto, Parmesan, blue Castello, smoked gouda, aged provolone, soft beer cheddar, cornichons, lavosh, French bread, flatbread, farm-fresh vegetables, seasonal organic fruits, hummus, buttermilk ranch

Food

Your food package will be served on our oversized charcuterie boards and replenished as necessary throughout the event. Add-ons are only available in addition to a main food package. Per person priced items are only available for your full guest count and have a 20-guest minimum.

Prices above are for a three-hour party. Substitutions are occasionally made for seasonal or difficult to source items.

PARTY PLATTERS

Party Basics - \$60

Crudités, Fruit & Cheese, Hummus
Garlic Cheese Flatbreads Pepperoni & Sausage
Flatbreads
(serves 6-8)

Vector Select - \$70

Crudités, Fruit & Cheese
BBQ Pulled Pork Flatbreads
Green Chili Chicken Flatbreads
(serves 6-8)

Fully Pressed - \$65

Crudités, Hummus
Pressed Sandwich Platter
(Garlic Ham & Cheese, Avocado, Chicken
Pesto, Cuban, BBQ Toast, Texan)
(serves 6-8)

Arcade Sampler - \$120

Crudités, Fruit & Cheese, Hummus
Pressed Sandwich Sampler
(Garlic Ham & Cheese, Chicken Pesto, BBQ
Toast, Cuban, Texan)
Garlic Cheese Flatbread
Pepperoni & Sausage Flatbread
BBQ Pulled Pork Flatbread
Green Chili Chicken Flatbread
(serves 8-12)

Taco Platter Add-On - \$60

Pulled pork tacos - available exclusively as an
add-on to any other platter(s)
(serves 8-12)

DESSERTS

Retro Candy Station

\$10 per person

Glass candy jar display containing assorted
retro candy for your guests' consumption or
take-home goody bags.

Mini Dessert Platter

\$4 per person

Assorted brownie bites, mini cheesecake
bites, cookies, lemon bars, and /or similar.

CUSTOM MENU

If none of our standard offering are quite what you had in mind, we would be glad to
work with you on a custom menu.

Per person priced items are only available for your full guest count and have a 20-guest minimum.

Drink (Alcoholic or Otherwise)

All private parties include a self-serve ice water station. See below for additional beverage options.

DRINK TICKETS

\$3(non-alcoholic) /
\$6 (standard) per ticket

\$3 non-alcoholic drink tickets are good for all non-alcoholic beverages priced up to \$4. Our selection varies based on availability but usually includes many/most of following: Hank's Root Beer, Dr. Pepper (Dublin), Dublin Cherry Limeade, Fanta, Squirt, Coke, Diet Coke, Liquid Death, Just Water, Big Red, Hippo Huckleberry, Calypso Lemonade, Mr. Brown Iced Coffee, Bawls products, and miscellaneous other offerings. \$6 standard drink tickets are good for any beverage, alcoholic or otherwise, priced \$7 or less. For private events, drink tickets must be purchased in advance. There is a minimum purchase of 10 for both types of drink tickets. All drink tickets are non-refundable.

SUGAR RUSH

\$5/\$8 per person

Your entire party has all-you-can-drink access to our glass-bottled Coke products (\$5); or glass-bottled Coke products and premium sodas (\$8).

TAPPER'S DELIGHT

\$20 per person

Enjoy a selection of 4 expertly-curated craft draft beer and/or cider options, in addition to our house wines and sodas. While drinking responsibly, these options are available without limit or restriction to your guests. Feel free to let us know your preferences or give our staff free reign to build you a custom drink menu that is bound to impress.

CUSTOM BAR

Inquire

If you want something beyond the offerings here, we can custom build a bar package for you to precisely fit the needs of your event. Contact us for more information on this option.

OPEN BAR

TBD

Keep it classy and set-up a tab for your guests so they can drink exactly what they like! (feel free to customize any exclusions/caps)

Prices are for a three-hour party.