

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 some amazing truly amazing artists including: Joe Skillz, Antwinette Cofield, 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?

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 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 and beverage minimum. Venue rentals during peak hours may require a higher deposit.

When do I pay my balance?

The balance must be paid no later than 72 hours prior to the event.

What do I need to do to reserve the space?

We need a signed contract and a deposit before we can reserve the space for your event. Please contact us via freeplayinc.com/partyform to get the ball rolling.

I filled out a Party Inquiry Form and haven't heard back. What do I do?

Gayle, our party specialist, responds to inquiries via email Monday through Friday, 10 a.m. through 3 p.m. Though we aim for a prompt response, it may take a business day for Gayle to respond to your inquiry. If it has been more than a business day, check your spam folder and ensure that Gayle's response did not inadvertently get miscategorized. If it has been a business day and the message is not in your spam folder, we deeply apologize! Please send gayle@freeplayinc.com, jessica@freeplayinc.com and/or kelsie@freeplayinc.com an email or message us on our Facebook page and let us know. We will get back to you asap (and work on fixing whatever prevented our timely response).

I am arranging a company party; do you have any team-building options available?

Yes! Please see our Team-Building brochure.

What are your food and drink options?

We have many! When it comes to food, event hosts tend to favor our well-loved party platters, which feature the most popular items from our standard arcade menu (and our retro candy station and mini desserts are fun add-ons!). As for drinks, we have a variety of packages from simple nonalcoholic fare to a full-blown open bar. All of our bars are all full bars with a complete compliment of liquor, beer, cider, ales, wine, and - seasonally - mead. The selection is expansive, but also highly-curated and constantly rotating (with variation between locations). A complimentary self-serve ice water station is provided in addition to any food and beverage selections. We can also work with you on a custom menu, drink package, and/or event-themed cocktail if you prefer. See below for more information on food and beverage options.

How do holidays, winter break, summer break, spring break and similar affect venue pricing?

Private venue rentals may not be available on holidays (or may only be available at extra cost). In addition, because our weekday lunch and happy hour pricing is based on the business interruption involved with our normal 3 p.m. weekday opening time, the cost of these venue rentals is higher on early open weekdays (see our 11am Open Party Pricing One-Sheet for details).

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. Check payments must be received by payment due dates at our corporate mailing address.

Do you have any DJ recommendations?

Yes! We have a handful of DJs and other vendors we love to work with (and who are familiar with the relevant licensing requirements), and we would be happy to point you in the right direction, or even book one for you if you prefer.

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 base staffing and gratuity. If you would like additional staff to provide nonstandard services (ex: setting up, serving, or breaking down for a 3rd party caterer), there may be an additional charge. If you would like to include additional gratuity, whether before or after your event, please let us know.

FAQs

What does a food & beverage minimum mean?

Your food and beverage minimum means you must spend a minimum of the amount indicated on food, beverages, and team-building services provided by Free Play (and we have been known to include merchandise in a pinch). Tip and service charge do not count towards your minimum, nor do outside vendors booked on your behalf by Free Play. If you do not meet your minimum, the balance will be owed as a fee to bring you up to your minimum; however, we would much prefer to find a way for you to get actual value for your money. If you have concerns about meeting your minimum, please discuss options with us in advance so that we can find a way to make your minimum work for you.

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. Any outside caterer you use must have a current health certificate and will need to add Free Play Inc. 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 beverage minimum. 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.

Can I bring in cake/other dessert?

Absolutely! Except not ice cream (ice cream cakes are permitted though). 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.

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.

When can I arrive to set up for my private event?

Your event organizer and assistants may arrive 15 minutes prior to your venue rental start time in order to conduct necessary setup provided 1) you notify our event coordinator no less than 48 hours in advance of your event that this will be happening; 2) this time is used for setup only; and 3) you understand that our staff will be busy at that time making final preparations for the start of your event. If you need additional time for setup or would like your guests to arrive earlier, please contact our event coordinator for availability and pricing.

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.

MON-THURS

Lunch

(11 AM - 2 PM)

\$750

(+ \$500 food/drink minimum)

Happy Hour

(3 PM - 6 PM)

\$1,500

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

Later

(7PM - 10PM)

\$2,750

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

FRIDAY

Lunch

(11 AM - 2 PM)

\$750

(+ \$500 food/drink minimum)

Happy Hour

(3 PM - 6 PM)

\$2,500

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

Later

(7 PM - 10 PM)

\$7,500

(+ \$3,000 food/drink minimum)

SATURDAY

Lunch

(11 AM - 2 PM)

\$2,750

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

Later

(Beginning after 2pm)

\$10,000

(+ \$6,000 food/drink minimum)

SUNDAY

Lunch

(11 AM - 2 PM)

\$2,750

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

Later

(Beginning after 2pm)

\$5,000

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

Venue rental may be unavailable and/or subject to adjusted pricing on holidays, Spring Break, Summer Early Open Hours, and other Early Open days.

Food



PARTY PLATTERS

Party Basics - \$65

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

Vector Select - \$90

Crudités N' Hummus, Fruit & Cheese
Flatbread Platter
(Garlic Cheese, Pepperoni & Sausage,
Double Pepperoni & Hot Honey, Classic Deluxe,
Mean Green Bacon Chicken Pesto,
Pepperoni & Marshmallow)
(serves 6-8)

Fully Pressed - \$75

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

Picky Eater - \$65

Crudités N' Hummus, Fruit & Cheese
Marinara Cheese Flatbreads
Pepperoni Flatbreads
(serves 6-8)

Arcade Sampler - \$140

Crudités N' Hummus, Fruit & Cheese
Pressed Sandwich Sampler
(Garlic Ham & Cheese, Chicken x Pesto, BBQ
Toast, Cuban, Texan)
Flatbread Sampler
(Garlic Cheese, Pepperoni & Sausage,
Pepperoni & Marshmallow, Classic Deluxe)
(serves 8-12)

Taco Platter Add-On - \$85

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

\$6 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) /
\$8 (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/St. Arnold's Root Beer and Cream Soda, Dr. Pepper (Dublin), Dublin Sprite, Fanta, Squirt, Yoo Hoo, Coke, Diet Coke, Liquid Death Water, Topo Chico, Mr. Brown Iced Coffee, Bawls products, and miscellaneous other offerings. \$8 standard drink tickets are good for any beverage, alcoholic or otherwise, priced \$9 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

\$22 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.