



EVENT SALES KIT



FAIRWAY
SOCIAL
BIRMINGHAM

#BEMORESOCIAL

2025

HOLIDAY SALES KIT

THE BEST COURSES IN THE WORLD, ALL IN ONE PLACE.

Play over 150 world-renowned, iconic courses on our six (6) FullSwing simulators – the most realistic golf experience without being on the links! They offer unmatched swing analysis, real-time ball data, multiple camera angles, and more.

- Pebble Beach
- St. Andrews
- Buffalo Ridge
- El Cardonal
- Payne's Valley 19th Hole
- And so much more!



EVEN IF GOLF ISN'T YOUR THING

Even if golf isn't your thing, our state-of-the-art simulators offer competition and excitement for everyone with our multi-sport option. There's so much to do, everyone in your group will be asking "What's next?"

- Soccer
- Bocce
- Cricket
- Zombie Dodgeball
- Lacrosse
- Skee-ball
- Basketball
- Carnival Games
- QB Challenge
- Fast Pitch
- Rugby
- And so much more!





FAIRWAY SOCIAL

An amazing destination where family and friends, of all ages and skill levels, come together for fun and shared experiences. Share a chef-inspired meal in our full-service restaurant; play competitive games on world-class simulators while enjoying live music and live action sports throughout the venue. Whatever your speed, Fairway Social has something for you.



THE LODGE

Designed with rustic sophistication, The Lodge surrounds guests with the warmth of rich wood paneling, plush leather seating, and curated golf-inspired memorabilia. Edison bulb lighting casts a golden glow over this intimate space, evoking the ambiance of a classic clubhouse reimagined for today's social scene. For those seeking a more exclusive experience, The Lodge offers a striking contrast—a moody, nostalgic retreat perfect for private gatherings, spirited evenings, or high-end hosting.



THE FULL EXPERIENCE

Start with high-energy play at Fairway Social Birmingham—featuring six (6) cutting-edge sports simulators and vibrant social energy. Then step behind the hidden locker room door into The Lodge, a vintage-inspired speakeasy with craft cocktails, retro duckpin bowling, and weekly live music.



FAIRWAY SOCIAL EVENTS PRICING



1 RENTAL + 2 FOOD SELECTIONS + 3 BEVERAGE PACKAGE = TOTAL EVENT COST*

1 SELECT YOUR DAY & TIME FOR YOUR BAY RENTAL*

2HR

3HR

\$110

\$165

Tues-Thurs: Open - 5:00 PM
Sun: All Day

NON-PEAK

\$150

\$225

Tues-Thurs: 5:00 PM - Close
Fri: Open - 5:00 PM

PEAK

\$180

\$270

Fri: 5:00 PM - Close
Sat: All Day

PREMIUM

**Event pricing is charged per bay. Each bay holds a maximum of eight guests.*

Pricing varies based on date, time, and guest count of your event. Date(s) and time(s) subject to availability. If any portion of your event falls into a higher price tier, you will be charged the higher rate.

2 FOOD SELECTIONS

We don't play games with our food.
All events require a F&B minimum.

3 BEVERAGE PACKAGE

Pick from numerous select beers, wines
and liquor to make your event a PAR-TEE!

*Additional Fees Apply**

EVENTS INCLUDE:

- Two, Three, or More Hours of Rental Space
- Food & Beverage Selections from our Events Menu
- Complementary Golf Clubs & Sports Equipment
- Game Demonstration
- Dedicated Event Ambassador(s)
- Digital Sponsorships*

ROOM RENTALS



PAR BAR

CAPACITY : 40 GUESTS

FEATURES: BAR RENTAL,
TVS, BAR STOOLS, AND TABLES

**bays are not included*

PRICING:

\$350/HR Non-Peak, \$650/HR Peak, \$850/HR Premium



TEE ROOM

CAPACITY : 35 GUESTS

FEATURES: TV MEDIA WALL, PRIVATE
DINING AREA, AND BAR ACCESS

**bays are not included*

PRICING

\$250/HR Non-Peak, \$350/HR Peak, \$450/HR Premium





A VINTAGE ESCAPE

Where Classic Clubhouse Meets Modern Speakeasy

WHY THE LODGE?

- **SPEAKEASY VIBE:** Accessible through a hidden door, the Lodge offers a secret, immersive experience unlike anything else in Birmingham.
- **LIVE ENTERTAINMENT:** The Lodge comes alive with a curated schedule of live performances, bringing soulful sounds and vibrant energy every week.
- **RETRO DUCKPIN BOWLING:** Add a dose of nostalgic fun with vintage-style lanes tucked away in the back.
- **CURATED SPIRITS:** Sip from a premium selection of whiskeys and craft cocktails, served from a speakeasy-style bar.

REFINED. RELAXED. UNEXPECTED.

The Lodge speaks to those who appreciate tradition, but crave something fresh. It's a place where Birmingham's professionals, trendsetters, and tastemakers will gather for everything from casual drinks to special occasions.



THE LODGE EVENTS PRICING



1 RENTAL + **2** FOOD SELECTIONS + **3** BEVERAGE PACKAGE = TOTAL EVENT COST*

DAY & TIME

*ALL EVENT RESERVATION FEE AND F&B MINIMUM.
*PRICING DOES NOT INCLUDE TAX OR GRATUITY.
*ALL PRIVATE RESERVATIONS SKIP LINE & COVER.

NON-PEAK:

TUESDAY - THURSDAY

5 P.M. - 11 P.M.

PEAK:

FRIDAY - SATURDAY

5 P.M. - 1 A.M.

F&B MINIMUMS:

NON-PEAK: \$36 PER GUEST

PEAK: \$40 PER GUEST

PICK YOUR SPACE

*GUESTS WILL BE SUBJECTED TO A F&B MINIMUM IN ALL SPACE RENTALS.

VIP SOFA SECTIONS:

*EXTRA HOURS WILL BE AN ADDITIONAL FEE. 10 GUESTS PER VIP SECTION. F&B MINIMUM WILL APPLY.

NON-PEAK (FOR 3 HRS): \$150 RENTAL FEE + F&B MIN.

PEAK (FOR 3 HRS): \$225 RENTAL FEE + F&B MIN.

BOWLING LOUNGE:

*HALF-ROOM INCLUDES THREE LANES. FULL-ROOM INCLUDES SIX LANES. F&B MINIMUM WILL APPLY.

NON-PEAK: HALF-ROOM: \$200/HR // FULL-ROOM: \$400/HR

PEAK: HALF-ROOM: \$300/HR // FULL-ROOM: \$600/HR

WILLIE MAYS LOUNGE:

*MIN. TWO-HOUR RENTAL. MAX OF 25 GUESTS. F&B MINIMUM WILL APPLY.

NON-PEAK: \$200 PER HOUR // PEAK: \$350 PER HOUR

YARD & PATIO:

*MIN. TWO-HOUR RENTAL. MAX OF 100 GUESTS. F&B MINIMUM WILL APPLY.

NON-PEAK: \$250 PER HOUR // PEAK: \$450 PER HOUR

THE LODGE SPACE OVERVIEW



VIP SOFA SECTION



WILLIE MAYS LOUNGE



BOWLING LOUNGE



YARD & PATIO

— FOOD SELECTIONS



BUFFETS

*Includes Unlimited Sodas, Teas, Lemonade and Water

STREET TACO BAR \$30 PER GUEST

Steak, Chicken, and Grilled Veggies
Rice and Black Beans
Flour and Corn Tortillas
Pico De Gallo, Salsa, Sour Cream,
Lettuce, Cheese, and Tortilla Chips

Enhancements:

Queso: \$3 per guest

Pork: \$4 per guest

Shrimp: \$8 per guest

HOLIDAY SMALL BITES \$36 PER GUEST

Cheese, Charcuterie & Assorted Veggies
Maple Bacon-Wrapped Dates
Chicken Cordon Bleu Bites
Chicken Parmesan Sliders
Mac n Cheese Bites

Enhancements:

Coconut Shrimp: \$6 per guest

Falafel Balls (Vegan): \$6 per guest

Short Rib Sliders: \$10 per guest

PREMIUM HOLIDAY DELIGHTS \$44 PER GUEST

Main Entrées (Pick 2):

Beef Short Rib, Chicken Parmesan, Maple-Glazed Salmon

Sides: Broccolini, Mashed Sweet Potatoes, Mac & Cheese

Salad: House Salad with Hawaiian Rolls

Enhancements:

Candied Carrots: \$6 per guest

Roasted Red Potatoes: \$6 per guest

Butternut Squash Ravioli (VE & VG): \$10 per guest

DESSERT

HOLIDAY DESSERT PLATTER - \$65

Includes Assorted Cookies (Double Chocolate Chunk, Sugar, and Peanut Butter),
Cinnamon Sugar Donut Holes, Churros, and Apple Cinnamon Tarts

Enhancements:

Hot Chocolate Station: \$8 per guest



— BEVERAGE PACKAGES



PICK A PACKAGE FOR YOUR GROUP

2HR	3HR	PER TICKET	
\$24	\$30	\$8	BEER & HOUSE WINE Selection of red and white wine, premium and domestic bottled and draft beer
\$30	\$36	\$10	CALL BEVERAGES Selection of spirits, red and white wine, premium and domestic bottled and draft beer
\$36	\$42	\$15	PREMIUM BEVERAGES Selection of premium spirits, red and white wine, premium and domestic bottled and draft beer

HOURLY PACKAGES ARE PRICED PER GUEST. **PACKAGES DO NOT INCLUDE SHOTS, DOUBLES, ROCKS OR NEAT POURS.**

OR PICK FROM THE FOLLOWING:

CONSUMPTION	INDIVIDUAL CONSUMPTION
Full or Limited Bar Available , Charged Per Drink & Placed on Event Host Tab	Full or Limited Bar Available , Charged Per Drink & Placed on Individual Tabs

ENHANCEMENTS

HOLIDAY BACTHES & SIGNATURE COCKTAILS

**batches hold approx. 48 servings. must be pre-selected.*

- Champagne Poinsettia**
Batch \$215, Individual \$12
brut champagne, orange liquor, cranberry juice, cranberries
- Swingin' Sangrias**
Batch \$245, Individual \$15
Red: malbec, false river spiced rum, simple syrup, mixed fruit
White: pinot grigio, apricot brandy, simple syrup, mixed fruit
- Grinch Punch**
Batch \$245, Individual \$15
vodka, lemon-lime kool-aid, sprite, pineapple juice, ginger ale
- Winter Crisp Margarita**
Batch \$245, Individual \$15
lunazul tequila, orange liquor, creme de coconut, lime





SWING BY

FAIRWAY SOCIAL & THE LODGE

Birmingham, AL - Located in Urban Supply

