



EVENT SALES KIT



FAIRWAY SOCIAL BIRMINGHAM

#BEMORESOCIAL

*PLEASE NOTE THIS SALES KIT IS FOR
JANUARY - NOVEMBER.

*CONTACT OUR SALES TEAM FOR OUR
DECEMBER HOLIDAY OFFERINGS.



MAKE YOUR NEXT PARTY AN EVENT.



Fairway Social events are **customizable and unforgettable**. With a multitude of unique and distinctive spaces, we can accommodate large groups while creating the ambiance you want. Groups from 5 to 400, we can help you create the experience of a lifetime.

- Birthday Parties for All Ages
- Sports Celebrations
- Bachelor Parties
- Corporate Events
- Anything Worth Celebrating

CUSTOMIZABLE EXPERIENCES

Our unique and welcoming spaces allow you to select the area(s) that meet the needs of your group. From top-of-the-line simulators to our signature event spaces, and everything in between, the experiences are unlimited.

CHEF-INSPIRED CATERING MENU

Choose from our curated and delicious catering menu to customize the food and drink, making your event one-of-a-kind.



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 <i>NON-PEAK</i>
\$150	\$225	Tues-Thurs: 5:00 PM - Close Fri: Open - 5:00 PM <i>PEAK</i>
\$180	\$270	Fri: 5:00 PM - Close Sat: All Day <i>PREMIUM</i>

**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!

EVENTS INCLUDE:

*Additional Fees Apply**

- 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 : 70 GUESTS

FEATURES: FOUR SIMULATOR BAYS, PARTIAL BAR RENTAL, TVS, BAR STOOLS, AND TABLES

PRICING:

\$350/HR Non-Peak, \$500/HR Peak, \$750/HR Premium



TEE ROOM

CAPACITY : 35 GUESTS

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

PRICING

\$200/HR Non-Peak, \$300/HR Peak, \$400/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.

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 MIN IS PER GUEST.

NON-PEAK (FOR 3 HRS): \$100 PER SECTION
PEAK (FOR 3 HRS): \$150 PER SECTION

BOWLING LOUNGE:

*HALF-ROOM INCLUDES THREE LANES. FULL-ROOM INCLUDES SIX LANES.

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.

NON-PEAK: \$150 PER HOUR // PEAK: \$250 PER HOUR

YARD & PATIO:

*MIN. TWO-HOUR RENTAL. MAX OF 100 GUESTS.

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



PLATTERS

*Feeds on average 4-6 guests each.

WINGS - \$60

Smoked Wings Served with
Carrots, Celery & Dipping Sauces
Pick Two Wing Flavors: Lemon Pepper,
Garlic Parmesan, Buffalo, Zinger, Peach BBQ

DIPS ON DIPS - \$65

Buffalo Chicken Dip
Spinach & Artichoke Dip
Pimento Cheese Dip
Salsa, Chips, Naan Bread

CHEESE & CHARCUTERIE - \$70

Locally Sourced Provisions with
Hand-Selected Cheeses,
Crackers, Fruit, Jams & Jellies

MEDITERRANEAN - \$75

Garlic Hummus
Fresh Seasonal Fruit
Vegetable Crudite
Naan Bread

FS LODGE CLASSICS - \$75

Meatballs
Whisky Glazed Chicken Tenders
Beef Sliders with Gruyere

COASTAL SELECTIONS - \$80

Grilled Shrimp Skewers
Bacon Wrapped Scallops
Crab Rangoons with
Sweet and Spicy Sauce

BUILD YOUR OWN TACO PLATTER - \$70

18 Tacos Total
Chicken and Steak Proteins
Served with Corn & Flour Tortillas, Jalapeños,
Pickled Onions, Salsa, Cilantro, Cheddar Cheese

**Enhancements (Pricing: substitute for one
protein / add on another protein option):*

*Shrimp: \$12 / \$25
Grilled Veggies: \$10 / \$20*

BUFFETS

*Includes Unlimited Sodas, Teas, Lemonade and Water

SMALL BITES \$26 PER PERSON

Build Your Buffet. Choose 5 from below:

Pigs in a Blanket	Goat Cheese Crostinis
Pretzel Bites	Beef & Cheese Sliders
Mac n Cheese Bites	Crab Rangoon
Chicken N Waffles	Shrimp Skewers
Crispy Shrimp	Bacon Wrapped Scallops

STREET TACO BAR \$30 PER PERSON

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

**Enhancements (Per Person):
Queso +\$3, Pork +\$5, Shrimp +\$8*

THE COOKOUT \$32 PER PERSON

Cheeseburger Sliders
Crispy Chicken Tenders
Smoked Mac n Cheese
Pigs in a Blanket
Grilled Asparagus & Herb Fingerling Potatoes
House Chips, Lettuce, Tomatoes & Cheese
Ketchup, Mustard & Zinger Sauce

THE FEAST \$36 PER PERSON

Short Rib, Whiskey Glazed Chicken
Tenders or Lemon Herb Baked Salmon
Smoked Mac N Cheese, Grilled
Asparagus, Herb Fingerling Potatoes,
House Salad & Dinner Rolls

DESSERTS

SUNDAE BAR - \$5 PER PERSON

Vanilla Ice Cream, Waffle Cones & Toppings

DESSERT PLATTER - \$40

Chocolate Chip Cookies, Brownies, and Donut Holes with Chocolate & Raspberry Sauce

MINI ASSORTED CHEESECAKES - \$70

Lemon Strawberry, Key Lime Pie, Strawberry Margarita

— BEVERAGE PACKAGES



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



*Enhancements

- WELCOME BEER BUCKETS
- SIGNATURE COCKTAILS
- BEER OR COCKTAIL PITCHERS

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

OR PICK FROM THE FOLLOWING:

CONSUMPTION

Full or Limited Bar Available , Charged Per Drink & Placed on Event Host Tab

INDIVIDUAL CONSUMPTION

Full or Limited Bar Available , Charged Per Drink & Placed on Individual Tabs

NON-ALCOHOLIC

\$3 Per Person
Includes Unlimited Sodas, Tea, Lemonade, Water



SWING BY

COMING JULY 2025
FAIRWAY SOCIAL & THE LODGE

Birmingham, AL - Located in Urban Supply

