



# SCHEID HALL

PRIVATE EVENT SPACE



Make your event a **SURLY** event. We'd love to host you at our Minneapolis destination brewery. Our Scheid Hall event space sets the mood for an intimate and energized gathering for groups ranging in size from 40 to 175 guests. With the perfect combination of elegant and industrial design you and your guests are guaranteed a memorable experience. We do more than just pour your beer; we offer full-service event packages. Our kick-ass staff will make sure your day goes off without a hitch, our menu options will have your guests go crazy, and, of course, we serve damn good beer. Our events team will personally handle the details with you to ensure everything goes according to plan for your big day.

## WHERE

Surly Brewing Co.

520 Malcolm Ave. SE  
Minneapolis, MN 55414

## CAPACITY

136 | Sit-down dinner  
175 | Standing reception

## HOURS

Tuesday-Thursday  
9:00 a.m. - 9:00 p.m.  
Friday & Saturday  
11:00 a.m. - 11:00 p.m.  
Sunday  
11:00 a.m. - 4:00 p.m.

## SCHEID HALL

Dedicated in memory of Linda Scheid, the legislator who championed the "Surly Bill" that made all of this possible, Scheid Hall is a state-of-the-art meeting and event center with a total capacity of 175 guests, depending on the type of function desired. With a full spectacular view of our working brewhouse and the industrial Minneapolis skyline, it's a unique space well suited to a wide range of events.

Every event reservation includes 30 minutes of complimentary setup time prior to your scheduled event start time. If there is no event prior to yours, the space may be available earlier for set-up. Early setup availability will be confirmed by your Surly event planner two weeks prior to your event. A room rental fee may apply.





## WHAT'S IT GOING TO COST?

Surly does not require a meeting room rental, rather when booking a private event, you must meet the contracted food and beverage minimum. Should the food and beverage minimum not be reached during your event, a room fee will be added to the final bill to reach the food and beverage minimum. Your Surly event planner will provide you with the food & beverage minimum that coincides with your reservation.

### SCHEID HALL – DAY FOOD & BEVERAGE MINIMUMS

TUESDAY - THURSDAY	
9:00 a.m. – 4:00 p.m.	Starting at \$2,500
FRIDAY & SATURDAY	
11:00 a.m. – 4:00 p.m.	Starting at \$2,500
SUNDAY	
11:00am – 4:00 p.m.	Starting at \$2,500

### SCHEID HALL – NIGHT FOOD & BEVERAGE MINIMUMS

TUESDAY - THURSDAY	
4:00 p.m. – 9:00 p.m.	Starting at \$4,000
FRIDAY & SATURDAY	
4:00 p.m. – 11:00 p.m.	Starting at \$6,000

Reservation start times are flexible based on availability. Check with your Surly event planner for available options on your preferred date. Surly Brewing Company Event Center does not reserve event dates further out than 18 months from your event date. Space buyouts of Scheid Hall extending longer than 8 hours require you to meet the full day's total food and beverage minimum plus an additional \$500.00 rental fee.

## NON-PROFIT TUESDAYS

In partnership with Surly Gives A Damn, the Surly Brewing Company Event Center has made Tuesdays nights at Surly Non-Profit Tuesdays. Qualified 501c3 groups are invited to utilize the event center to help advance their mission. There is no required food & beverage minimum for these groups, and all event fees for linens, AV, room rental, security, etc. are waived.

A non-refundable \$300.00 deposit is required to secure your non-profit Tuesday reservation.

Qualified groups are limited to utilizing one non-profit Tuesday per year but may reserve alternate dates at the prevailing food and beverage minimum. Groups may not book their non-profit Tuesday date more than six months out from their event date. Sponsorships must be centered on a local or regional program or event. You must provide your 501c3 letter at the time of booking to receive the promotion benefits.

Groups interested in utilizing the Non-Profit Tuesday promotion must qualify using the following SGAD qualification guidelines:

WHOM WE WILL CONSIDER SPONSORING (but not limited to):

Arts & culture programs/events, community service organizations, environment-focused programs/events, community programs/events, fundraising dinners, beer events.





**WHOM WE WON'T CONSIDER SPONSORING:** Political organizations/campaigns, Individuals and private fundraisers, religious activities, children's groups/events, athletes/recreational teams.

## **EVENT PACKAGE ADD-ONS**

We've taken care of the space, the food, and of course – the beer. Now let us round out the rest of your event needs and make your get-together a little more Surly.

### **LINENS AND DÉCOR PACKAGE: \$250**

Includes your choice of table linen colors (black, white, ivory), as well as a colored napkin color, table runner options, votive candles, and holders.

### **AUDIOVISUAL EQUIPMENT: \$350**

Scheid Hall is equipped with a state-of-the-art A/V setup. The Scheid Hall A/V setup includes the following:

- HD Projector with 130" screen
- Presentation Podium with Touch Screen System Control, Microsoft Windows computer with MS Office, and Blu-ray/DVD player
- 2 Wireless Microphones (1 Handheld, 1 Lavalier)
- In-Ceiling Amplified Speaker System
- VGA, HDMI, and Mini Display Port Inputs with Audio
- Wi-Fi Access
- Multi-Colored LED Up lights

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## **BREWERY TOURS**

You're here for the food and the beer, so let's show your guests where it all came from! Treat your guests to a tour of our brewery, full of stories about Surly's history and our beer creation process. We have a couple of tour options for your group depending on the number of guests in your party.

### **BIRD'S EYE VIEW TOUR | \$200**

Scheid Hall's floor-to-ceiling windows overlook our state-of-the-art brew house, providing the perfect backdrop for hearing the Surly Story. Let one of our tour guides add some Surly to your program and share the history of Surly and the process behind our product with your group while they enjoy a beer with us and have a chance to ask their own Surly questions. The presentation lasts approximately 30 minutes.

### **INTERACTIVE BREWERY TOUR | \$200**

Let our tour guides get your guests out of their chairs and take them on a tour of the Surly campus while hearing the Surly story, learning about our beers, and getting an up-close look at where the magic happens. Tours are limited to 25 guests per tour and can be staggered throughout your event. Tours last approximately 30 minutes each.





## MENU SELECTIONS

Check out our current event menu for seasonal selections Chef and his team are offering. We'd love to start putting together your menu ideas sooner rather than later. Your event planner will work with you directly to plan your menu for the evening. Allergies and certain dietary restrictions can be accommodated. Currently, plated options are not available.

To ensure your event's success we'd like to have your menu and event details outlined in your final event order two weeks out from your event. Your guaranteed guest count, and menu counts if applicable, are due (5) business days prior to your event. If the guaranteed guest count is not received, the guest count given at the time of booking will be used. At this time your signed final event order agreeing to your menu is as well. We will make every effort to accommodate any last-minute increase in guest counts. Decreases in the guest count are not allowed within five (5) business days of the event.

Additional food may be ordered during your event, a 10% current menu price increase will apply. Menu items available for reorder will be provided by Chef on the day of the event. Menu pricing on food and beverage is guaranteed 60 days prior to your event.

Menu items are subject to change based on availability, supply, and demand.

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## FOOD & BEER POLICIES

Surly's event center is in our brewery, and due to the Minnesota State Tap Room law, we can only serve our own beer. Our really, *really* good beer. Scheid Hall offers you your very own private bar space with a full tap lineup of Surly beers, plus an assortment of soft drinks and complimentary water service. How you wish to handle this beverage portion is all up to you and your budget needs! Please contact your Surly event planner for further details and options. You may not bring wine, spirits, or any other kind of beverage to your event. Absolutely no flasks, wine bottles, or any kind of spirits/alcohol may be brought into the building. If outside alcohol is discovered in the possession of a guest, the contents will be disposed of.

All food is made in-house and must be consumed in-house. Except for specialty cakes and desserts, no outside food or beverage is allowed. In accordance with the State of Minnesota health codes, no food or beverage can be packed up for takeout. All buffets must be taken down after three (3) hours for food safety.

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## DESSERT

We have a talented pastry team staffed to provide our guests with the best dessert in town. If you have a bakery you would prefer to use, you may do so. Desserts brought in from an outside source will be subject to a \$4.50 per person serving fee. The events team will be happy to speak with you regarding your specific dessert needs. At the end of your event, any cakes or cupcakes that have not been cut or served to the group may be boxed up and taken home with you.





## **PREFERRED VENDORS**

Surly Brewing Company allows outside vendors (DJs, florists, up-lighting designers, decorators, etc.) of your choice. We also have awesome event partners that we'd love to introduce you to. Your event planner would love to help you get the conversation started!

## **STUFF YOU CAN'T DO**

Your own centerpieces and decorations may be brought in as long as they do not conflict with the following. You may not affix anything to the walls, floors, or ceilings unless a pre-approved vendor does it. ABSOLUTELY no glitter, glitter balloons, confetti, feather boas, flower petals, ceiling draping, nails (the kind you hammer), duct tape, adhesive back strips (command strips), thumbtacks, or flames (candles, torches, etc.). Use of any of these items, or damage caused to Surly property may result in a damage fee.

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## **NOISE**

Here at Surly, we love a good time, and we want you and your guests to have a good time! But we need to make sure our guests in the restaurants, beer hall, and beer garden have a good time too. Bands, DJs, and other forms of live entertainment are welcome in the event center but must be approved by your event planner first. Live bands and DJs must provide their own equipment and staging. They cannot plug into our in-house sound system. A sound check will also be required prior to your event to ensure noise isn't bleeding into the public spaces outside of Scheid Hall. Should your entertainment be asked to turn down their volume during the event, they must do so immediately. If the group does not take action after two requests, we will pull the plug on your party. Please ensure you communicate this with your entertainment, it is your responsibility.

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## **FESTIVAL FIELD**

We like to keep things rocking at our Minneapolis brewery and make sure all our guests have a great time. From the beer garden to the brewhouse, an exciting and energetic atmosphere awaits you. During the nice season, we like to throw even bigger parties in our Festival Field space, which can make for a lot of people on site. Depending on the timing we may not know if we'll have anything planned in Festival Field on the day of your event when you book with us. Should your event date align with one of our Festival Field events you can rest assured our event spaces are protected from noise, the crowds, and any unwanted party guests. Your event planner will work with you to navigate every detail to perfection, you won't even notice what else is happening. Additional security will be provided for your event at no cost, and complimentary valet parking will be provided to you and all your guests. We'll even throw in a couple of tickets to the next Festival Field show so you can come back and enjoy one yourself!





## **SURLY BREWING LOGO USAGE & BRAND GUIDELINES**

The Surly Brewing logo represents our identity and is our most valuable piece of intellectual property. Individuals or businesses using our logo without expressed permission can unknowingly put the Surly brand in jeopardy. Unauthorized use of the Surly logo can give the impression we publicly favor, support and/or endorse an organization's product, service and/or philosophy. In some situations, it can even imply legal liability. As a result, we're very protective of its use. As a client of Surly Brewing's Scheid Hall Event Center, we require that you acknowledge and adhere to the following brand guidelines:

- I understand I have permission to use Surly Brewing's name in direct reference to the physical location where my event is being held. Example: Sparky Abrasives 15th Annual Awards Banquet hosted at Surly Brewing's Scheid Hall Event Center
- I understand I may not use Surly's name, logo, or likeness to promote my event in any visual or descriptive manner beyond listing, announcing, mentioning, or tagging Surly as my event's venue location.
- I understand I may not use any language such as 'partners', 'sponsors', 'welcomes', 'hosts', 'supports', or any other phrasing that implies Surly Brewing is affiliated with my event beyond the venue location.
- I understand that Surly does not advertise, partner, promote, or co-host events on social media platforms such as Facebook, Eventbrite, etc.
- I understand that Surly reserves the right to grant permission for logo usage on a case-by-case basis. I understand that using the Surly logo without permission or authorization is in breach of my event contract and could be considered grounds for terminating my event.

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## **SECURITY**

Surly requires security to be present in the building seven days a week. If you'd like a security guard designated for your event we'd be happy to provide one. The cost for additional security is \$40.00 per hour.

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## **DEPOSIT & PAYMENTS**

A \$1,000.00 deposit is required to book our event spaces at any time Tuesday - Sunday. A \$300.00 deposit is required for all non-profit Tuesday events. Deposits are due upon signing the contract when booking an event in Scheid Hall. Your deposit will be applied towards your final payment. Event deposits are non-refundable.

Pre-payments may be made beginning (10) days prior to the event. Pre-authorization of your form of payment will be required the day of your event prior to your start time. Cash and credit cards are accepted. We do not accept wire transfers or post-event payments.





## SERVICE CHARGES & TAXES

A 20% service charge will be applied to all food and beverage functions. The tax rate is 8.025% for food and nonalcoholic beverages and 10.525% for beer. The service charge, rentals, security fee, clean-up fees, and set-up fees are all subject to MN state tax of 8.025%.

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## CANCELLATIONS

We get it. Sometimes things come up and cancellations must happen. If you cancel up to 90 days before your event, the cancellation fee is 75% of your contracted food & beverage minimum. If you cancel within 30 days, the cancellation fee is 100% of your contracted food & beverage minimum.

Cancelling within 5 days of the event will result in a cancellation fee that is 100% of your contract food and beverage order. For day-of cancellations, the full amount of the contracted food and beverage will be charged to the credit card on file, along with all applicable service charges and taxes. Your event deposit is credited toward your cancellation fee.

Cancellation fees cannot be used as credit toward a future event.

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## CONTRACT & LEGAL STUFF

A signed contract and deposit are required to confirm your event space reservation at Surly Brewing Company. A final event order will be created and signed with all agreed-upon itemized options, event details, and services prior to your event. This final event order will determine the final bill and details of your event.

Client/organization agrees to protect, indemnify, defend, and hold harmless Surly Brewing Company and its employees and agents against all claims, losses, or damage to persons or property, government charges, fines, and costs (including attorney's fees) arising out of or connected with the use of the facilities, including but not limited to the installation, removal, maintenance, occupancy or use of the premises, or any part thereof, by client/organization or any guest, invitee or agent of the client/organization or any independent contractor hired by the client/organization, except those claims arising out of negligence or willful misconduct of Surly Brewing Company.

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**IN SUMMARY, YOUR SURLY EVENT WILL BE AWESOME. WE PROMISE.**

