

# THE BEACON

## SOCIAL EVENTS



### RENTAL

- **2025:** \$6,420 **2026:** \$6,740
- Up to 12 hours of access
- Onsite event manager
- One onsite event facilities tech (fee applies for additional techs)
- Special event insurance policy
- Partially furnished space with built-in stage
- State-of-the-art audio visual equipment (AV tech fees apply)

### SECURITY

- A minimum of one security officer per 100 guests is required
- \$80 per hour, per officer (4-hour minimum)
- Scheduled for a minimum of 60 minutes pre and post event time

### AUDIO VISUAL

- A minimum of one audio visual technician is required
- \$75 per hour, per technician (6-hour minimum)
- Scheduled for a minimum of 30 minutes pre and post event time

### BEVERAGES

- Rock Events is the exclusive provider of alcoholic beverage service and professionally trained bar staff
- A \$3,500 beverage minimum is required for all weekend bookings
- For beverage options and pricing, refer to pages 3-5

### CATERING

- Refer to page 6 for a list of preferred caterers

### PARKING

- Your event manager can provide available self-parking options within walking distance of The Beacon
- Valet options available upon request



**ONE WOODWARD AVE.  
DETROIT, MI 48226**



**THE BEACON:** 7,200 sq ft



### CAPACITY:

- 350 strolling
- 300 theater
- 250 banquet (with dance floor)

**ROCK**  
Events

FOR MORE INFORMATION  
(313) 373-8720

Venues@RockEvents.com

RockEventsDetroit



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## SOCIAL EVENTS

### FREQUENTLY ASKED QUESTIONS

#### **What is the average cost for a couple to host their wedding at The Beacon?**

Couples typically budget between \$34,000 - \$40,000 (based on 150 guests) for venue rental, beverage package, staffing, and catering. This estimate does not include décor, entertainment, or additional vendors.

#### **Do we need to rent tables, chairs, dinnerware, and other items?**

The venue comes partially furnished. However, depending on your event layout, you may choose to rent additional tables and chairs. Dinnerware, linens, and decorative elements such as centerpieces are not included and must be rented separately. For recommended event rental companies, please refer to the preferred vendor guide on page 6.

#### **Can we host our wedding ceremony in the event space?**

Absolutely! We're happy to accommodate wedding ceremonies for an additional \$500 ceremony fee.

#### **Can we schedule a rehearsal if we're hosting our ceremony in the event space?**

Yes! Please reach out two weeks prior to your wedding date, and we'll do our best to accommodate your rehearsal request, based on venue availability.

#### **Are we required to hire a professional wedding planner for our ceremony and/or reception?**

Yes, we require that you work with a professional wedding planner for at least month-of coordination. Your planner will oversee the ceremony rehearsal (if applicable), manage vendor coordination, keep your event schedule on time, and ensure the collection of gifts and personal items at the end of the night. You're more than welcome to choose your own planner, or we can provide recommendations.

#### **Do we have to use a caterer from your preferred vendor guide?**

Yes, all events must select a caterer from our preferred vendor list. These trusted partners have been carefully selected to ensure an exceptional experience and a high standard of service.

#### **Can we access the space a day before for load-in or the day after for load-out?**

Load-in and load-out outside of your rental period may be available for an additional fee. Please consult your event manager to check availability.

#### **What time must our event conclude?**

All event activities must end no later than midnight.



# BEVERAGE MENU

## BAR SERVICE PACKAGES

Includes unlimited assorted Coca-Cola drinks, fruit juice, water, mixers, garnishes, and ice. One bartender per 50 guests included. Glassware is not included and can be rented at an additional cost.

BEER AND WINE SERVICES	FULL-BAR SERVICES
\$6 per guest for the first 2 hours; \$2 per guest for each additional hour *Alcohol purchased separately.	\$8 per guest for the first 2 hours; \$3 per guest for each additional hour *Alcohol purchased separately.

## NON-ALCOHOLIC BEVERAGE ADD-ONS

BEVERAGE	PER GUEST
Sparkling Water / Red Bull	\$3
Mocktail	\$3 each

## A WELL-ROUNDED BAR SHOULD INCLUDE A VARIETY OF LIQUOR, BEER, AND WINE.

Your sales manager can assist in estimating the number of bottles needed for your event.

Enhance your bar with a specialty cocktail or two!

## LIQUOR SELECTIONS

VODKA	PER BOTTLE (1000mL)
Grey Goose	\$68.99
Tito's	\$48.99
GIN	PER BOTTLE (1000mL)
Hendrick's	\$75.99
Bombay Sapphire	\$56.99
Tanqueray	\$53.99
RUM	PER BOTTLE (1000mL)
Detroit City Summer Rum*	\$43.99
Captain Morgan Spiced Rum	\$35.99
Bacardí Silver	\$32.99
WHISKEY	PER BOTTLE (1000mL)
Jameson	\$68.99
Crown Royal	\$68.99
Sazerac Rye*	\$58.99
Jack Daniels	\$58.99
BOURBON	PER BOTTLE (1000mL)
Woodford Reserve	\$78.99
1792 Small Batch	\$59.99
Maker's Mark	\$69.99

SCOTCH	PER BOTTLE (1000mL)
Glenlivet 12 yr	\$112.99
Johnnie Walker Black Label	\$83.99
Dewars White Label	\$58.99
BRANDY	PER BOTTLE (1000mL)
Remy Martin VSOP	\$112.99
Hennessy Cognac	\$92.99
TEQUILA	PER BOTTLE (1000mL)
Casamigos Añejo	\$119.99
Patron Silver*	\$86.99
Tres Agaves Añejo*	\$73.99
Tres Agaves Blanco	\$56.99
Lunazul Blanco	\$48.99
CORDIALS	PER BOTTLE (1000mL)
Frangelico	\$69.99
Grand Marnier	\$66.99
Disaronno Amaretto	\$64.99
Baileys Irish Cream	\$64.99
Kahlúa	\$55.99

\*750mL

## BEER | Select up to three

CRAFT (MI MADE): \$18/6 PACK	IMPORT: \$16/6 PACK	DOMESTIC: \$13/6 PACK
Atwater Dirty Blonde	Modelo Especial	Blue Moon
Bell's Two Hearted IPA	Stella Artois	Coors Light
	Heineken 0.0 (NA)	

## WINE

Select up to two labels from your preferred tier (premium or exclusive).

### PREMIUM WINE

\$50/BOTTLE		
WHITE	RED	BUBBLES & ROSÉ
Black Star Farms 'Arcturos' Pinot Grigio	Cloudline Pinot Noir	La Marca Prosecco Brut
Whitehaven Sauvignon Blanc	Troublemaker Red Blend	Mawby Sparkling 'Detroit' Demi Sec
Decoy Chardonnay	Bonanza Cabernet Sauvignon	Summer Water Rosé

### EXCLUSIVE WINE

\$60/BOTTLE		
WHITE	RED	BUBBLES & ROSÉ
Santa Margherita Pinot Grigio	Böen Russian River Valley Pinot Noir	Gerard Bertrand Crémant de Limoux Blanc
Emmolo Sauvignon Blanc	Unshackled by The Prisoner Red Blend	Fleur de Mer Rosé
J Vineyards Chardonnay	Embankment Cabernet Sauvignon	

*Wine offerings are subject to seasonal changes and availability.*

*Minimums may apply. Alcoholic beverages must be purchased by the bottle. All remaining alcohol must be taken with the event host or will otherwise be discarded by the venue at the conclusion of the event. Pricing subject to a taxable 24% service charge and the applicable MI State sales tax at the time of your event. Beverage pricing, fees, and offerings are subject to change without prior notification. Pricing can be guaranteed up to three months prior to the event, if requested and confirmed in writing. Maximum 6 hours of service permitted.*



# SPECIALTY BEVERAGES + ENHANCEMENTS

## SPECIALTY COCKTAILS

Enhance your bar package with a specialty cocktail from the list below. Please contact your sales manager to discuss custom offerings.

### VODKA

#### Cosmopolitan

Vodka, lime juice, cranberry juice, triple sec

#### Moscow Mule

Vodka, ginger beer, lime juice, lime garnish

#### Espresso Martini

Vodka, coffee liqueur, espresso, simple syrup +\$4

### GIN

#### Greyhound

Gin, grapefruit juice, lime juice

#### French 75

Gin, lemon juice, simple syrup, Prosecco, lemon twist +\$2

#### The Last Word

Gin, Chartreuse, maraschino liqueur, lime juice +\$4

### SPARKLING

#### Aperol Spritz

Aperol, Prosecco, club soda +\$3

#### Hugo Cocktail

St. Germain elderflower liqueur, Prosecco, soda water, fresh mint +\$4

### WHISKEY/BOURBON

#### Old Fashioned

Bourbon, Angostura bitters, sugar, water, orange garnish

#### Manhattan

Rye whiskey, sweet vermouth, Angostura bitters, maraschino cherry

### TEQUILA

#### Margarita

Tequila, triple sec, lime juice, simple syrup

#### Paloma

Tequila, grapefruit juice, sparkling water, lime juice

#### Mezcal Mule

Mezcal Tequila, honey syrup, lime juice, ginger beer +\$2

## MOCKTAIL BEVERAGE PACKAGE

\$18 per guest for 2 hours; \$4 per guest per add'l hour.

**Package includes:** 2 specialty mocktails, unlimited Coca-Cola drinks, iced tea, lemonade, and fruit juices. All staffing included. \$1 per guest per add'l mocktail.

### Mocktail Mojito

Lime juice, simple syrup, mint, soda

### Tropical Mango Fusion

Mango purée, pineapple juice, grenadine, soda water

### Strawberry-Rosemary Lemonade

Strawberry syrup, rosemary-infused simple syrup, lemon juice, club soda, strawberry, and rosemary spring garnish

### Zero Proof Margarita

Lyre's Zero Proof Agave Blanco Spirit and Orange Sec, lime juice, simple syrup, salted rim, and lime wedge garnish



## BEVERAGE ENHANCEMENTS

Pricing available upon request.

### Floral Ice Cubes

Elevate your cocktail with custom floral ice cubes.

Minimum lead time may apply.

### DIY Bloody Mary and Mimosa Bar

Bloody Mary and Mimosa bars include savory garnishes, veggies, assorted juices, and more.

### Bubble Smoke Gun

Add a touch of flair to your specialty beverages. This tool adds a burst of flavor and aroma, creating an unforgettable experience.

# PREFERRED VENDORS



## FULL-SERVICE CATERING

Rock Events is proud to partner with Detroit's top caterers to deliver exceptional quality and service for every event. To ensure a seamless experience for you and your guests, we require the use of our trusted catering professionals.

### 2 UNIQUE

Carolyn Berry | (248) 607-6906  
carolyn@twounique.com  
twounique.com

### KRISTINA'S CATERING

Kristina Montalto | (586) 634-8542  
info@kristinascatering.com  
kristinascatering.com

### QUALITY KOSHER CATERING

Amber Serraoon | (248) 352-7758  
info@qualitykosher.com  
qualitykosher.com

### ANDIAMO CATERING & EVENTS

Morgan Mansour | (586) 981-5582  
morganm@andiamoitalia.com  
andiamocatering.com

### PLUM MARKET

Plum Market | (248) 487-7000  
catering@plummarket.com  
plummarketcatering.com

### REVA CONSTANTINE EVENTS

Reva Constantine | (313) 204-8101  
reva@rcedetroit.com  
rcedetroit.com

### FORTE BELANGER

Forte Belanger | (248) 602-4500  
hello@fortebelanger.com  
fortebelanger.com

### PUNJAB INDIAN CUISINE

Punjab Catering | (248) 622-5489  
thepunjabcuisine@gmail.com  
punjabcuisinemi.com

### SKOSH CATERING

Rachel Carlisle | (248) 313-9245  
info@skoshcatering.com  
skoshcatering.com



## AUDIO VISUAL

### DISPLAY GROUP / AVL CREATIVE

Chris Butterfield | (313) 410-3228  
cbutterfield@displaygroup.com  
displaygroup.com

### MERCURY SOUND AND LIGHTING

Kevin Zielinski | (734) 507-1177  
kz@mercurysl.com  
mercurysl.com

### BLUEWATER TECHNOLOGIES

Bluewater Technologies | (248) 561-3550  
gweidman@bluewatertech.com  
bluewatertech.com

### ELEVATE PRODUCTION GROUP

Troy Springer, Jr. | (248) 388-0884  
tspringer@elevateproductiongroup.com  
elevateproductiongroup.com

### PREMIER CREATIVE GROUP

Dave Buckenberger | (734) 778-3601  
dave.buckenberger@premierav.net  
premierav.net



## EVENT RENTALS

### DETROIT CHIAVARI

Detroit Chiavari | (248) 629-0217  
info@detroitchiavari.com  
detroitchiavari.com

### EVENT SOURCE

Suzanne Chandler | (313) 309-9000  
suzannechandler@eventsource.com  
eventsource.com

### COUTURE EVENTS

Couture Events | (248) 444-3544  
info@coutureeventsmi.com  
coutureeventsmi.com

### DISPLAY GROUP

John Lamb | (313) 220-5558  
jlamb@displaygroup.com  
displaygroup.com

### EVENT THEORY

Shannon Miller | (586) 755-0000  
shannon@eventtheory.com  
eventtheory.com