



The **NBA Store** is the ultimate event experience. Situated in the heart of Manhattan's famous Fifth Avenue shopping district, the world famous **NBA Store** is a two-level basketball extravaganza that provides a unique backdrop for birthday parties, bar/bat mitzvah's, corporate functions, cocktail receptions, fundraisers and more.

The **NBA Store** is a full-service facility offering 16,000 square feet of versatile space that can be tailored to any event.

Guests will be thrilled as they enter this basketball attraction uniquely designed to resemble a basketball arena. As they make their way down the 170-foot ramp that wraps around to the lower level, guests are encouraged to explore the store, shop, and test their shooting skills on center court, while enjoying hospitality provided by Manhattan's top caterers.

The **NBA Store** features:

- A half-court shooting area with a regulation-size basketball hoop
- A fully-functioning television broadcast studio and production facility
- An arena-sized Jumbotron to view all the action
- Guests will be thrilled by the extensive collection of NBA and WNBA merchandise

Whether you're entertaining family and friends or business associates, the **NBA Store** will make your event an unforgettable experience!





NBA/WNBA ALL-STAR BIRTHDAY PARTIES

Get ready to score big as your child becomes an All-Star at the **NBA Store** on Fifth Avenue! This amazing birthday party is the ultimate way for a young sports fan to experience the NBA/WNBA in a way they never have before.

The party is tipped-off on Center Court as the birthday child is greeted by a special Jumbotron message, four referees, a Coach and sportscaster. All children suit-up in NBA All-Star jerseys and pose for a photo opportunity with the "media." Referees then lead the children through a series of contests and drills. During practice, each All-Star will be interviewed by the sportscaster for pre-game footage to be used on the big birthday game videotape. A pizza lunch is followed by a special basketball birthday cake. The children then play a five-on-five basketball game. The game is announced from the NBA broadcast booth and sent live throughout the **NBA Store**.

Package Includes:

- **NBA Store** birthday party invitations
- NBA All-Star jerseys to be worn during the event
- All-Star photo and pebble-grain picture frame for all children
- Pizza lunch
- Birthday video greeting by NBA players
- A special basketball birthday cake
- Birthday child will receive a personalized team jersey and a videotape of the party

The **NBA Store** remains open for business during birthday parties. Center Court is reserved for the party. There is a 24 child maximum. A typical party is two hours long. Suitable for ages 6-12.

Pricing:

- \$4500
- \$25 each additional child over 24





NBA/WNBA VIP BIRTHDAY PARTIES

Get in on the action as your child receives ultimate VIP treatment at the **NBA Store** on Fifth Avenue! This exclusive party brings the birthday child and his closest friends behind-the-scenes and is the ultimate way for a young sports fan to experience the NBA/WNBA in a way they never have before.

Package Includes:

- Behind-the-scenes VIP tour of the **NBA Store**
- Private Catered Lunch in the **NBA Store's** Players Lounge
- Special basketball birthday cake
- Personal Shopper for the afternoon
- Basketball themed party supplies (paper goods, decorations)
- Special birthday message on the **NBA Store** Jumbotron
- Exclusive Use of Pop-A-Shot and gaming machines

The **NBA Store** remains open for business during birthday parties. The VIP room is reserved for the party. There is a 6 child maximum. A typical party is one and a half hours long. Suitable for ages 6-12.

Pricing:

- \$1,000
- \$25 each additional child over 6





ROOKIE OF THE YEAR PARTY

Come celebrate your special day - whether it be a Sweet Sixteen or a birthday extravaganza. Score big at the **NBA Store** on Fifth Avenue! This amazing birthday party experience is the ultimate way for your Rookie of the Year to experience the NBA/WNBA in a way they never have before. Suitable for children 13 and older.

Package Includes:

- Exclusive use of **NBA Store's** 16,000 square feet
- Emcee, DJ and (4) Dancers
- **NBA Store** announcer to provide starting lineup commentary as guests arrive
- (6) NBA fan patrol Dancers
- Special grand entrance inside the **NBA Store**
- 20% discount on all **NBA Store** merchandise during your party
- NBA Personalized T-Shirts for all teenagers
- 2 activity stations including super imposed photos
- Dancing on Center Court
- Basketball Shooting Contests on Center Court
- Basketball for Guests to Write Special Messages for the Rookie of the Year
- NBA Entertainment Event Production Staff to Coordinate All Festivities
- Professionally Trained Security Staff
- CD Favors (Compilation of Current Musical Hits) for all children
- NBA video game stations for XBOX, Playstation & Gamecube
- Personalized Message on Jumbotron Video Monitor
- Automated Lighting Package, Full Audio/Visual Support and Use of all In-Store Monitors, State-Of-The-Art Sound System and TV Production Studio

Package Extras:

- Outdoor Grand Entrance on **Fifth Ave**, including paparazzi, lighting, disco ball and a special NBA banner
- VIP lounges setup on **NBA Store** lower level
- Plasma TV monitors throughout the lower level featuring NBATV and live game action
- Knicks City Dancers or Nets Dancers **pending availability*
- EA video game lounge
- Customized gift bags
- Special in-store lighting package
- Additional activity stations including caricatures, tattoos, video play-by-play and super imposed photos

Pricing:

- **Please inquire within for pricing**





BAR/BAT MITZVAH

The **NBA Store** offers a one-of-a-kind backdrop for your Bar/Bat Mitzvah celebration. Your guests will be thrilled as they enter this basketball extravaganza, located on Manhattan's famous **Fifth Avenue**. The entire event from start to finish is designed to give each guest a genuine NBA/WNBA basketball experience! The **NBA Store** can also host the Bar/Bat Mitzvah ceremony on Center Court.

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LEGENDS BASH

All birthdays are special, but some are more special than others. For the adult basketball fan, why not let the **NBA Store** host as the ultimate venue. Family and friends will be thrilled with the backdrop as they party on Manhattan's famous **Fifth Avenue**.

Please contact us to discuss the game plan for the ultimate birthday bash.

CORPORATE BUSINESS, MOTIVATIONAL AND TEAM BUILDING PROGRAMS

If you are looking for an ideal space without the confines of a traditional "four-wall" conference center to get your employees away from the office to open their minds and have fun -- there is no need to travel out of town. Take your management, sales or operation teams to the premier off-site location in Midtown Manhattan - the **NBA Store**! Shoot for something unique and treat your employees to a truly motivating experience.

PRIVATE SHOPPING PARTIES

Private shopping parties are available for corporations and groups. You will be given exclusive access to the entire **NBA Store** prior to store opening. Shop, test your shooting skills on center court, and enjoy all that the Store has to offer during this private hour. Continental breakfast available.





The private party package information listed does not include food or beverage. Once you have determined the type of fare you would like to serve at your event, we will have our preferred caterers (including a Kosher caterer) provide you with menu suggestions based on your preferences and budget. In addition, if you have thoughts or suggestions, we are happy to work with you to further customize your event to meet your needs.

CONTACT US

NBA Store

Fifth Avenue & 52nd Street

1-877-NBA-EVENT

