



LOON ROOM

PRIVATE EVENT SPACE



Looking for a space big enough to matter but small enough to feel personal? Our Loon Room at Surly Brewing is the answer! It comfortably holds groups of up to 60 guests. Whether you're planning a team celebration, midday meeting, rehearsal dinner, or just need a damn good spot to gather, the Loon Room has it all. Our events team knows how to make things happen by providing full service, killer food, and beer that doesn't mess around. Let's make your event worth remembering!

WHERE

Surly Brewing Co.
520 Malcolm Ave. SE
Minneapolis, MN 55414

CAPACITY

40 | Sit-down seating
60 | Standing reception

HOURS

Tuesday-Thursday
9:00AM - 9:00PM
Friday & Saturday
11:00AM – 11:00PM
Sunday
11:00AM - 4:00PM

LOON ROOM

Named after the state bird or the state representative? We'll let you decide but only one of them helped make Surly what it is today. The Loon Room honors former MN State Representative Jennifer Loon, whose leadership was instrumental in passing the "Surly Bill" in 2011. This groundbreaking legislation allowed breweries to sell directly to guests on-site, enabling us to expand beyond our original Brooklyn Center location and open the Minneapolis destination brewery.





WHAT'S IT GOING TO COST?

Surly does not require a room rental fee, rather when booking a private event, you must meet the contracted food and beverage minimum. Should this 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 and beverage minimum that coincides with your reservation.**

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 6 months from your event date for this specific space. Loon Room rentals extending longer than 6 hours require you to meet the full day's room rental fee plus an additional \$500.00 rental fee.

Every event reservation includes 30 minutes of complimentary set-up 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.

NON-PROFIT TUESDAYS

In partnership with Surly Gives A Damn, Surly Brewing Company Events Center has made Tuesday nights 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 6 months out from their event date. Sponsorships must be centered on a local or regional program or event. You must provide your 501c3 Determination 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.

AUDIOVISUAL EQUIPMENT: \$150

The Loon Room A/V setup includes the following:

- Five large-screen TVs for your presentation needs
- 1 Wireless Handheld Microphone
- Amplified Speaker System
- HDMI Inputs
- Wi-Fi Access
- Dedicated On-site Surly Team Member

LINENS AND DÉCOR PACKAGE: \$125

Includes your choice of table linen colors (black, white, ivory), table runner options, and lantern style votives.

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 due as well. We will make every effort to accommodate any last-minute increases 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.





FOOD & BEER POLICIES

Surly's Loon Room 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. To ensure quality of service, the Loon Room we will be offering four flagship Surly Beers to your guests, plus an assortment of soft drinks and complimentary water service will be available. 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.

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 must come from a commercial kitchen (cannot be homemade) and 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.

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 the Loon Room. 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.

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 ceiling 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.





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 warmer months, 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!

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 Loon Room 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.
 - 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.
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DEPOSIT & PAYMENTS

A \$500.00 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 the Loon Room. 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. Check and credit cards are accepted. We do not accept wire transfers or post-event payments.





DEPOSIT & PAYMENTS

A 22% service charge will be applied to all food and beverage functions. The tax rate is 9.025% for food and nonalcoholic beverages and 11.525% 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%.

Effective February 1, 2026, all payments made by credit card for events held at Loon Room will be subject to a 3% credit card processing fee. This fee goes towards processing costs and is not a service fee; we do not surcharge debit cards. This fee will be added to the total contract amount at the time of payment.

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.

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.

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

