

ULTIMATE ARCADE PARTY F.A.Q.

Q. What exactly is an “Ultimate Arcade Card”?

A. Ultimate Arcade Cards are pre-programmed with 1 full Hour of extreme arcade playing time!

These cards were designed for serious gamers that want to squeeze as much arcade action as possible into a single hour. Once activated, the clock starts ticking & every player has the same 1 hour time frame to hit all their favorite games before time expires & cards deactivate.

Q. Are there any limits or restrictions on which games we can play?

A. Yes & No. Ultimate Arcade Cards work on EVERY game in our Arcade, there are no exclusions. They do however have a **maximum of up to (5) Merchandiser game plays & up to (30) Redemption game plays** when active. VIDEO GAME PLAY IS UNLIMITED during the 1 hour the cards are active.

Q. What are “Merchandiser” Games?

A. Merchandiser Games are “instant-win” games that feature a chance to win a prize right out of the machine just by playing. Games like claw machines or skill-driven machines that generally offer a range of small to big ticket prizes that dispense directly from the machine when you win would be considered “Merchandiser Games”.

Q. What are “Redemption” Games?

A. Redemption Games are any games that feature a chance to win prize tickets just by playing the game. Prize tickets are loaded directly onto your Ultimate Arcade Card as they are won. Tickets can be accumulated & redeemed for a wide variety of awesome prizes directly from the Redemption Counter within The Alley Arcade.

Q. What are “Video” Games?

A. Video Games are some of the coolest games in the house! Video games feature top-notch simulations & graphics sure to entertain guests of all ages! Video games do not offer the ability to win either instant prizes or redemption tickets, it’s all about being immersed in the game. The Alley Arcade features some of the newest & hottest Video Games on the market, and the best part – **ALL VIDEO GAME PLAY IS GUARANTEED TO BE UNLIMITED** during your Ultimate Arcade Hour.

Q. What days are Ultimate Arcade Parties offered?

A. Ultimate Arcade Parties are offered on Saturdays & Sundays only.

Q. What times are Ultimate Arcade Parties offered?

A. There are (2) timeslots from which to choose: 12:00 PM – 2:00 PM -OR- 3:00 PM – 5:00 PM

Q: What is the cost of an Ultimate Arcade Party?

A: The cost is \$189.99 per package.

Q: Do I need to pay for my entire Birthday Package up front?

A: No. We only require a \$50 non-refundable deposit to reserve the Ultimate Arcade Party package. Each additional 1/2 package added will require an additional \$25 non-refundable deposit. On the day of your party, your deposit will be applied to your party total. Toward the close of your party, your Party Host will present your final receipt for payment. Please remit final payment through your Party Host prior to the conclusion of your scheduled party time.

Q: What payment methods do you accept?

A: MasterCard, Visa, Discover or Cash. Personal Checks are not accepted. For your convenience, an ATM is available at The Alley.

Q: What's included in my party package?

A: The Ultimate Arcade Party (\$189.99) includes:

- ❖ (12) Guests
- ❖ (12) Ultimate Arcade Cards
- ❖ (2) Mega 16" one-topping Pizzas (10 slices each)
- ❖ (2) Pitchers of non-alcoholic beverages (60 oz.)
- ❖ (12) Vanilla Ice Cream Cups from our Ice Cream Parlor
- ❖ (2) Hours of Party Time
- ❖ Designated Party Space in our Ice Cream Parlor (or Meeting Room for Larger Parties)
- ❖ Party Host to set-up, clean-up, and make sure every element of your party is perfect
- ❖ "Happy Birthday" themed paper plates, cups and napkins
- ❖ "Happy Birthday" themed table covers
- ❖ Plastic utensils
- ❖ Balloon Bouquet (5 Assorted latex balloons)
- ❖ (1) Birthday Button for the guest of honor
- ❖ (250) Prize tickets for the guest of honor
- ❖ (1) Birthday Goodie Bag for the guest of honor
- ❖ (1) Bowling Pin Shaped 32 oz. Water Bottle for the guest of honor

**Available in: Red, Orange, Pink, Purple, Lime Green or Blue*

THE ULTIMATE ARCADE PACKAGE IS VALUED AT OVER \$295.00

Q: Can I Bring in my own birthday cake?

A: Absolutely! Birthday cake is not provided by The Alley. You may bring in your own birthday cake, cupcakes or other decorated celebratory item. ***All other outside food or beverages are strictly prohibited.***

Q: How many total guests can I have?

A: Each Ultimate Arcade package is designed to accommodate 12 guests. In the event you are expecting **more than (12) guests**, you may add an **additional 1/2 package** which will accommodate **up to (6) more guests**. You may book as many additional 1/2, or full, packages as you need to get you to your expected guest count.

Q: What is included in the additional half package?

A: Additional half package (\$94.99) includes the following:

- ❖ Ultimate Arcade Cards for (6) additional party guests
- ❖ (1) Additional Mega 16" one-topping Pizza (10 slices)
- ❖ (1) Additional Pitcher of non-alcoholic beverages (60 oz.)
- ❖ (6) Additional Vanilla Ice Cream Cups from our Ice Cream Parlor

Q: What if I have less than 12 kids attending?

A: The minimum Ultimate Arcade Party size is (1) Package for up to (12) kids. You will still receive the full quantity of everything included in the Package size you have selected, regardless of turnout. You are welcome to share any extra items with parents or other adults attending your party.

Q: Can I add or remove ½ or full packages on the day of my party based on actual attendance?

A: No. Ultimate Arcade Cards are pre-programmed in advance to accommodate the exact party size of each individual reservation & cannot be modified up or down on the day of the party. **The specific size of each party must be finalized no later than 5:00 PM on the Thursday prior to your party. We strongly recommend including an RSVP date on your invitations that allows you ample time to follow up with any guests you are unsure of, so that you may confidently finalize the appropriate party size with our Events Office prior to the deadline.**

Q: Is the Ultimate Arcade Card different from regular Arcade Cards?

A: YES! With the Ultimate Arcade Card you get up to (1) full hour of game play which includes the following:

- **UNLIMITED** "Video" game card swipes
- **Up to (5)** "Merchandise" game card swipes (*games with winnable prizes*)
- **Up to (30)** "Redemption" (*ticket earning*) game card swipes

Q: How are the Ultimate Arcade Cards activated?

A: Your Party Host will escort your guests to the Redemption counter in the Arcade at **12:15/3:15**, where he/she will activate **ALL** of your Ultimate Arcade Cards at the same time.

Q: Can I save any extra Ultimate Arcade Cards and use them at a later date?

A: NO. Extra cards cannot be saved and used at a later date. **ALL** cards are activated at the specified time during your party and **ALL** cards will become inactive at the specified time during your party.

Q. Can I share my Ultimate Arcade Card with another guest?

A. No. Each gamer must have their own individual Ultimate Arcade Card in order to participate in the Ultimate Arcade Party. Due to the high value of potential game play loaded onto each Ultimate Arcade Card, **sharing of Ultimate Arcade Cards is strictly prohibited.** The Alley reserves the right to immediately de-activate any Ultimate Arcade Cards belonging to guests deemed to be abusing the abilities of these cards. **Refunds will not be given for any de-activated cards.**

Q. What if my Ultimate Arcade Card isn't working?

A. Your Party Host is there to assist you with any potential issues & resolve them for you as quickly as possible. Simply present your card to your Party Host & they will be happy to get you right back into all the gaming action. A full detailed history of every swipe is automatically recorded onto each & every card, making troubleshooting a breeze.

Q: Can adults use any extra Ultimate Arcade Cards if we do not have enough kids show up?

A: Absolutely! It's your party, and let's face it – grown-ups often have every bit as much fun as the kids when it comes to arcade games! Plus, who doesn't enjoy the opportunity to see their parents act like over-grown kids now & then!

Q. Do prize tickets that have been won have to be redeemed the day of the party?

A. No. Prize Tickets that have been won during your party can be saved and redeemed at a later date. In fact, many of our guests choose to redeem for smaller prizes on party day and save the bulk of their tickets toward earning much bigger prizes from multiple visits to our arcade.

Q: Can I keep & use my Ultimate Arcade Card the next time I come to The Alley?

A: Yes. Ultimate Arcade Cards may be re-loaded with your own funds & used exactly like our regular Arcade Cards at any time after your Ultimate Arcade Party Hour has expired. There is a small fee for NEW Arcade Cards, so keeping your existing card and simply re-loading it every time will enable you to avoid paying the fee for a new one. Plus, any un-used Prize Tickets from the party will still be waiting for you on your card if you keep it.

Q: What if I don't use all of my allotted game play within the 1 hour time frame on the day of the party?

A: Ultimate Arcade Cards include a maximum of up to (5) Merchandiser game plays & (30) Redemption game plays, during your 1 hour of arcade time on the day of your party. Any of these game plays which have not been used by that time, as well as the included Unlimited Video game plays, will all expire upon deactivation at the conclusion of the arcade hour.

Q: Does my Ultimate Arcade Card have any money on it after my 1 Hour of Arcade time ends?

A: No. It will however still have all your tickets won during the party on it, so hang on to it. There is no actual money pre-loaded onto your "Ultimate Arcade Card". If, however you have added any of your own money to your card at any time, any of those funds which have not been used will remain on your card. You can add more money to your "Ultimate Arcade Card" to continue playing games at any time after the party.

Q: Do my prize tickets come out of the games?

A: No. The Alley uses electronic tickets, which means your hands are free to play the games instead of being full of tickets. All of your prize tickets are loaded directly onto your card as soon as you win them, so no need to worry about losing tickets while you are running around the Arcade, your card is keeping track of them for you while you play! The only thing you need to worry about not losing is your card itself.

Q: Do my prize tickets expire?

A: No. There is no expiration date on prize tickets won & credited to your Ultimate Arcade Card.

Q: How can I use all my prize tickets together from multiple Arcade Cards?

A: Your Party Host, or any of our game room attendants can easily combine prize tickets from multiple Alley Arcade Cards onto one single card for you.

Q: What time should I arrive for my party?

A: 15 Minutes prior to the start of your party is ample. Your Party Hosts will do all the set-up and clean-up for you. You and your guests simply arrive & enjoy the party!

Q: What's the party schedule?

A: All of our Birthday Parties are VERY organized events that run on a VERY firm schedule. They will begin promptly at 12:00 PM/3:00 PM. Start time will not be delayed due to late arrivals.

12:00/3:00PM:

- **Parties start promptly at 12:00 PM/3:00 PM**
- Introductions made between Party Host, parents, birthday child and guests
- Party Host will review schedule with guests
- Party Host will explain how the Ultimate Arcade Cards work
- Party Host will provide each guest who will be receiving an Ultimate Arcade Card with a colored wrist band; Party Host will be wearing a matching wrist band

12:15/3:15PM:

- Party Host takes guests into Arcade and activates ALL Ultimate Arcade Cards
- ALL cards will be active for (1) hour

1:05/4:05PM:

- Party Host sounds air horn alerting party guests that Arcade portion of the party will be concluding in (10) minutes

1:15/4:15PM:

- The game play portion of the party concludes & all Ultimate Arcade Cards automatically deactivate for gaming purposes. Prize tickets earned remain on your cards.

1:20/4:20PM:

- Party Host serves pizzas & any additional pre-ordered party food in designated party area
- Cake, Ice Cream & Presents will take place toward the end of the party

2:00/5:00PM:

- Party Host will present receipt for balance due on party
- Final payment is remitted through Party Host
- Party Concludes

Q: How will my Party Host distinguish my party guests from others in the Arcade?

A: During the introductions at the beginning of your party, your Party Host will give each arcade player in your party a colored wrist band which will match the one the Party Host is wearing.

Q: What if one of my guests is late?

A: Late guests can jump right in! As long you have reserved an Ultimate Arcade Card for them, your late guest can join in whenever they arrive. Their card will be activated at the same time as the rest of the party, and their time will expire at the same time as the rest of the party. A guest who arrives 15 minutes into the 1 hour of Arcade time will only end up receiving the remaining 45 minutes of playing time. No additional time will be made available to guests who arrive late.

Q: What does my Party Host do?

A: All the work for you! Your Party Host will arrive early to set up and decorate your party space for you before you arrive, and they will stay late after the party to handle all the clean-up for you as well. Party Hosts deliver and serve your food and beverages for you, can assist with lighting birthday candles, and cake cutting. ***Your Party Host can also handle any additional food and beverage orders for you & your guests.*** They work to ensure that every element of your party takes place exactly how and when it should, so that you may simply relax and enjoy participating in your child's birthday party. Your Party Host will be with your guests in the arcade, assisting with any problems or questions that may arise during game play.

Q: Is my Party Host's gratuity already built-in to my party total?

A: No. You determine the gratuity amount you wish to leave your party host based on the level of service you have received during your party.

Q: What is an appropriate tip for my Party Host?

A: Your Party Host does work on a gratuity basis; when they have done an excellent job in making your child's birthday party a fun and easy experience for you and your family, we would suggest that you tip accordingly. Should you feel the service you received did not warrant an appropriate gratuity, please ask to speak to one of our Event Coordinators so that we can help them improve their level of service.

Q: Can I add my Party Host's gratuity directly to my credit/debit card?

A: Yes. If you are paying by debit/credit card, you may simply add your Party Host gratuity directly to your total when cashing out at the end of your party. If you prefer, you may choose to leave a cash gratuity directly with your Party Host. **Please note, we cannot run a debit/credit card for a gratuity only.**

Q: How many guests will the Ice Cream Parlor accommodate?

A: Our Ice Cream Parlor can comfortably seat **approximately 24 Guests.**

Q: What if my party is larger than the Ice Cream Parlor can accommodate?

A: The Alley has additional party space available for larger groups. *Based on availability, our Events Coordinators can schedule your party in our Meeting/Events Room, should the Ice Cream Parlor not accommodate your expected number of guests.* Please keep in mind that the size of your party will dictate which area of the center will be reserved for you & your guests. The more information you are able to provide at the time of booking, the better our staff will be able to accommodate the correct size of your specific party.

Q: Can we stay longer if we would like?

A: We would love to have you stay and enjoy The Alley with us a little longer! We do however need to clear all of the birthday party areas for cleaning, promptly at the close of each party. (2:00 PM/5:00 PM). In the event that there are no parties scheduled to immediately follow yours, you are welcome to remain in your party area for up to 15 minutes to conclude your party. Should you wish to continue ordering food and beverages at that point, please remit your final balance due to your Party Host to close out your party & they will gladly assist you in transitioning over to our restaurant area, based on availability at the time.

Q: What if I want to decorate in a specific party theme?

A: You are welcome to drop off any themed decorations you would like to use. However, all outside decorations must be pre-approved by our Events Office & received no later than 5:00 PM on the Thursday prior to your party. Your Party Host will gladly set up your tables using the themed party decorations you have provided. Simply communicate your decorating plans to our Events Team & drop your party supplies by the Events Office, clearly marked with your Name, Party Date & Time, your Party Host will take care of the rest for you!

Q: Are there any restrictions on outside party decorations?

A: Yes. *NO CONFETTI, GLITTER or SILLY STRING ALLOWED* anywhere in The Alley. Due to a variety of factors including, but not limited to safety, time & party space constraints, we cannot guarantee all outside decorations can be accommodated. Proper communication with our Events Team regarding the details of your specific decorations will ensure any unforeseen complications or disappointments are avoided. We want to make sure your party is amazing!

Q: Can I bring in my own decorations on party day & set them up myself?

A: No. In order to ensure that ALL of the parties scheduled for the day of your event run smoothly, any & all outside decorations must adhere to the guidelines above.

Your Party Host will arrive early & take care of all your decorating needs and party set-up for you. **Exceptions include:** your birthday cake or cupcakes, cake server & candles, helium-filled balloons which have already been inflated, and outside goodie bags to be sent home with your guests. Just let our Events Team know when confirming the details of your party the week prior if you plan on bringing any of these items in with you on the day of your party & we will ensure your Party Host has the appropriate table space set-up to accommodate your needs prior to your arrival. **All other decorations, to include table covers, plates, cups, napkins, centerpieces, banners or signs, etc. must go through our Events Office no later than 5:00 PM on the Thursday before your party.**

Q: Can I get the Alley Signature Bowling Pin?

A: Yes. The Alley Signature Bowling Pin may be added to the Ultimate Arcade package for just \$14.99. Available upon request when booking your party, or through your Party Host the day of your event.

Q: Can I purchase extra Goodie Bags to give as favors to party guests?

A: Yes. Goodie Bags may be added as party favors for your guests for just \$1.99 each. Available upon request when booking your party, or through your Party Host the day of your event.

Q: Can I purchase extra Bowling Pin Sipper Bottles to give as favors to party guests?

A: Yes. Extra Bowling Pin Sipper Bottles may be added to any party package for just \$6.99 each and make excellent party favors! Available upon request when booking your party, or through your Party Host the day of your event.

Q: Can I purchase additional balloons for my birthday party?

A: Yes. The Ultimate Arcade Party package includes a bouquet of 5 multi-colored latex balloons. We also offer Mylar "Happy Birthday" balloons, which may be added either when booking your party, or no less than 24 hours prior to party time, at the current market rate. Additional latex balloons are also available at the current market rate. Additional balloons will be added directly to your balloon bouquet unless otherwise requested when ordering.

Q: Can I add extra balloons the day of my party?

A: No. Helium-filled balloons are only available by pre-order no less than 24 hours prior to your party. No Exceptions.

Q: Why is the cost of helium-filled balloons not a fixed price?

A: There is currently an increasing global shortage of helium, resulting in a constantly changing increase in cost to suppliers & their customers alike. Please contact our Events Team for current market rates on any & all helium-filled balloons not already included in your party package.

Q: Can we bring in our own balloons from another store?

A: Yes. You are welcome to bring in your own helium-filled balloons to enhance your party decorations on the day of your event.

Q: Can I bring in my own balloon for you to inflate?

A: Yes. We will gladly inflate outside balloons for you at the current market rate per balloon, based on size. Outside balloons must be brought into our Events Office **no later than 5:00 PM by the Thursday before your party** with any other decorations you wish to use, if you would like for us to inflate them. **We cannot inflate outside balloons that are brought in the day of the party.** The Alley at Southshore is not responsible for any damage to outside balloons during inflation.

Q: What other items should I bring that are not included in my party package?

A: Party packages do not include birthday candles, cake knife/servers, or goodie bags for party guests. Most people prefer to bring these items on their own. Should you forget anything the day of your party, our Events office does carry a variety of products, available for purchase directly through your Party Host.

Q: Can we order additional food for our party?

A: Yes. Please see our [Pizza Menu](#) and our [A La Carte Menu](#). Any of our menu selections may be pre-ordered & added directly to your party package at the pricing shown.

Q: When should we place our order for additional food?

A: Pre-ordering in advance makes things run much smoother on party day. Please contact our Events Office **no later than 5:00 PM the Thursday prior to your birthday party** to finalize your food order. You may also order additional items from our regular Restaurant Menu on the day of your event directly through your Party Host however, food orders placed during your party cannot be guaranteed & will take longer to be delivered. ***Items from our A la Carte menu are not available the day of your party, these items are only available at the A la Carte prices on a pre-order basis.**

Q: What if I need to cancel my Ultimate Arcade party?

A: Please contact our Events Office. While your ***deposit is NON-REFUNDABLE***, with proper notice, it can be applied elsewhere in the center **for up to 90 days from the date of cancellation.** Should this occur, please discuss available options with your Events Coordinator.

Q: What is the deadline to cancel my Ultimate Arcade party & not lose the use of my deposit?

A: No later than 5:00 PM the Wednesday prior your party. Any other cancellations made after this date & time, including no-shows, will result in forfeiture of your deposit.

Q: What if I need to Re-schedule for a later date?

A: We want your party to be a success! Should you need to re-schedule, **please contact our Events Office no later than 5:00 PM the Wednesday prior your party** and we will be glad to assist you. ****Deposits are NON-REFUNDABLE, but may be applied to your re-scheduled event.***

Q: What if I am unable to cancel prior to the Wednesday before my party?

A: No-shows, or Cancellations made after 5:00 PM the Wednesday prior to your birthday party, will result in forfeiture of the *NON-REFUNDABLE deposit.*****

Q: What if I am unable to use my deposit within 90 days from the date of cancellation?

A: Un-claimed deposits will be forfeited if not used within 90 days of the date of cancellation.

Q: How do I use my non-refundable deposit elsewhere at The Alley?

A: Simply contact our Events Team. We will be happy to assist you in making sure your deposit is readily available to you whenever you would like to utilize it prior to the 90-day expiration date.

Q: Can I walk in & use my deposit at any time?

A: No. The use of any non-refundable deposit funds **must be scheduled through our Events Office no less than 24 hours in advance,** to ensure proper identification & distribution.

Important dates to remember:

5:00 PM the WEDNESDAY prior to your party

Any cancellations or changes to the number of packages for your party must be finalized no later than 5:00 PM the Wednesday prior to your event.

Please complete the following no later than

5:00 PM the THURSDAY prior to your party

**Food Orders placed through Events Office*

**Custom Decorations dropped off to Events Office*

**The Events Team is available to answer
any additional questions.**

**We can be reached at: 813-672-8353 or
events@funatthealley.com**

**The Alley at Southshore is not responsible for loss or damage
to any personal belongings or gifts brought in from the outside by you or your guests.**

**The Alley at Southshore
10221 Big Bend Road
Riverview, Florida 33578**