



because

SPACE FOR LIFE

LIFE ISN'T
ABOUT FINDING
YOURSELF. LIFE IS
ABOUT CREATING
YOURSELF.

GEORGE BERNARD SHAW



because

SPACE FOR LIFE



JAY & JESS Photographers, www.jayandjess.com

OUR STORY

Majority-owned by Kathy Sweet, **because™** is proud to be a woman-owned and family-run business. Her husband Dave, and son Johnny, share in managing and operating the organization. A true family affair, their dream of creating a unique and elegant boutique event space in their own backyard became a reality in 2016, when **because™** formally opened its doors to the public.

Armed with almost three decades of event production experience, the Sweets yearned to provide the community an elegant and accessible venue that fit the individual needs of events of all types, sizes and personalities. A place where people could simply come together. Propelled by a desire to give back to the community, they initiated a plan of action that ensures that with every event hosted at **because™**, 10% of the full amount spent goes directly to the “cause” of one’s choice. This approach guarantees that **because™** is always investing back in the community that it holds so close to heart.

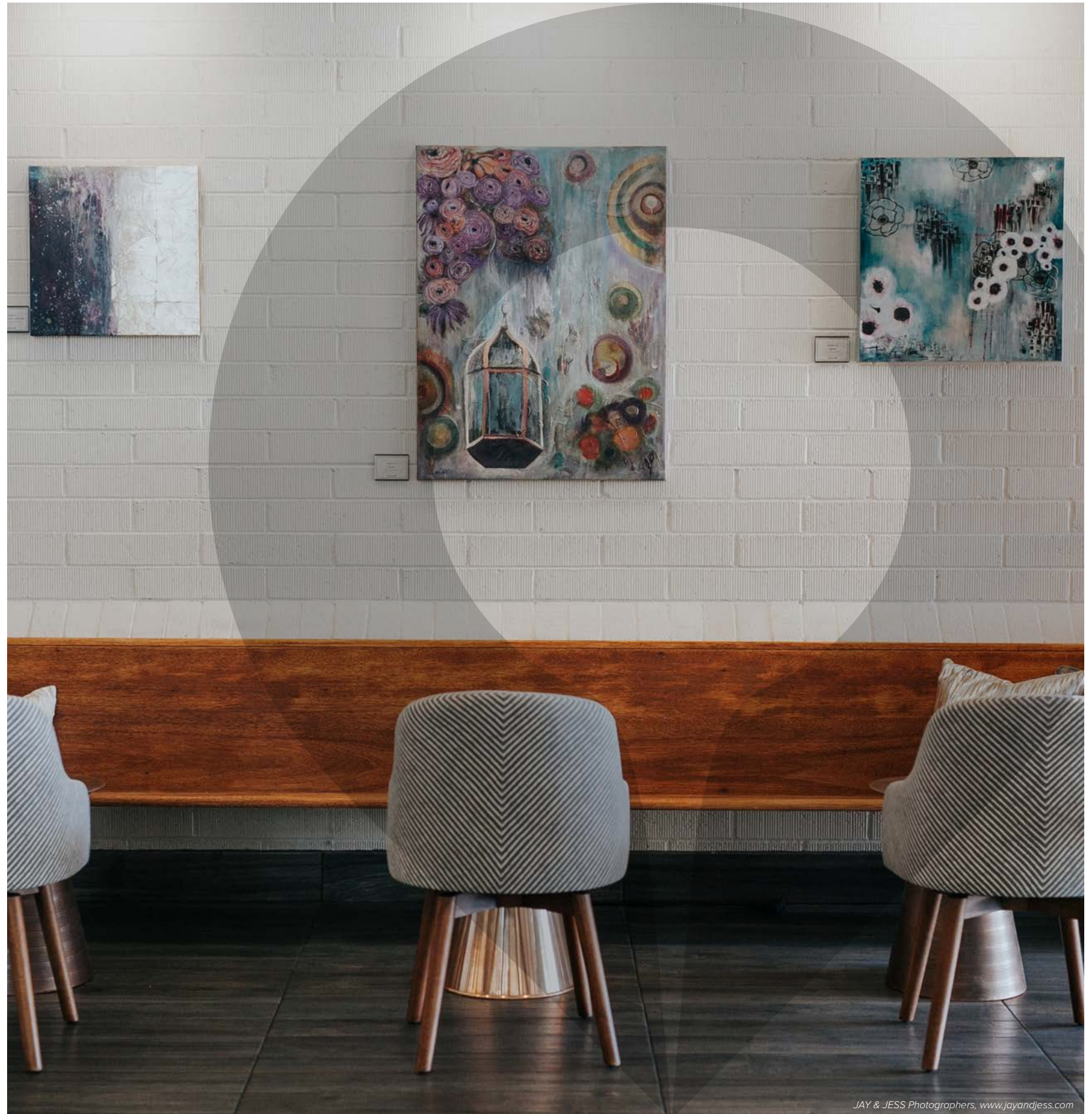
From our family to yours, we look forward to working together.

BEAUTY

because™ (pronounced *bee-koz*) is committed to fostering beauty within our city. We provide over 3,000 square feet of free gallery space to display and promote the work of Phoenix-based artists.

Our oft-revolving displays bring our walls to life and give local artists a chance to tell their story.

Because beauty is inspiring.





EVENTS

With more than 15,000 square feet of breathtaking meeting space, a variety of world-class catering options, and an ideally central location, **because™** is the next big thing for your next big event.

From business meetings to film screening to dinner receptions to weddings, **because™** has space for you and your guests to meet in style.

Because memories matter.

CAUSES

because™ financially supports local-to-Phoenix causes through every event it hosts. It's simple: 10% of the full amount you spend goes directly to one of our partner "causes" of your choice.

No strings attached.

And if you happen to be a local 501(c)(3) organization, 10% of the full amount you spend will come right back to you.

Because life is about the bigger picture.





THE SPACE



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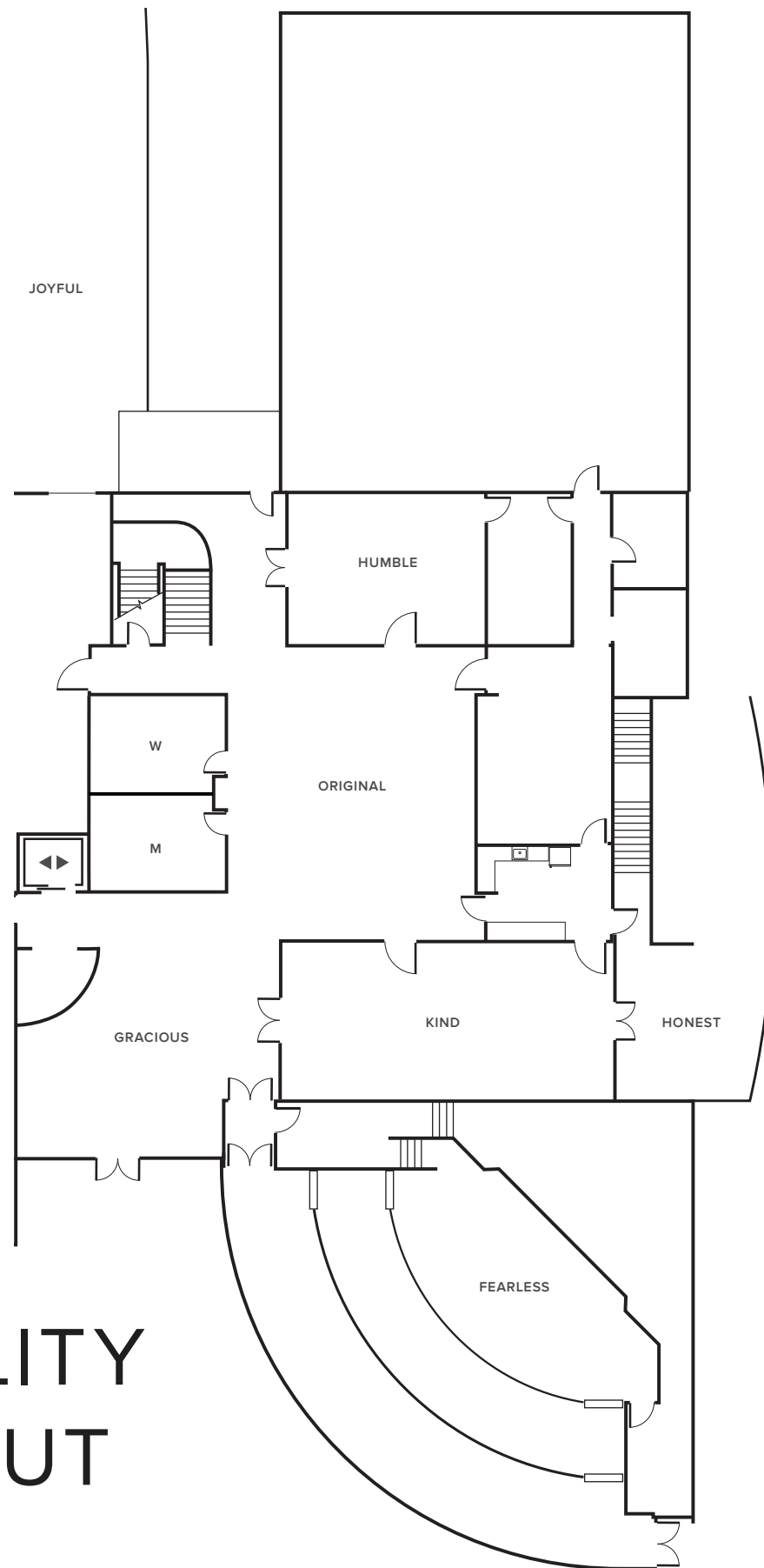
OVERVIEW

Below is the square footage of each primary space (from smallest to largest), along with the ideal guest count in the most common seating configuration.

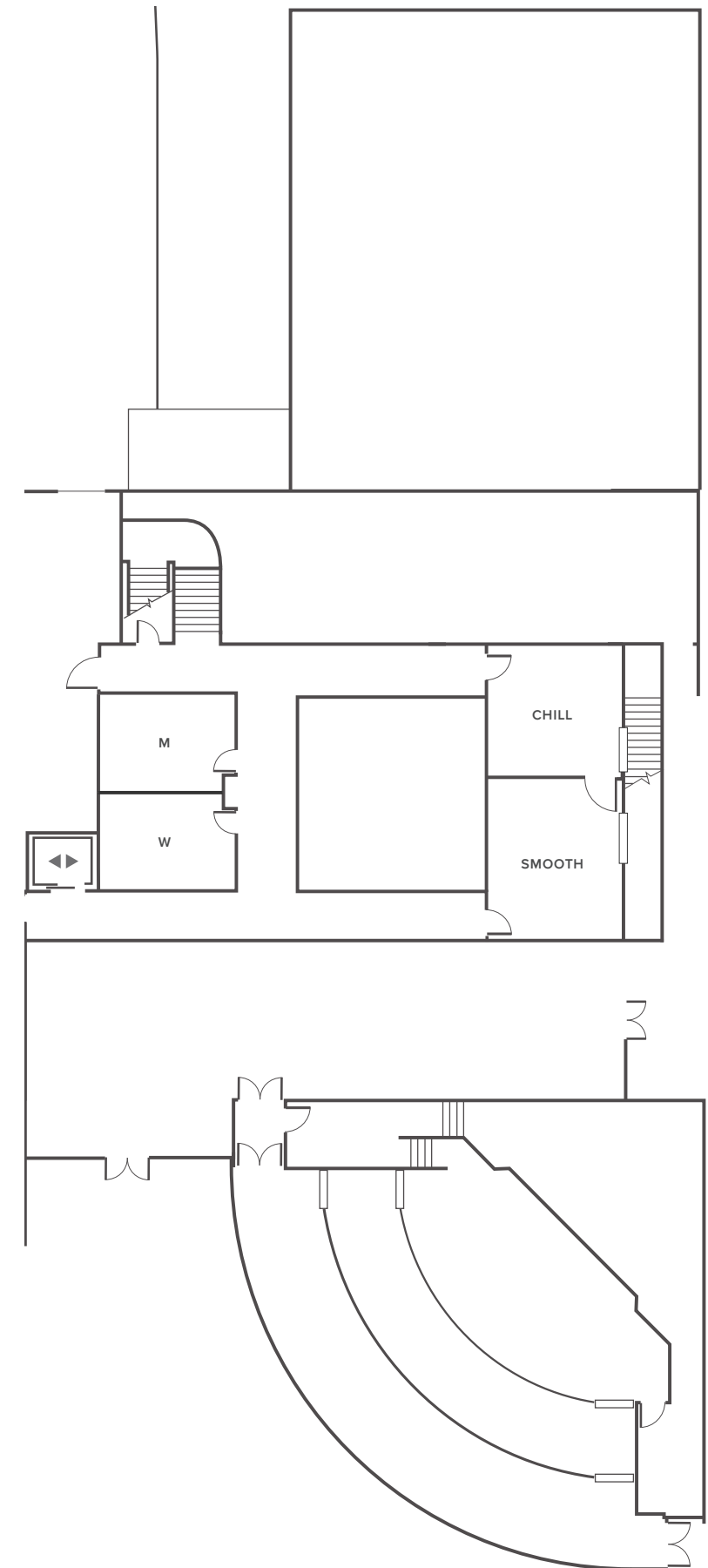
CHILL BANQUET	293 SQ FT 16
SMOOTH BANQUET	340 SQ FT 16
HUMBLE FULL ROUNDS	498 SQ FT 24
HONEST BANQUET	588 SQ FT 24
ORIGINAL FULL ROUNDS	707 SQ FT 48
GRACIOUS HIGH-BOYS	886 SQ FT 80
KIND FULL ROUNDS	1,165 SQ FT 48
FEARLESS THEATER CHAIRS	2,200 SQ FT 160
GENEROUS HIGH-BOYS	2,681 SQ FT 230
JOYFUL THEATER CHAIRS	6,540 SQ FT 720

FACILITY LAYOUT

FIRST FLOOR



SECOND FLOOR





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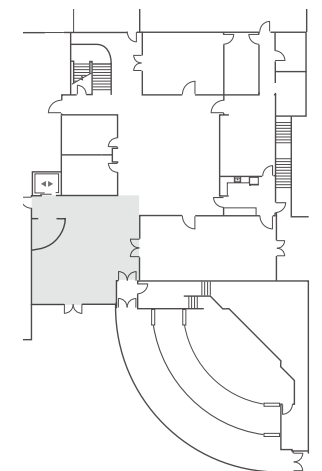


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GRACIOUS | FRONT LOBBY

Make a grand first impression with our jaw-dropping foyer space.

- Size:** 886 square feet
- Ceiling:** 20' +
- Highlights:**
- Flat screen monitors in entry
 - State-of-the-art audio/visual
 - Built-in bar area
 - Can accommodate one display automobile





KIND | WEST ROOM

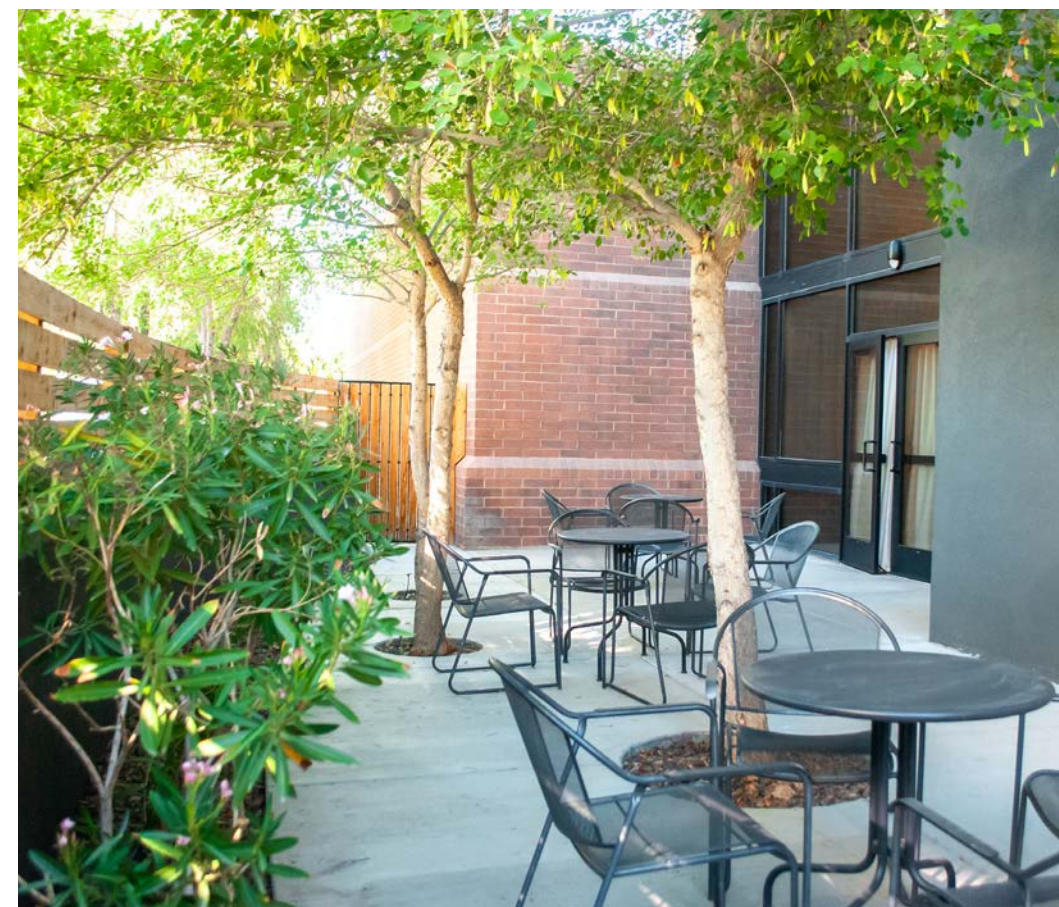
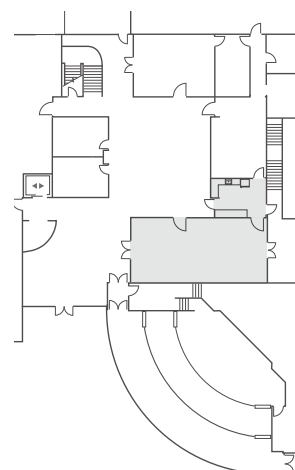
If vaulted ceilings, natural light, and private access to a kitchen and outdoor patio are your thing, come hang out in our KIND space.

Size: 1,165 square feet

Ceiling: 20' +

Highlights:

- Large flat screen monitors
- State-of-the-art audio/visual
- Accessible break area with prep kitchen



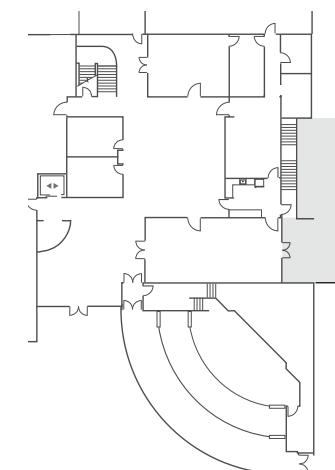
HONEST | OUTDOOR PATIO

Privately accessible off of our KIND space, HONEST is a quaint, charming patio space that's perfect for wine tastings, refreshment breaks, or private dinners.

Size: 588 square feet

Highlights:

- Partially covered private patio area
- Fixed Bistro Lighting
- Easily accessible via KIND space

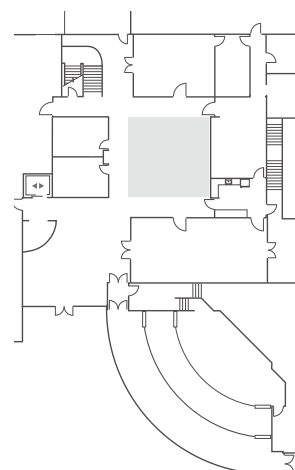




ORIGINAL | ATRIUM

Right in the heart of the action, our airy atrium is the perfect “hub” for your next gathering.

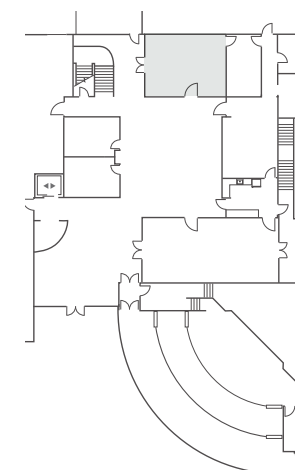
- Size:** 707 square feet
- Ceiling:** 30' +
- Highlights:**
- Plentiful natural light
 - Large flat screen monitor
 - State-of-the-art audio/visual
 - Can accommodate three display automobiles (dependent on size)



HUMBLE | EAST ROOM

Whether you're hosting a corporate meeting, training seminar, or private luncheon, our HUMBLE space has everything you need to get the job done in style.

- Size:** 498 square feet
- Ceiling:** 8'10"
- Highlights:**
- Large flat screen monitors
 - State-of-the-art audio/visual

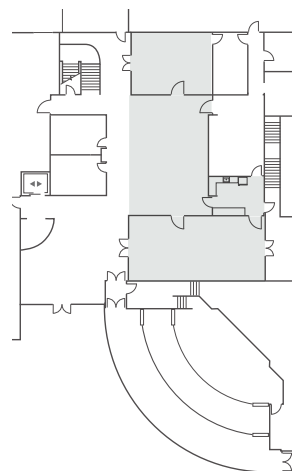




GENEROUS | THREE ROOM COMBINATION

Perfect for mixing, mingling and free-flowing, our open-concept gallery space allows you to stretch your legs in style.

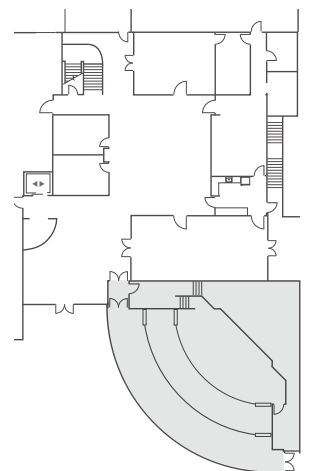
- Size:** 2,681 square feet
- Ceiling:** 8'10", 20'+
- Highlights:**
- Flat screen monitors in each room
 - State-of-the-art audio/visual
 - Large divider doors open for easy traffic flow



FEARLESS | THEATER

Whether you're hosting a film screening, seminar, charity auction, dinner reception, or corporate event, our one-of-a-kind FEARLESS space will make you swoon.

- Size:** 2,200 square feet
- Ceiling:** 9', 10', 13'
- Highlights:**
- Large-format 4K rear projection system
 - State-of-the-art audio/visual
 - Accessible backstage area



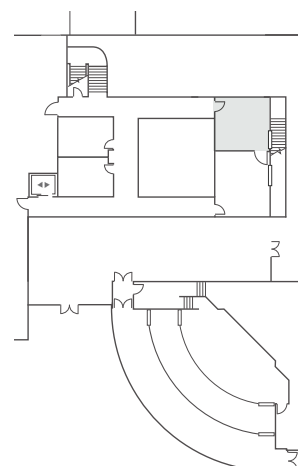


CHILL | VIP LOUNGE

Whether you're in need of a bridal suite or a private VIP lounge, you can kick back and relax in our beautiful CHILL space.

Size: 293 square feet

- Highlights:**
- Lounge-style setup
 - State-of-the-art audio/visual
 - Accessible entrances from interior and exterior

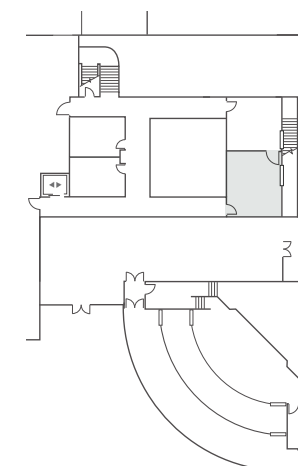


SMOOTH | EXECUTIVE SUITE

With the ability to host anything from a board meeting to a bridal suite, SMOOTH is the ultimate add-on for any occasion.

Size: 340 square feet

- Highlights:**
- Boardroom-style seating for 8
 - Large flat screen monitor
 - Lounge furniture included
 - Access to Chill



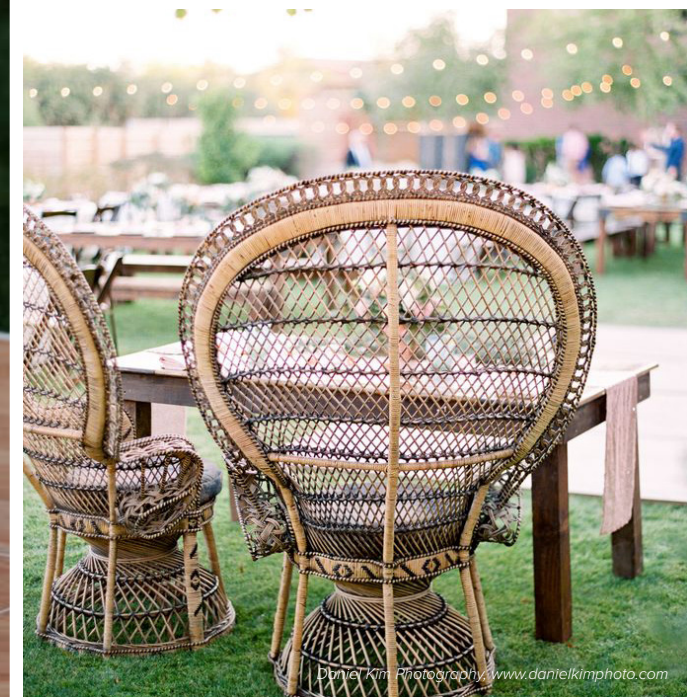
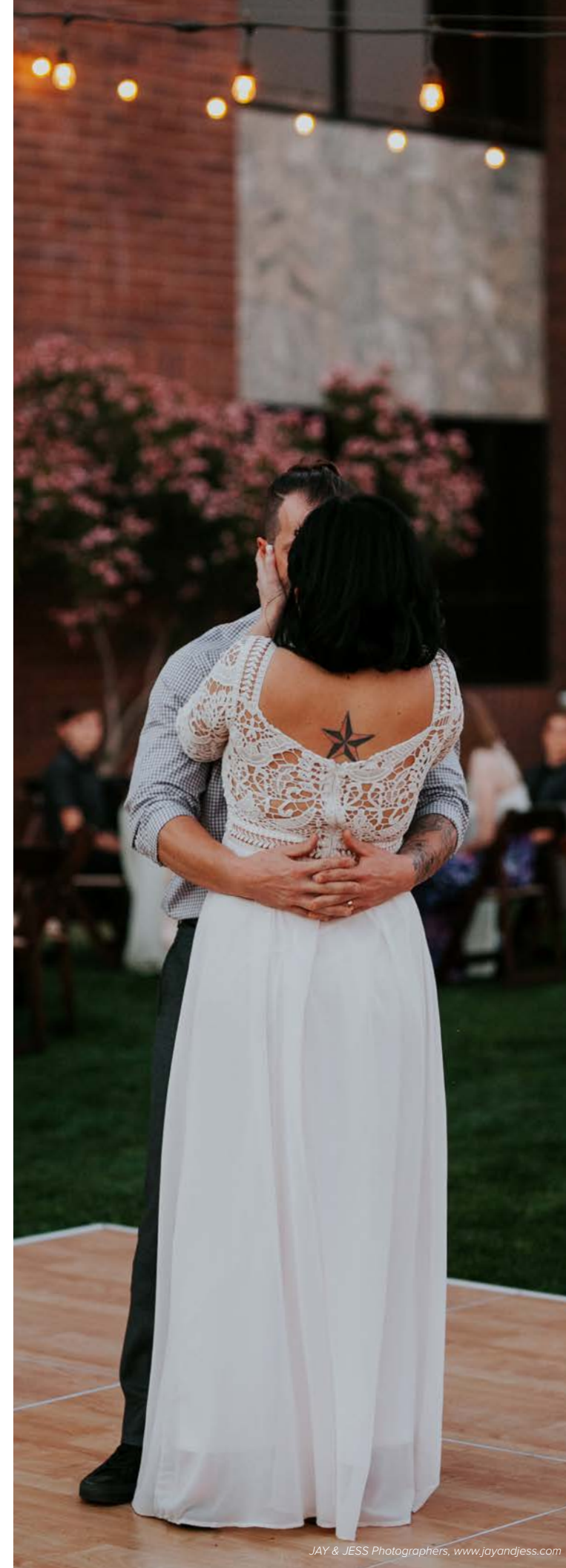
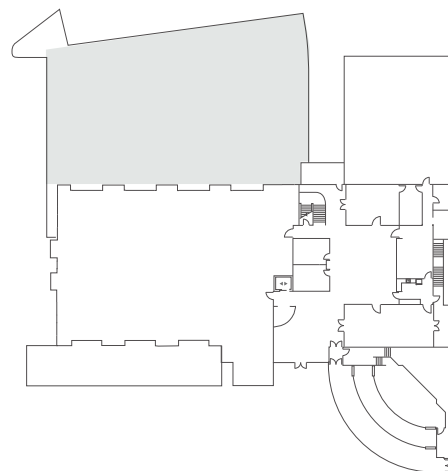


JOYFUL | EAST LAWN

With lush grass, gorgeous backdrops, and plenty of room to stretch your legs, our grand lawn is perfect for private, large group gatherings.

Size: 6,540 square feet

- Highlights:**
- Beautifully manicured lawn
 - State-of-the-art audio/visual
 - Easy access to rear facility entrance
 - Access to power outlets
 - Fixed Bistro Lighting



ADDITIONAL FACILITY HIGHLIGHTS

- Located just minutes from downtown Phoenix, Tempe, Arizona State University and Sky Harbor International Airport
- State-of-the-art “plug and play” audio, visual, and lighting systems throughout
- Flexible catering options: choose from one of our world-class partners or bring in your own food and beverages “DIY” style
- On-site business center with computer, scanner/printer, copier, and office supplies
- Restrooms available on the first and second floors
- Over 115 on-site parking spaces
- Fully accessible facility



CAPACITY CHART

We'll do whatever it takes to make our space work for you and your guests. Below we'll show you the most common ways to set up each space, along with the ideal guest count in each.

SPACE	APPROX DIMENSIONS	SQUARE FEET	HEIGHT
CHILL	16' x 18'	293	20'+
SMOOTH	21' x 16'	340	11'6"
HUMBLE	20' x 27'	498	8'10"
HONEST	40' x 15'	588	—
ORIGINAL	27' x 27'	707	30'
GRACIOUS	25' x 34'	886	20'+
KIND	20' x 43'	1,165	20'
FEARLESS	33' x 70'	2,200	9', 10', 13'
GENEROUS	27' x 78'	2,681	8'10", 20'+
JOYFUL	60' x 109'	6,540	—

GUEST CAPACITY					
STANDING	RECEPTION	THEATER	CLASSROOM	CRESCENT	BANQUET
—	—	—	—	—	16
—	—	—	—	—	16
70	50	45	20	15	24
50	35	40	30	15	24
110	70	80	25	30	48
130	80	36	—	20	32
115	90	84	35	30	48
330	220	160	115	65	104
375	230	209	99	75	120
1,085	700	720	265	265	265





hello@because.care

3419 East University Drive | Phoenix, AZ

602-232-2873

www.because.care

