

GOAL LINE

PLEASANTON · CALIFORNIA

PREMIUM EVENT RENTAL PRICE GUIDE

NORTHERN CALIFORNIA'S LARGEST XR/LED VOLUME
STAGE AND PREMIER PRIVATE EVENTS SPACE.

2026



THE FACILITY

Goal Line Studios is Northern California's premier XR/LED volume production facility; a 15,000+ sq ft purpose-built environment combining the largest LED volume wall in the region with full hospitality, executive workspace, and broadcast-grade technical infrastructure. The result is a single venue where premium events, conferences, and content productions land at a level of polish typically reserved for major-market studios.

106'

LED WALL WIDTH

20'

LED WALL HEIGHT

8,125

STAGE SQFT

1,800A

TOTAL POWER

TECHNICAL INFRASTRUCTURE

LED VOLUME STAGE

- ▶ 106'wide x 20' tall Visual LED wall
- ▶ Disguise media server workflow
- ▶ Stage grid at 22'
- ▶ 125' x 65' working stage floor
- ▶ Full overhead lighting truss access
- ▶ Camera-ready with established LUTs

PRODUCTION INFRASTRUCTURE

- ▶ 1,800 amps - total power distribution
- ▶ Climate control across all spaces
- ▶ High-bandwidth hybrid broadcast support
- ▶ Loading dock & rigging access
- ▶ Dual 1,800A power bays
- ▶ Generator-ready for outdoor extension

**WELCOME TO
GOAL LINE STUDIOS**


HOSPITALITY & OPERATIONAL SPACES

EXECUTIVE & CLIENT SPACES

- ▶ Executive boardrooms and exclusive access
- ▶ Auxiliary suites & green rooms
- ▶ Dedicated client room
- ▶ Production office suites

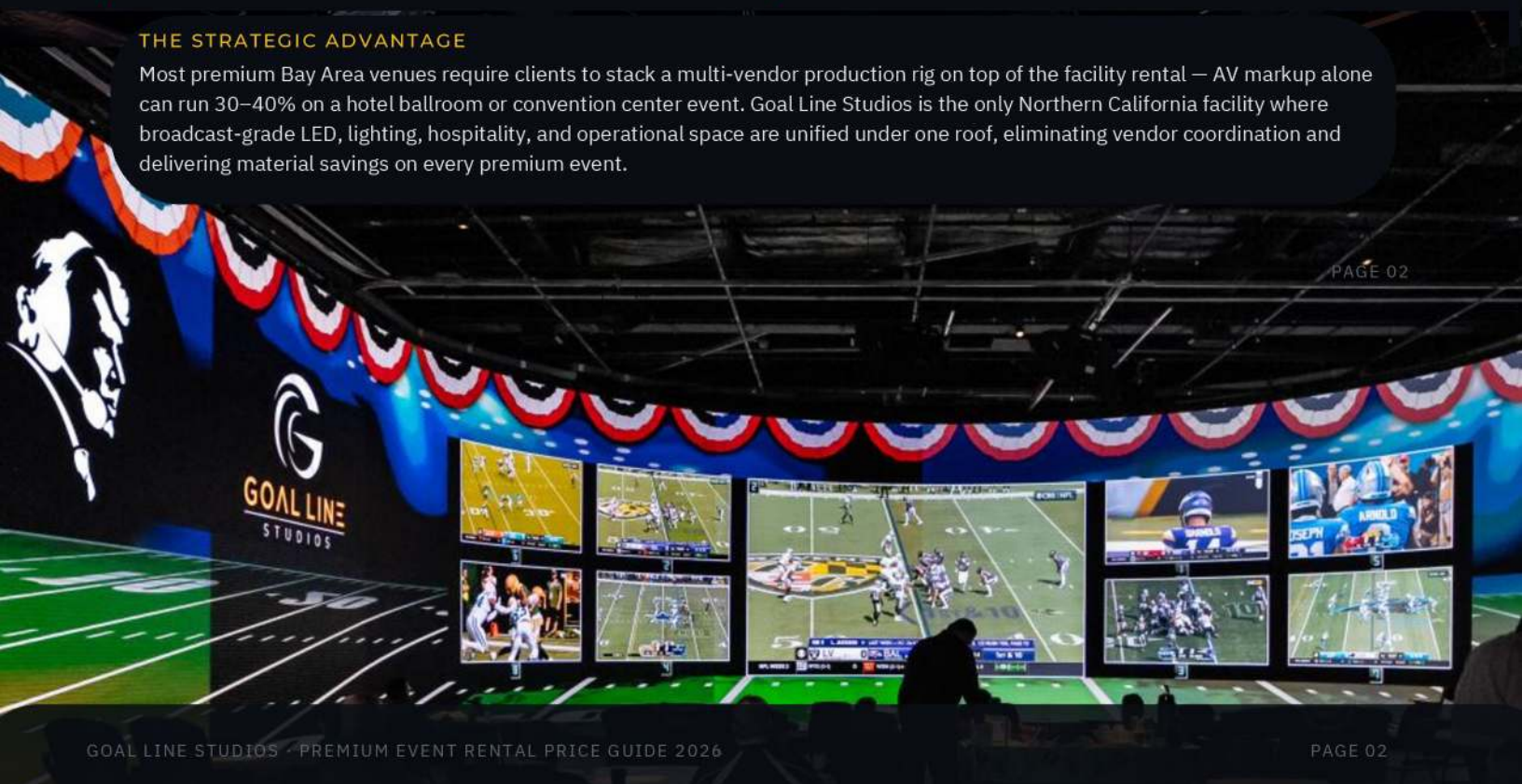
SUPPORT & CREW AREAS

- ▶ Grip & Lighting bay
- ▶ Full kitchen for caterer prep and private chef
- ▶ Wardrobe and Make Up Room
- ▶ Back parking lot — tent & valet ready

THE STRATEGIC ADVANTAGE

Most premium Bay Area venues require clients to stack a multi-vendor production rig on top of the facility rental — AV markup alone can run 30–40% on a hotel ballroom or convention center event. Goal Line Studios is the only Northern California facility where broadcast-grade LED, lighting, hospitality, and operational space are unified under one roof, eliminating vendor coordination and delivering material savings on every premium event.

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PREMIUM VENUE BUYOUT

The flag ship Goal Line Studios offering; exclusive access to the main LED Volume stage and the entire facility for premium single-event or multi-day buyouts. Includes every operational, hospitality, and technical space on the campus.

FULL STUDIO BUYOUT

GOAL LINE STUDIOS PREMIUM VENUE

\$80,000 – \$120,000+

Final rate scoped to event duration, technical complexity, and production requirements.

Includes facility access, base technical staff, LED volume operation, and full hospitality space access.

WHAT DRIVES RATE WITHIN THE RANGE

VARIABLE	RATE IMPACT
Event Duration	Single day vs. multi-day buyout (2–4 days typical)
LED Content Workload	Pre-built content load-in vs. live render with disguise operator
Technical Complexity	Standard event lighting vs. full broadcast capture with multi-cam rig
Crew Requirements	Base studio team vs. expanded crew (camera, lighting designer, A1/A2, ect)
Set / Scenic Build-Out	Empty stage vs. custom physical scenic elements
Hours of Operation	Standard day vs. extended into late-night programming
Pre-Event Tech Day	Same-day load-in vs. dedicated rehearsal day
Exclusivity Window	Shared facility access vs. full studio lock-out

WHAT'S INCLUDED IN THE BUYOUT

FACILITY & SPACES

- ▶ Full main stage & LED Volume wall
- ▶ Executive boardrooms (exclusive access)
- ▶ All auxiliary suites & green rooms
- ▶ Grip & Lighting bay
- ▶ Kitchen for caterer staging
- ▶ Production office suites
- ▶ Back parking lot access

PERSONNEL & OPERATIONS

- ▶ Goal Line Studios facility coordinator
- ▶ Studio operations technician
- ▶ LED wall operator & disguise tech
- ▶ Standard pre- and post-event cleanup
- ▶ Climate control & power management
- ▶ High-bandwidth connectivity
- ▶ Loading dock & rigging access

**Scope of dedicated LED & disguise operator hours scaled by event tier.*

PREMIUM ADD-ON ARCHITECTURE

The Goal Line Studios buy out anchors the event. Each add-on category below scales independently, clients select tiers based on guest count, brand requirements, and event scope. All categories are quoted separately and customized to scope.

COMPONENT	ESSENTIALS	SIGNATURE	PREMIER
Studio Premium Venue Buyout		\$80,000 – \$120,000	
Outdoor Tent Package	\$6,500 – \$12K	\$12K – \$20K	\$20K – \$35K+
Catering (per person)	\$35 – \$65	\$85 – \$135	\$145 – \$300+
AV / Production Buildout	\$2,500 – \$6,500	\$6,500 – \$18K	\$18K – \$45K+
Premium Restroom Trailers	\$2,800 – \$3,500	\$4,500 – \$6,800	\$7,800 – \$12K+
Bar Service (per person)	\$18 – \$32	\$32 – \$55	\$55 – \$125+
Valet Parking	\$500 – \$1,000	\$1,200 – \$2,500	\$2,500 – \$12K+
Event Security	\$300 – \$1,200	\$1,200 – \$2,800	\$2,800 – \$6,500+
Floral & Branded Décor	\$500 – \$2,500	\$2,500 – \$7,500	\$7,500 – \$45K+
Live Music	\$8,500 – \$15K	\$8,500 – \$15K	\$8,500 – \$50K+

SIGNATURE

Premium Event

Full-service production for conferences, mid-scale brand activations, sponsor events, and standard premium client engagements.

ESSENTIALS

Lean Production

Streamlined hospitality for executive dinners, private screenings, internal corporate events, and crew-supported productions.

PREMIER

Flagship Production

White-glove, broadcast-grade events — galas, league showcases, premier sponsor activations, and signature multi-day programs.

OUTDOOR TENT · CATERING · AV PRODUCTION

OUTDOOR TENT PACKAGE

Premium tent installations in the back parking lot, ideal for outdoor receptions, brand activations, dining expansions, or weather contingency. All installations include concrete ballast (asphalt-required), permitting coordination, generator power, and full setup/breakdown.

CONFIGURATION	GUEST CAPACITY	ALL-IN RANGE
Essentials	Up to 100	\$6,500 – \$12,000
Signature	100 – 175	\$12,000 – \$20,000
Premier	175 – 300+	\$20,000 – \$35,000+

CATERING SERVICE

Curated partnerships with leading Tri-Valley and Bay Area caterers. Pricing is per person and excludes bar/beverage (priced separately).

SERVICE STYLE	BEST USE CASE	PER PERSON
Crew & Casual	Production meals, casual receptions, corporate lunches	\$35 – \$65
Signature Event	Conferences, brand activations, corporate dinners	\$85 – \$135
Premier Plated	Galas, executive dinners, league banquets	\$145 – \$225+
Private Executive Chef	Intimate VIP dinners (8–25 guests), tasting menus	\$150 – \$300+

AV / PRODUCTION BUILDOUT

Supplemental AV stacked on top of the studio's in-house LED Volume and lighting infrastructure. Covers PA, audience-facing displays, broadcast capture, hybrid streaming, and custom lighting design.

TIER	INCLUDES	INVESTMENT
Essentials	PA, wireless mics, projection, 1 AV tech	\$2,500 – \$6,500
Signature	Line array, IMAG screens, lighting wash, 2–3 AV techs	\$6,500 – \$18,000
Premier	Full lighting design, multi-cam capture, hybrid stream, A1/A2	\$18,000 – \$45,000+

GUEST EXPERIENCE & OPERATIONS

PREMIUM RESTROOM TRAILERS

Luxury restroom trailers for premium event capacity beyond the studio's standard crew facilities. All include climate control, premium fixtures, and full attendant service available.

CONFIGURATION	CAPACITY	PER-EVENT RANGE
2-Stall Luxury	Up to 125 guests / VIP	\$2,800 – \$3,500
4-Stall Premium	100 – 300 guests	\$4,500 – \$6,800
6–10 Stall Conference	300 – 500+ guests	\$7,800 – \$12,000+

BAR SERVICE

All bar service handled by licensed Bay Area partners holding California ABC Type 58 Caterer's Permits with per-event Catering Authorization. RBS-certified bartenders included.

PACKAGE	INCLUDES	PER PERSON
Beer & Wine	2 wine varietals, 2 beers, mocktails	\$18 – \$28
Premium Beer & Wine	Curated wine list, craft beer, sparkling	\$28 – \$42
Full Bar Standard	Spirits, signature cocktail option	\$32 – \$48
Full Bar Premium	Top-shelf, branded cocktails, craft ice	\$48 – \$75
Luxury Tasting Experience	Sommelier service, master mixologist, pairings	\$75 – \$125+

VALET PARKING

Professional valet service for the back parking lot and guest arrival flow. All vendors carry full liability insurance and COIs.

EVENT PROFILE	VALET COVERAGE	INVESTMENT
VIP Dinner	3–4 valets · 50 guests · 25 vehicles	\$500 – \$1,000
Corporate Event	4–5 valets · 100–150 guests	\$1,200 – \$2,500
Gala / Premier Event	7–10 valets · 250+ guests · traffic mgmt	\$2,500 – \$4,500+
Multi-Day Conference	Daily valet ops · shuttle coordination	\$4,500 – \$12,000+

EVENT SECURITY

Bay Area BSIS-licensed security partners. Personnel scaled to event size and risk profile. Standard ratio: 1 guard per 100 attendees; 1 per 50 for alcohol-served events.

EVENT PROFILE	PERSONNEL	INVESTMENT
Small VIP Dinner	2 unarmed guards · 5 hrs	\$300 – \$650
Mid-Size Corporate	3 guards · 6 hrs	\$540 – \$1,200
Conference Day	5 guards · 8 hrs	\$1,200 – \$2,800
Large Gala / Activation	8–10 guards · executive protection	\$2,800 – \$6,500+

ATMOSPHERE & ENTERTAINMENT

FLORAL & BRANDED DÉCOR

Brand-aligned floral design and décor that complements the studio's premium production environment. Partners work directly from client brand guidelines, Pantone codes, and creative briefs.

EVENT TYPE	INCLUDES	INVESTMENT RANGE
Executive Dinner	10–25 guests · tablescape + accents	\$500 – \$1,800
Mid-Size Corporate	100–150 guests · centerpieces, bar, stage	\$2,500 – \$7,500
Conference / Gala	200–300 guests · full venue dressing	\$7,500 – \$18,000
Premier Brand Activation	Floral walls, custom installations, brand integration	\$18,000 – \$45,000+

OPTIONAL BRANDED DÉCOR ADD-ONS

Custom signage / printed banners	\$250 – \$1,800 per piece
Branded step-and-repeat backdrop	\$850 – \$2,500
Custom gobos / projection branding	\$300 – \$1,200
Lounge furniture rental	\$1,500 – \$8,000 per zone

LIVE MUSIC & ENTERTAINMENT

Curated live music partnerships, professional working acts across multiple genres, fully integrated with Goal Line Studios AV. Performances cover 2–4 hours including soundcheck, with setlists tailored to event tone and brand.

LIVE MUSIC PERFORMANCE

\$8,500 – \$15,000

2–4 hour performance · 3–7 piece band · sound check + AV integration · setlist customization · MC capability available
Full orchestra can be booked at \$24k with members from the San Francisco Symphony.

GENRE / STYLE	BEST FOR
Jazz Trio / Quartet / Solo Performer	Cocktail receptions, executive dinners, sponsor lounges
Top 100s / Country / Classical	Galas, awards banquets, brand activations
Acoustic Duo / Singer-Songwriter	Intimate dinners, registration ambience
Top-40 / Dance Band / Funk / Country	Reception parties, post-program celebrations
Country / Americana Contemporary	Brand activations with regional / heritage tone
Worship	Faith-based events, ministry conferences
String Ensemble	Premier galas, ceremonial moments, processions

PREMIUM ADD-ON AVAILABLE

Any live music performance can be captured and produced on the LED Volume stage as a branded music video deliverable — quoted separately as a Goal Line Studios production package (\$5,000 – \$25,000+).

SAMPLE EVENT BUILDS

Three example event packages illustrating how the Goal Line Studios buyout layers with premium add-ons. All quotes are scoped per client; figures shown are illustrative based on typical event configurations.

CONFERENCE DAY · 150 GUESTS

Goal Line Studios Premium Venue Buyout (single day)	\$95,000
AV / Production Buildout — Signature Tier	\$12,500
Catering — Signature Tier (150 × \$115)	\$17,250
Bar Service — Premium Beer & Wine (150 × \$35)	\$5,250
Valet Parking (5 valets × 7 hrs)	\$1,800
Event Security (4 guards × 9 hrs)	\$1,650
Floral & Branded Décor — Signature	\$5,500
Live Music (cocktail hour + reception)	\$9,500
Premium Restroom Trailer (4-stall)	\$2,800

All-In Estimate **\$151,250**

EXECUTIVE DINNER · 25 GUESTS

Goal Line Studios Premium Venue Buyout (evening only)	\$80,000
AV / Production Buildout — Essentials	\$4,500
Private Executive Chef (25 × \$225)	\$5,625
Bar Service — Luxury Tasting (25 × \$95)	\$2,375
Valet Parking — VIP	\$750
Event Security — Discreet (2 guards)	\$650
Floral & Décor — Intimate Tablescape	\$1,200
Live Music— Jazz Trio	\$8,500

All-In Estimate **\$103,600**

PREMIER GALA / BRAND ACTIVATION · 350 GUESTS

Goal Line Studios Buyout (2-day · including techday)	\$125,000
AV / Production — Premier (full broadcast + hybrid stream)	\$32,500
Outdoor Tent — Premier (350 guests, full setup)	\$28,000
Catering — Premier Plated/Private Chef (350 × \$185)	\$64,750
Bar Service — Full Bar Premium (350 × \$65)	\$22,750
Premium Restroom Trailers (8-stall + VIP)	\$8,500
Valet Parking (10 valets · traffic mgmt)	\$4,200
Event Security (10 guards + VIP detail)	\$5,800
Floral & Branded Décor — Premier	\$22,000
Live Music— Premier Headline Act	\$32,000

All-In Estimate **\$345,500**

PREFERRED VENDOR ROSTER

Goal Line maintains relationships with vetted Bay Area vendors across every premium event category. All preferred partners carry full liability insurance, required licensing, and have established track records of working within the studio's facility protocols. Clients are welcome to bring their own vendors subject to standard insurance and compliance review.

CATEGORY	PREFERRED PARTNERS
OUTDOOR TENTS	Stuart Event Rentals · Standard Event Rentals · iCelebrate Event Rentals · Stage Lights and Sound
CATERING	A Tasteful Affair (Pleasanton) · Vintage Catering (Livermore) · Checkers Catering & Special Events · Pangea Catering & Events
PRIVATE CHEF	Private Chefs of the SF Bay · Gradito (Michelin-trained) · Take a Chef - Chef Cutler - Chef Madden
AV / PRODUCTION	Bay Area Lighting and Sound · Stage Lights and Sound · MEGA Event Production · WestWave AV · GeoEvent
RESTROOM TRAILERS	Royal Restrooms of California · Royal Throne Rentals · VIP Luxury Restrooms
BAR SERVICE	National Bartenders · A Tasteful Affair · Vintage Catering · Checkers Catering & Special Events
VALET PARKING	CPA Valet · East Bay Valet Parking · Open Door Valet
EVENT SECURITY	Treeline Security · Surefire Security · Stone Security Services · Global Risk Solutions
FLORAL & DÉCOR	Flowers Valley · ACME Floral · Dream Flowers · Elizabeth's Flowers · Saba Decor Rentals
LIVE MUSIC	Curated Goal Line Studios roster across genres — booking handled in-house

BOOKING PROCESS

01 · Inquiry	Initial conversation to scope event vision, dates, and primary requirements.
02 · Site Visit	Walkthrough of the facility, technical capabilities review, and creative ideation.
03 · Custom Proposal	Itemized quote covering venue buyout and all selected add-on categories.
04 · Contract & Deposit	50% deposit secures date; balance per contracted milestones. Full COI exchange.
05 · Production Planning	Dedicated facility coordinator assigned; vendor onboarding and tech rehearsal.
06 · Event Execution	Goal Line Studios team on-site throughout event for seamless coordination.

INSURANCE & COMPLIANCE REQUIREMENTS

All third-party vendors must provide a Certificate of Insurance naming Goal Line Studios and Goal Line Playbook, Inc. as additional insured. Bar service vendors must hold a current California ABC Type 58 Caterer's Permit and file a per-event Catering Authorization. Event security vendors must hold an active California BSIS PPO license. Full vendor compliance packet available on request.



LET'S BUILD SOMETHING MEMORABLE.



Whether it's a conference, gala, brand activation, or signature private event, Goal Line delivers a production environment built to meet and exceed any goal you set.

CONTACT

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Pleasanton, CA 94588

events@goallineplaybook.com

VISIT

Site visits available by appointment.

Tours include the LED Volume stage, executive boardrooms, hospitality spaces, and a walk-through of recent productions on display.

RATES & TERMS

Pricing in this guide is subject to scope confirmation and change.
All quotes valid for 30 days from issuance. Date holds require deposit.

GOAL LINE PLAYBOOK, INC.



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