



  
THE STAR



**DALLAS COWBOYS**  
WORLD HEADQUARTERS





## OVERVIEW

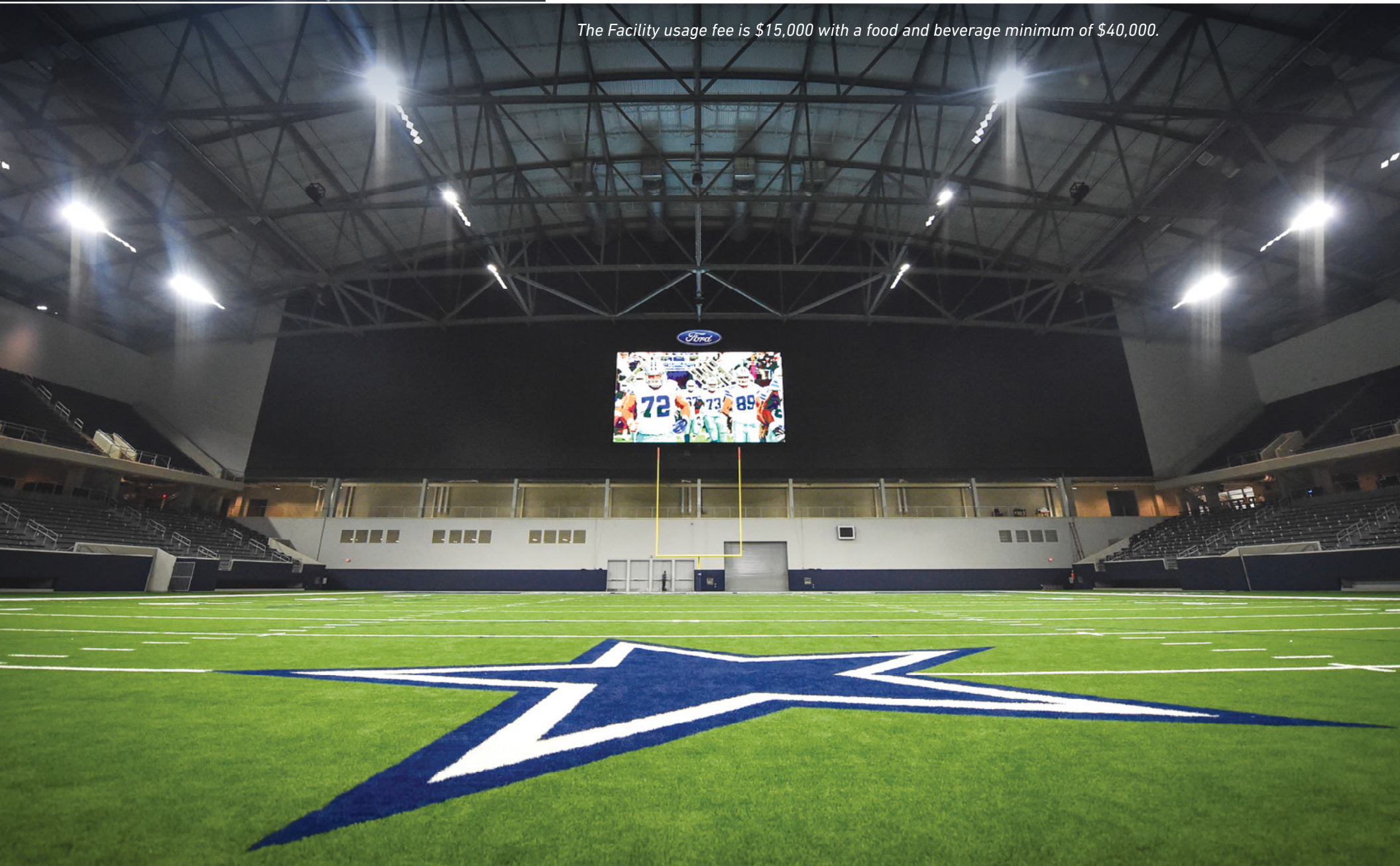
The Cowboys 400,000 square foot state-of-the-art facility is the first of its kind and was created to provide guests with a one-of-a-kind experience. The Star features more than 15 versatile event spaces that deliver an upscale ambiance while accommodating groups of 10 to 5,000. With amenities including audiovisual equipment, chef crafted catering, and first-class service, the options are endless in the World Headquarters of the Dallas Cowboys. The Star offers a unique atmosphere to truly engage your attendees and wow your guests.



# INDOOR FIELD/ THE FORD CENTER

There is no better way to recreate the true Cowboys experience than to host an event on the same turf practiced on by the team daily. This 58,000 sq. ft. indoor field can accommodate a wide range of guest counts and a variety of event types. With the option to utilize the space's innovative technology including our giant 31' x 57' star vision board and 2 running ribbon boards, the sky is truly the limit.

*The Facility usage fee is \$15,000 with a food and beverage minimum of \$40,000.*





The image shows a vast, multi-story atrium with a glass curtain wall. The ceiling is a complex grid of horizontal and vertical beams, from which thousands of long, thin, vertical rods hang, each adorned with numerous small, warm-white LED lights. The floor is made of polished, light-colored marble. On the right, a balcony with a glass railing overlooks the space. Below the balcony, a dark wall features the 'DALLAS COWBOYS' logo and several small, illuminated figures. On the left, two framed artworks are visible on the wall. The overall atmosphere is bright and modern.

# ATRIUM

The Grand Atrium is an event space that is nothing short of first class and delivers an unparalleled “WOW” factor. Upon entering, you are immediately greeted by the Italian marble flooring, embedded with name plates and various quotes from our players in the hall of fame. Above you, 19,200 white LED lights illuminate the ceiling in the famous art piece titled Volume by Leo Villarreal. It is also home to our Super Bowl trophies and rings. The space and its 70’ floor-to-ceiling glass walls directly overlook the 50-yard line of our practice fields.

*The Facility usage fee is \$7,500 with a food and beverage minimum of \$6,000.  
\*No red wine limitation due to Italian Marble flooring*



# TOSTITO'S PLAZA

Tostito's Championship Plaza allows for an unforgettable experience with unlimited flexibility. This 27,000 sq. ft. outdoor event space is located conveniently in front of the Ford Center and Omni Hotel. Utilize this space on its own or as an outdoor option for events held in the Ford Center.

*The Facility usage fee is \$5,000 with a food and beverage minimum of \$10,000.*







# TRAINING TABLE

There is no better way to experience a day in the life of a Dallas Cowboys player than to host an event in the place in which they eat and interact. The Training Table is the space in which the players, coaches, staff, and even Jerry Jones himself enjoy top quality cuisine for breakfast and lunch every day. Filled with historic Cowboys memorabilia, this 4,000 sq. ft. space features a great mixture of banquet and lounge seating, as well as the option to add patio access to the outdoor practice fields.

*The Facility usage fee is \$5,500 with a food and beverage minimum of \$7,500.*



# THE OPTUM SUITES

The Optum Suites deliver uninterrupted views of both the outdoor practice fields and are suspected favorites used by our sponsors weekly for practice viewing. These VIP suites contain rare Cowboys memorabilia and are located right behind our Super Bowl Trophies. This space contains two VIP suites with the flexibility to utilize both suites for larger groups or one suite for a more intimate feel.

*The Facility usage fee is \$2,500 with a food and beverage minimum of \$2,500.*

*\*No red wine limitation due to Italian Marble flooring*







# LEGENDS LOUNGE

The Legends Lounge is a 2,5000 sq. ft. event space located right in the heart of the Dallas Cowboys Headquarters. With a variety of setup capabilities, guests will have uninterrupted views of the outdoor practice fields and Grand Atrium. This space can be utilized alone for daytime use or as a great addition to the Atrium in the evening.

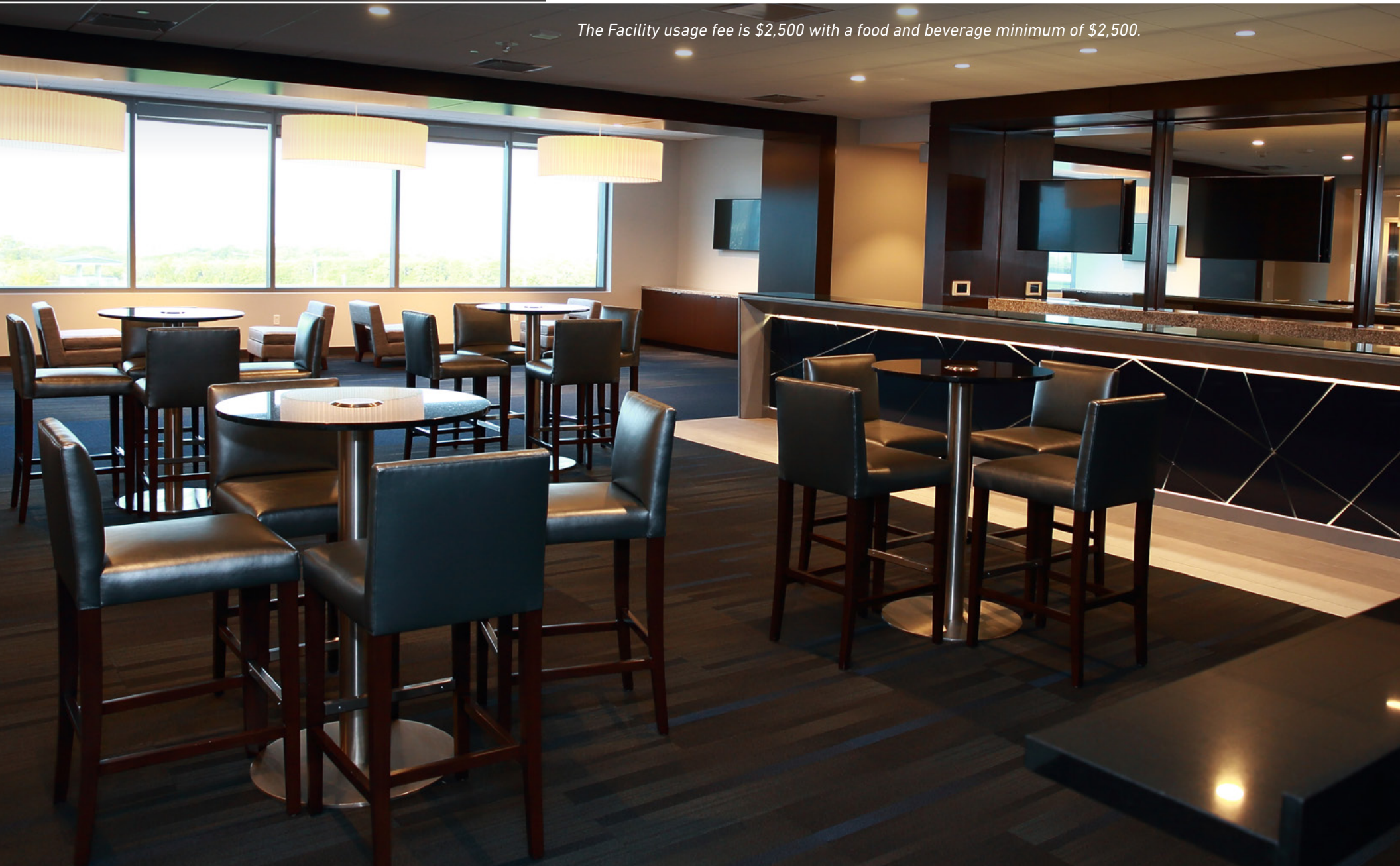
*The Facility usage fee is \$2,500 with a food and beverage minimum of \$2,500.  
\*No red wine limitation due to Italian Marble flooring*



# HOSPITALITY LOUNGE

This exceptional space is the only one of its kind in the facility, boasting views of both the indoor and outdoor practice fields. With multiple TVs, a built-in bar, and the flexibility to be rearranged in various styles, this is ideal for any upcoming event.

*The Facility usage fee is \$2,500 with a food and beverage minimum of \$2,500.*







# AUDITORIUM

This 154-seat theater style space is fully AV capable with a theater-size projection screen that is typically utilized by the team for film viewing and team meetings. Food and beverage needs for this space will be located conveniently outside of the room.

*Only water allowed in this event space. The facility usage fee is \$6,000 with a food and beverage minimum of \$3,000. Usage fee will include AV in the space.*



# WAR ROOM

This private non-traditional boardroom is utilized for Jerry Jones to conduct the NFL Draft annually and is a memorable location for any meeting. The War Room is a unique and intimate meeting space equipped with extensive audio/visual capabilities including two, 90" interactive TVs.

*The Facility usage fee is \$5,000 with a food and beverage minimum of \$1,500.*

ROUND 6 - B.J. TUCKER  
ROUND 6 - ZURIEL SMITH  
ROUND 7 - JUSTIN EATES







# SOUTH CONCOURSE

The views from this unique, yet intimate space rival no other in the building. On the south side of the event space, you will have a floor-to-ceiling 30 ft. glass view of our outdoor Tostitos Championship Plaza. On the North side of the event space, you will be overlooking the indoor practice field. With 4,000 sq. ft. at your disposal, it is great for any type of event.

*The Facility usage fee is \$5,000 with a food and beverage minimum of \$7,500.*

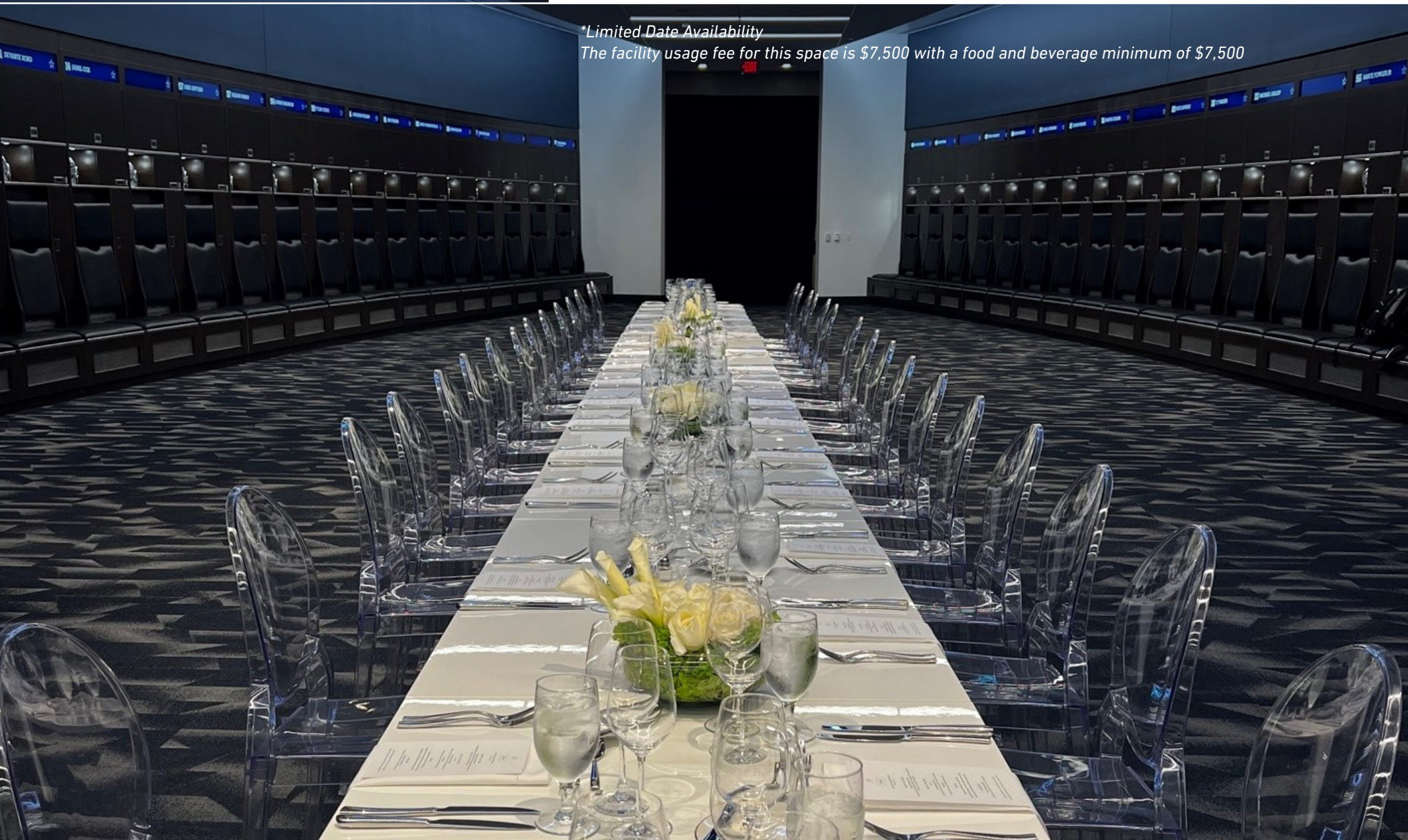


# COWBOYS LOCKER ROOM

The Cowboys Locker Room is our most exclusive event space. Enjoy an upscale event in the center of the football-shaped locker room that the players utilize as their every day home. You will be surrounded by 76 custom designed lockers (each with an AC system to dry out pads) and can see the name plates of all your favorite current Cowboys players. For the first time since The Star's opening, you will have the ability to host your event in a one-of-a-kind space.

*\*Limited Date Availability*

*The facility usage fee for this space is \$7,500 with a food and beverage minimum of \$7,500*







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