

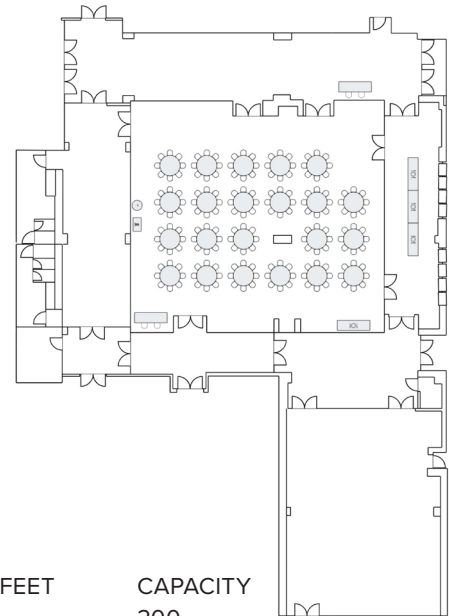
PRIVATE EVENTS

WAKE FOREST ATHLETICS VENUES | MANAGED BY ASM GLOBAL



ALLEGACY CLUB

Guests access the Allegacy Club through a private VIP entrance. The area can accommodate endless options from small to large groups, pre-function dinners, and meetings. With A/V capabilities and top-notch catering, the Allegacy Club is designed to make your event truly special.



SQUARE FEET
3,000

CAPACITY
200

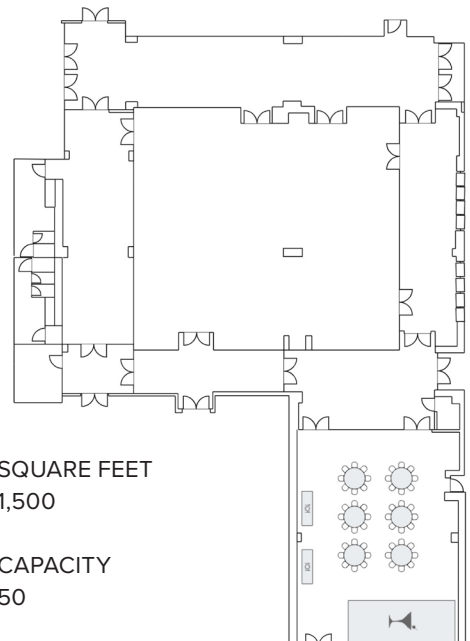
FEATURES

- Pre-function Space
- Private VIP Entrance
- Retractable Wall
- Projection and TVs



TOP HAT TAVERN/ DEACON BAR

Top Hat Tavern/Deacon Bar offers an inviting atmosphere for social gatherings, cocktail receptions, and more. With a private VIP entrance and built-in bar, Top Hat is a great space for your next social event.



SQUARE FEET
1,500

CAPACITY
50

FEATURES

- Private Bar
- Exclusive VIP Entrance
- Televisions

CONTACT FOR MORE INFORMATION

Amy Fleet, Sales Manager • 336-758-6157 • afleet@asmwakeforest.com
www.ljvm.com/private-events



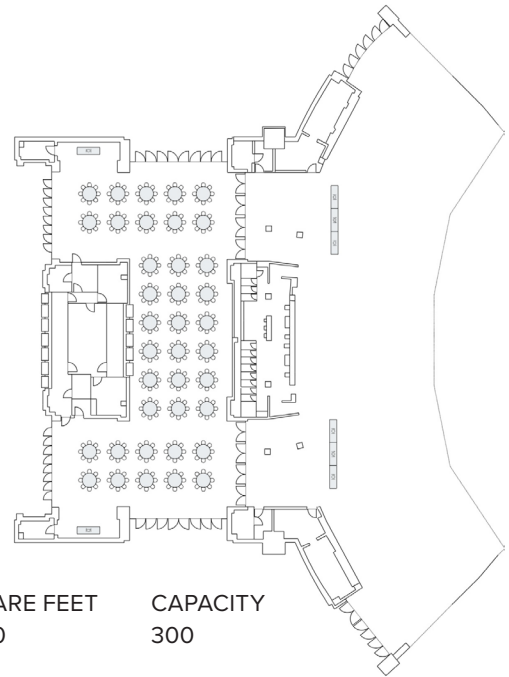
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MAIN LOBBY

Whether it's an auction, reception, or networking event, the Main Lobby offers a stunning setting with catering options to make your event unforgettable. With its open space, ideal lighting, and social atmosphere, the Main Lobby is designed to make every event special and unique.



SQUARE FEET	CAPACITY
3,000	300

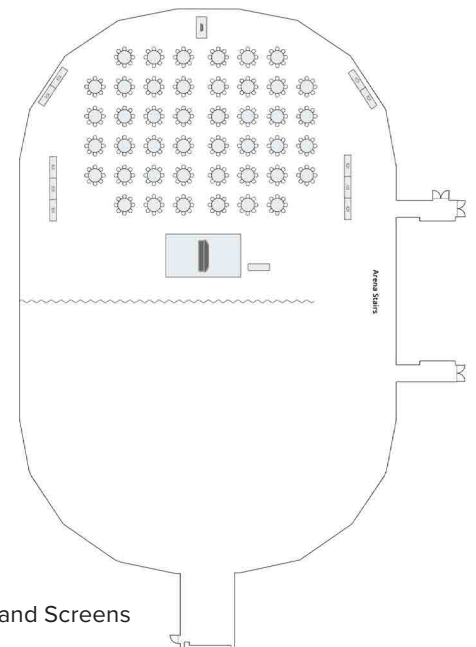
FEATURES

- Unique Arched Glass Ceiling
- Flexible Configuration
- Ideal for Simple Receptions



ARENA FLOOR

The arena floor is the ideal venue to host banquets, galas, graduations, award ceremonies, trade fairs, and so much more. The space features a centerhung video board, ribbon board, sound, and lighting for all your A/V needs.



SQUARE FEET
26,000

CAPACITY
Floor Space Varies

FEATURES

- Full Sound
- Video Scoreboard and Screens
- Backstage Area
- Full Lighting
- Dressing Rooms
- Easy Loading Dock Access

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SQUARE FEET

1,500

CAPACITY

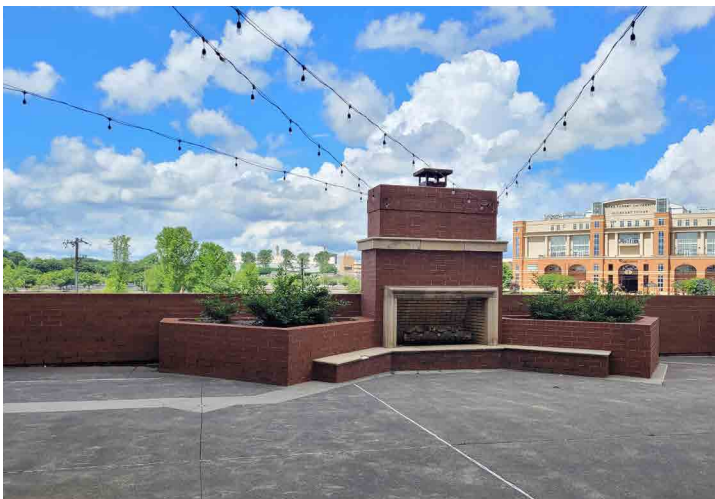
60

FEATURES

- Exclusive Space
- Full Bar
- Multiple TV Monitors
- Private Restrooms

SHAH BASKETBALL CLUB

The Shah Basketball Club provides an upscale atmosphere for unique corporate outings and social events such as pre-functions, happy hours, private dinners, or viewing parties. This exclusive space includes a built-in bar with all-inclusive food and beverage opportunities. Upscale restrooms are connected, providing that exclusive touch for your most valued guests.



SQUARE FEET

6,000

CAPACITY

200

FEATURES

- Ideal for Tailgates
- Gas Fireplace
- Patio Lights

OUTDOOR TERRACES

Whether it's a tailgate or private reception, our two outdoor terraces offer a stunning backdrop to make your event unforgettable. Guests can enjoy the warmth of a fire on colder days, and as the sun sets, the ambiance of the patio lights glows across the terrace.

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ABOUT LAWRENCE JOEL VETERANS MEMORIAL COLISEUM

Lawrence Joel Veterans Memorial Coliseum has been a home for basketball, concerts, shows, and other entertainment for Wake Forest University and Winston-Salem since it opened in 1989. The Coliseum has been owned by Wake Forest University since 2013.

LJVM Coliseum, often referred to by fans as Joel Coliseum or The Joel, is the centerpiece of the Wake Forest Athletics facilities complex that also includes Allegacy Stadium and David F. Couch Ballpark. The complex is located less than three miles north of downtown Winston-Salem and one mile south of the Wake Forest campus.

It is named for Lawrence Joel, a Winston-Salem native who in 1969 became the first African-American Medal of Honor winner since the Spanish-American War. He was presented with the medal by President Lyndon B. Johnson in recognition of his heroic actions during a firefight in Vietnam.

The Coliseum property includes Veterans Memorials paying tribute to Forsyth County veterans who died in service. Located on either side of the main entrance, 499 stone markers bear the names of fallen soldiers from World War I, World War II, the Korean War, the Vietnam War, Panama, Grenada, Operation Desert Storm, Operation Enduring Freedom, and Operation Iraqi Freedom.

At 14,744 seats, the Coliseum is the fifth-largest indoor sports & entertainment facility in North Carolina. It was built by the City of Winston-Salem as a replacement for the aging War Memorial Coliseum, which had been located on the same property roughly in front of the new Coliseum's main entrance.

Since purchasing the facility and the surrounding 33 acres, Wake Forest University has carried out numerous renovations including LED court lighting, high-resolution center-hung video scoreboard and ribbon boards, new sound system, and branding enhancements. Completed in 2024, all of the Coliseum's 18 luxury suites were renovated. New features include updated carpeting, cabinets, and granite countertops, as well as comfortable seats to enjoy the game or show.



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