



NOVARE EVENTS

ABOUT US

Step into a piece of Atlanta's history at The Foundry at Puritan Mill. Originally built in 1921 as part of Puritan Chemical Company, this venue offers a perfect blend of industrial charm and modern sophistication.

Whether you're planning a wedding, corporate gathering, or high-energy social event, the spacious interior allows for endless customization. Nestled in West Midtown, this venue captures the spirit of Atlanta's rich industrial past while offering all the amenities required for today's most elegant affairs.

Facility Address: 916 Joseph E. Lowery Blvd. NW, Atlanta, GA, 30318

Mailing Address: 433 Bishop Street NW Suite B2, Atlanta, GA 30318





THE VENUE

At 12,000 square feet, The Foundry is a truly dramatic and flexible event space. Original pine beams, expansive skylights, and polished concrete floors offer a backdrop with character and history, illustrating the industrial past and lively present of Atlanta’s popular Westside.

Capacity

Cocktail Style (limited seated)	Seated Dinner	Theater Style	Wedding Ceremony & Reception
1,200	800	650	150-350

Space & Amenities

Your rental includes access to 12,000 sq. ft. of indoor event space and outdoor urban garden, available exclusively for the full duration of your event. At no additional cost, we also provide the following:

- 250 Dark Brown Chivari Chairs

4 Hours of Event Time

3 Hours of Vendor Set Up

1 Hour Break Down

300+ Parking Spots

1 Night-Of Event Manager

2 Back of House Personnel

1 Security Personnel
- Tables

• 25 – 60” round tables

• 9 – 48” round tables

• 4 - 8’ wooden farm tables

• 10 – 36” round tables (can be cocktail or high-top height)

EVENT PRICING

	<i>Standard</i>	<i>December</i>
Monday-Thursday		
<i>Rental Fee</i>	\$5,000	\$6,000
<i>Beverage Minimum</i>	N/A	\$3,500
Friday		
<i>Rental Fee</i>	\$5,500	\$7,500
<i>Beverage Minimum</i>	\$2,500	\$8,000
Saturday		
<i>Rental Fee</i>	\$7,000	\$8,500
<i>Beverage Minimum</i>	\$5,500	\$10,000
Sunday		
<i>Rental Fee</i>	\$4,500	\$5,000
<i>Beverage Minimum</i>	\$2,500	\$2,500

**A Ceremony Fee of \$2,000 applies to weddings that choose to host both their ceremony and reception at the Foundry at Puritan Mill. This includes an extra 1-hour of load-in, 1-hour event time and an 1-hour rehearsal*

Additional Fees

- Final bar pricing, bar staffing, taxes (liquor and sales) & production fee (24%), additional event or load-in time and potential valet attendants or parking spaces
- Rental also includes 190 feet of ivory sheer drape hanging from ceiling to floor at designated points. To remove or move draping to other rigging points, there is \$500.00 charge.

Please inquire for New Years, holidays, prom, and city-wide events





DRINKS

All Novare Events venues offer in-house bar packages, which are required for events unless otherwise noted. We provide a collection of curated bar packages, each of which can be customized to complement your event needs and preferences. Beverage minimums apply and vary by venue and event date. To learn more about our in-house beverage service, visit <https://novareevents.com/bar-packages/>

[VIEW BAR PACKAGES](https://novareevents.com/bar-packages/)

CATERING

Novare Events works with a curated list of preferred caterers who are familiar with our venues, house policies, and service standards. Learn more about our preferred caterers by visiting our website at <https://novareevents.com/catering/>

[EXPLORE CATERING OPTIONS](https://novareevents.com/catering/)

Notes on Catering:

If you would like to use a caterer that is not on our approved list there is a **\$2,000.00 kitchen use/outside catering fee** and vendors must provide a copy of their business license, and Certificate of Liability Insurance 1 month prior to your event. Prior to signing a contract with a caterer not on our approved list, we strongly recommend confirming that they are able to comply with all Novare house rules and documentation requirements

Recommended Hotels

Bellyard at The Interlock

1 Interlock Avenue NW
www.bellyardhotel.com
Morgan Wolkin
mwolkin@bellyardhotel.com

Epicurean Atlanta

1117 West Peachtree Street
www.epicureanhotelatlanta.com
Sara Deberry
sdeberry@mainsailhotels.com

Four Seasons

75 14th Street NE
www.fourseasons.com
Chelsea Pruitt
chelsea.pruitt@fourseasons.com

Embassy Suites by Hilton

290 17th Street NW
Marie Sellers
MaSellers@heihotels.com

The Hampton Inn & Suites Midtown

244 North Avenue
Andrea Diaz
andrea.diaz@aimbridge.com

Marriott Suites Midtown

35 14th Street
www.marriott.com

The Ritz Carlton

181 Peachtree Street NE
www.ritzcarlton.com
Cari Compton
cari.compton@ritzcarlton.com

Canopy Atlanta Midtown

1414 West Peachtree Street NW
www.atlantamidtown.canopybyhilton.com
Crystal Campbell
404.720.5514
crystal.campbell2@hilton.com

Moxy Hotel Midtown

48 13th Street NE
www.marriot.com/atlox/
Katie Burch
Katie.burch@moxxyhotels.com

The Hampton Inn

244 North Avenue
www.hamptoninn3.hilton.com
Sheryl Newman
Sheryl.newman@hilton.com

Kimpton Shane Hotel

1340 W Peachtree St NW
www.ihg.com/kimptonhotels
Jordan Baronfeld
Jordan.Baronfeld@kimptonhotels.com



Recommended Vendors

Rentals

Atlanta Party Rentals
atlantapartyrentals.com

Florists & Décor Companies

Blosm Floral: Jacki Fortunato
blosmdesign.com

Bold Events
bold-events.com

Moss & Clay
nancy@mossandclay.com

EventScapes
eventscapesatlanta.com

Faith Flowers Laura Iarocci
faithflowers.com

JLD Designs LLC
jlldesignsllc.com

Topher Mack Floral
tophermackatl.com

Tulip Blooming Creations
bytulip.com

Your Event Solutions
youreventsolution.com

WM Events
wmevents.com

String Quartet

The Renaissance String Quartet
404.636.0020

Celebration Strings
404.277.7677

Photography

Rêver Weddings
hello@reverweddings.com
reverweddings.com

Lizzie Baker Photography
lizzie@lizziebakerphoto.com

Caroline M. Dyess
dyessphoto.com

Heirloom Foto – Andrea Buchanan
hierloomfoto.com

Hill of Zion Films
hillofzionfilms.com

Jack Parada
jackparadaphotography.com

Michelle Elyse Photography
michelleelysephotography.com

Once Upon a Time Photo & Film
onceuponatimephotoandfilm.com

Papillion Visials – Rachel White
papillon-visuals.com

Savanna Sturkie
savannasturkie.com

Anna and Spencer Photography
annaandspencer.com

Planning

Drake Social
marielle@drakesocial.com

Recommended Vendors

Entertainment & Bands

Absolute Entertainments
absolute-ent.com

East Coast Entertainment
bookece.com

Event Performance
eventperformance.com

Sam Hill Entertainment
samhillbands.com

Audio Visual

Jaros Production
678.862.8743

Espeute Productions
678.315.2197

KP Productions
770.826.8263

SiFi Entertainment
404.376.4064

DJ's

Absolute Entertainment
absolute-ent.com

Spectrum Entertainment
spectrum-ent.com

AMP'D Entertainment
ampdentertainment.net

SiFi Entertainment
404.376.4064

Officiants

Rabbi Winokur
770.641.8630

Judge Hugh Robinson
770.528.2466

Rev. Msgr. Henry C. Gracz
404.521.1866

Chaplain Jeremiah O'Keefe-West
404.261.5059

Linen and Drapery

Party Tables, Inc.
partytables.com

Quest Events
404.355.7311

Unique Event Elements
roy@uniqueeventelements.com

Bakeries

Classic Cheesecakes
classiccandc.com

Confection Perfection
confectionperfectioncakes.com

The Frosted Pumpkin
frostedpumpkin.com

Lush Cakery
lushcakery.com

Event Insurance

EventSured
eventsured.com

Markel
markelinsurance.com/event

WedSafe
wedsafe.com

Booking Information

Touring

- We take tours by appointment during the week. Please reach out to your sales representative to schedule

Holding dates and Payment Schedules

- The full facility rental is due with the return of the signed contract within 7 days of receipt. The date of your event is not reserved until this payment and the signed rental agreement are received.
 - This rental payment and all other deposits and payments are non-refundable and non-transferable.
- 6 months prior to the event, the beverage minimum is due.
- The final balance and a separate \$1,500.00 refundable damage deposit are due ten (10) days prior to your event.
- Novare Events accepts payments in the form of cash, check, credit card, or direct deposit.
 - Checks may be made payable to “Novare Events, LLC.”
 - A 3 or 4% administration fee applies to all credit card transactions.
 - **We recommend paying by ACH direct deposit** as it is the easiest way to ensure we receive your payment and to avoid additional fees.

Things to Keep in Mind

Policies and Event Staffing Charges

- Rental also includes 190 feet of ivory sheer drape hanging from ceiling to floor at designated points. To remove or move draping to other rigging points, there is a \$250.00 fee per 80 feet, maximum \$500.00 charge.
- The rental includes access to the outdoor Urban Garden and café lighting.
- The rental fee includes security for 250 guests. If attendance is to exceed 250 guests, one additional officer is required for every 250 guests at a rate of \$250.00 each. (Additional security rules apply to Sorority/Fraternity Functions)
- Any event with more than 300 guests, one additional Event Manager is required at a rate of \$250.00 each. For every 300 guests thereafter, an additional Event Manager will be required at a rate of \$250.00 each.
- Please inquire about available valet, tenting and restroom attendants.
- Rates are subject to change without notice.

Event Parking Information

- The rental fee includes access to the 300-space parking lot. Valet services may be required for any event exceeding 400 guests. Daytime events are limited to 50 parking spaces.

TALK TO US TODAY

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ksthilaire@novareevents.com

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