

watermark  
WEDDINGS



## Watermark Wedding 2024

Hovering above the Asbury Park boardwalk, beach and Atlantic Ocean, Watermark is the ideal setting for those looking for a beachfront wedding in an upscale, unique and contemporary environment and atmosphere.

Opened in 2008 as a premier social club on the Jersey Shore, Watermark quickly established itself as a top-rated mixology bar known for its innovative and fresh cocktail approach. Since then, we've also become a leading venue for the 'never-ending cocktail party' wedding reception.

### Approach

Our unique appeal lies in our non-traditional 'de-constructed' approach. Food is primarily passed - avoiding the formal seated dinner and buffet line - allowing guests to continually mingle, drink, eat, dance and keep the celebration going. Our elegant, modern and well-designed environment often inspire couples to let go of elements such as flowers and decorations as well as traditional dances, speeches and rituals.

### Exclusivity

We routinely host semi-private parties such as birthdays, engagements, anniversaries, showers, reunions and holiday celebrations - but wedding receptions are always completely 'closed-to-the-public' private affairs.

## Capacity

Watermark hosts weddings from 75 to 225 guests.

## Availability

Weddings are mostly hosted from late-Sept to mid-June on Saturday afternoon or anytime on Sundays. We do not consider weekend bookings from mid-June through late September or on Saturday evenings due to our established year-round restaurant business and heavy summer beach traffic. We consider Friday evening weddings in November through March. Weekday receptions are considered year-round.



## Timing

Receptions last 4 hours with Saturday receptions needing to be completed by 5pm. Sunday and Friday receptions come with no timing restrictions. Ceremonies are an additional hour added to the beginning of the reception and 1-hour extensions for receptions are considered.

## Minimums

There is a 75-person minimum on all Saturday and Sunday weddings, and Friday evenings are a minimum of 125 guests.

## Setting

Daytime receptions can take full advantage of our expansive, dramatic ocean views – ideal for a sophisticated beach chic approach. Receptions at night capture Watermark's candlelit nightclub feel - perfect for those looking for a sexier, higher-energy experience with a DJ and a dance floor. Sunday weddings can start in the daylight, incorporate sunset and cross into the evening, providing a full experience of all our settings.





## Space

Watermark has 3 distinct rooms with 5,000 Sq. ft. of interior space and 3,000 Sq. ft. of exterior 'open-air' space. The venue is equipped with an elevator for handicapped guests, caterers and deliveries.

## Seating

Watermark is made up of soft seating: Leather loveseats flank the cozy fireplace; large banquettes wrap around the main room; comfortable armchairs create intimate conversation areas and deep sectional couches offer framed views of the ocean through the main windows.

## Set Up

The space accommodates multiple configurations to allow for ceremonies, DJ's, dance floor, live bands/ performers, digital photo booths and other entertainment and services as required. Additional fees may be required for set up/ break down of live bands (Fri/Sun only)

## Ceremony

Watermark welcomes you to hold your vows in the space additional flat fee of \$1500. Complementary champagne is offered to your guests upon arrival. 24 chairs are available for a rental for \$300.00.

Watermark does not provide any assistance or set up or breakdown of beach ceremonies. Beach ceremonies require a permit from the City of Asbury Park and a separate vendor is required for all set up and break down of any chairs or equipment needed.



## Open Bar

We offer a full service, 3.5-hour open bar includes house champagne, selected beers, house wines, mixed drinks and a selection of Watermark's specialty cocktails. Please note that we only carry premium spirit brands, squeeze all of our juices fresh and make all of our mixes from scratch.



## In-House Catering (Catered by Watermark)

Watermark functions as a full-service facility providing both catering and bar service. This package includes venue rental, open bar, 3-course meal, sushi station option and coffee bar. Client is responsible for providing dessert, but the venue takes care of setting up and breaking down of dessert bar.

## Off – Premise Catering

For receptions desiring an off-premise caterer, Watermark provides the venue rental and 'wedding open bar' service only - and clients are required to contract with an outside caterer of choice for all food service. Any off-premise food provider must be a licensed, insured and reputable company. Caterers must provide all food, servers and equipment needed for food service – and agree to certain menu requirements. A list of catering partners can be provided.

## Menu Approach (In-House)

Farm Table: Pick-up items are on a central farm table and are continuously replenished during the first two hours of the party.

Appetizers: Hearty offerings passed during cocktail Hour (First 90 Minutes)

Mini Meals: Gourmet entrees passed in small bowls (Served in Hour 3)

Sushi: Sushi Chef rolling a wide variety and special orders (3 Hour Service)

## Dessert Bar (Client Supplied)

We recommend a small, ceremonial cake for cutting and pictures along with a variety of different flavored cupcakes to keep the cocktail theme and party going. Other great pick-up options include gourmet donuts, petit fours, truffles, cake-pops, macaroons, chocolate-dipped strawberries, brownies, cannoli, cookies and candy.

## Coffee Bar (Included)

A self-serve coffee station is set up on the end of the bar at the beginning of the dessert course featuring white, to-go cups and lids for travel.



## Pricing

Ceremony Hour: \$1500 Flat Fee (no tax/gratuity)

Full-service approach (venue, bar and 3 course food service) is \$165pp.

Sushi Chef & Station is \$20pp extra (Minimum 75 guests).

Underage guests eating and not drinking are charged \$100pp.

For kids, we offer Chicken Fingers and Fries at \$10 a piece.

Outside Catering (venue and bar only) is \$15,000 for up to 150 guests with additional guests (up to 225) \$75pp.

## Extension

One Hour extensions for Sunday/Friday receptions is available, priced at \$1000 flat fee (no tax/gratuity). Open bar does not extend past 3.5 hours.

## Deposit / Payment / Service Fees

25% of your projected total is required as a deposit to hold the date. A 2nd deposit of an additional 25% may be required 30 days prior to the event. Final payment is due on the day of the reception. We accept checks, cash and all major credit cards. There is a 3% Service Fee Added to All Credit Card Transactions

## Maître D'/Gratuity/Tax

All bookings come with a day-of venue coordinator/Maître D' with a fee of \$350. 20% Gratuity and NJ State Tax are applied to the final bill (less venue fee). Gratuity and Maître D' fee are requested to be received in cash on the day of the event.

## Cancellation Policy and Refunds

A full refund will be given if your event is cancelled more than 90 days prior to the reserved date. A 50% refund will be given if the event is cancelled 45 – 90 days prior to the reserved date. Deposited money will NOT be refunded if your event is cancelled within 44 days of the event.

## Parking

There are multiple parking lots as well as metered street parking within easy walking distance of the venue. Valet companies are also available for an additional fee.

## Touring the Venue

Specific appointments are not necessary to view the venue. Self-guided tours are always available during regular business hours when the venue is open to the public. Appointments are also available.

## Entertainment/DJ/Live Music/Bands

Watermark is fully wired and offers all sound for DJ's, which is referred to in the industry as 'Plug and Play'. Live Bands are considered on a case by cases basis and may come with additional fees for set up and break down.

## Sample Menu

### Watermark Wedding Fall 2023

#### Farm Table Platters (All Offered)

Chef's Charcuterie Assorted Meats, Cheeses, Nuts, Honeycomb, Jam, Berries, Crackers  
Traditional Antipasto Tomato, Fresh Mozzarella, Prosciutto, Burrata, Toasted Breads  
Jumbo Shrimp Cocktail Lemon-poached with Homemade Cocktail Sauce  
Smoked Salmon Plate Lemon, Capers, Red Onions, Dill Cream Cheese, Toasted Brioche  
Crudit , Hummus & Veggie Dip House Made Dips, Assorted Vegetables, Toasted Pita  
Seasonal Fruit Display Greek Yogurt, Local Honey

#### Passed Hors d'oeuvres (Select 2 from Each Category)

Ahi Tuna Wontons Tamari Sesame Vinaigrette  
Jumbo Fried Coconut Shrimp Sweet Thai Chili Sauce  
Seared Lamb Chops Warm Thyme Rosemary Butter  
Mini Lobster Rolls Buttered Potato Roll  
Rare Roast Beef Crostini Cheddar, Brioche, Horseradish Peppercorn Aioli  
Bacon-Wrapped Sea Scallops  
Filet Mignon Steak Bites Harissa Yogurt  
Lump Crab Meat and Cheese Stuffed Mushrooms

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Sausage & Peppers Skewers Boardwalk Style (Vegan Available)  
Habanero Honey Fried Chicken Bites Flour Fried, Sweet and Spicy Glaze  
Four Cheese Arancini with Vodka Sauce and Basil Oil  
Avocado Tostada Pico De Gallo, Warm Blue Corn Chip  
Meatball Marinara Traditional Italian Style with Pecorino Romano  
Truffle and Parmesan Potato Croquettes  
Beef & Cheese Empanadas Beef Braised in Sofrito, Cilantro Lime Crema  
Seitan Soy Skewers Vegan House Specialty, Citrus Soy Glaze

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Seasonal Vegetable Spring Rolls Sweet Thai Chili Dipping Sauce  
Falafel Bites Lemon Garlic Tahini  
Balsamic Bruschetta Parmesan, Garlic Bread Toast Point  
Brie & Raspberries Wrapped Phyllo Warm Melba Dipping Sauce  
Mediterranean Olive Tapenade Zahtar Pita Chip  
Eggplant & Tahini Spread Grilled Garlic Toast Point  
Potato Pancakes Applesauce, Chive Sour Cream  
Classic Spanakopita Lemon Oregano Yogurt

#### Mini Meals (Select 3)

Filet Mignon Grilled Asparagus, Whipped Potato, Herbed Jus  
Grilled Skirt Steak Roasted Potatoes, Cilantro Chimichurri  
Chicken Francaise Fresh Cavatelli and Garlicky Greens  
Seared Sea Scallops Wild Mushroom and Truffle Risotto  
Penne Vodka with Pancetta & Peas (Available Vegetarian or Vegan)  
Pan Seared Halibut Lemon & Caper Butter Sauce over Pearl Cous Cous  
Grilled Pork Tenderloin Citrus Marinade, Pico De Gallo Salsa, Yellow Rice  
Vegan Chicken Teriyaki White Rice, Sesame Broccoli  
Vegetable Fried Rice Sliced Baked Tofu

#### Sushi Station with Chef (\$20pp Additional)

Fresh, Hand-rolled selection of Sushi and Sashimi Made On-Premise and To Order

## Wedding Specialty Cocktail Menu

We offer a personalized menu of our cocktails specifically designed for weddings. This diverse collection best represents our signature line of handcrafted recipes as well as our biggest 'crowd pleasers'.

### Specialty Cocktails (Choose 1 cocktail from each category)

#### Sparkling

Watermark Mimosa: Blood Orange Purée Topped with Champagne  
1870 Spritzer: Meletti 1870 Bitter Liqueur, Fresh Orange, St-Germain, Prosecco  
Grapefruit Champagne Cocktail: Fresh Grapefruit, Grand Marnier, Champagne

#### Vodka

Violetta: Hangar One, Crème de Violette and Fresh Lemon Sour  
Live Love Lemon: Ketel One Citroen, Fresh Lemon, Agave Nectar, Cane Ginger Beer  
Lady Marmalade: Ketel One Oranj, Cointreau, Fresh Lemon, Orange Peel Marmalade

#### Rum

Red Sangria: Gosling's Black, Red Wine, Pineapple, House Grenadine and Champagne  
Chai Dark and Stormy: Chai Dark Rum, Cane Sugar Ginger Beer, Fresh Lime, Simple Syrup  
Mai Tai: Gold Rum, Orgeat, Chinola Passionfruit Liqueur, Fresh Lime and Demerara Syrup

#### Whiskey/Scotch

Blood and Sand: Scotch, Cherry Heering, Sweet Vermouth and Fresh Orange  
The Mermaid & The Walrus: Bourbon, Fresh Grapefruit, Simple Syrup, Angostura Bitters  
Asbury Iced Tea: Lemongrass/Mint Tea Bourbon, Cane Sugar Ginger Ale, Fresh Mint

#### Gin

Watermark G&T: Bluecoat Gin, Organic Hand-made Tonic Syrup and Club Soda  
Grace & Passion: Grace Gin, Chinola Passionfruit Liqueur, Amaro, Orange Bitters  
Bow-Ty: Bluecoat Gin, Blood Orange Purée, Muddled Mint, Fresh Lime, Agave Nectar

#### Tequila/Mezcal

Spicy Strawberry Margarita: Jalapeno Tequila, Strawberry Purée, Cointreau, Fresh Lime  
The Rose: Organic #1 Tequila, House Rose Syrup, Metaxa, Fresh Lime, Rhubarb Bitters  
Smokey Basil Paloma: Del Maguey Mezcal, Fresh Grapefruit, Basil Syrup and Fresh Lime

#### Low Alcohol

Lemonada: St-Germain, Fresh Grapefruit and Lemon, Simple Syrup and Club Soda  
Ramblin' Rose: Cherry Heering Liqueur, Blood Orange Purée, Simple Syrup, Club Soda  
Rooftop Cocktail: Passoã Passionfruit, Fresh Orange, Ginger Ale, Rhubarb Bitters

#### No Alcohol/Zero Proof

Prohibition Punch: Apple Cider, Fresh Lemon, Cinnamon Syrup, Ginger Ale  
The Lavender Spritz: House-Made Lavender Syrup, Fresh Lemon and Club Soda  
Nada Margarita: Ritual N/A Tequila, Fresh Lime/Orange, Agave, N/A Orange Bitters



### Beer (All Offered)

Allagash White  
Amstel Light  
Asbury Brewing; Blonde  
Bradley Brew Project; Jersey Lager  
Grimm Ales; Wavetable IPA  
Medusa Brewing; Bohemian Pilsner  
Ironbound Original Hard Cider  
Miller Lite  
Negra Modelo  
Stella Artois  
Pacifico  
Lawson's Sip of Sunshine IPA  
Stone Brewing IPA  
Zero Gravity Little Wolf Pale IPA

### Sparkling (All Offered)

Prosecco, Acinum, Italy, NV  
Brut, Cava, Gran Sarao, Spain NV  
Sparkling Rose, Graham Beck, Stellenbosch, SA

### White (All Offered)

Chardonnay, Raeburn, California, '21  
Pinot Grigio, Rapido, Torre di Luna, Italy '22  
Sauvignon Blanc, Cederberg, SA '22

### Rose

Rose, Wolfffer Estate, Long Island, NY '22

### Red (All Offered)

Cabernet, Round Hill, Central Coast, CA, '21  
Pinot Noir, Resplendent, Oregon '21  
Merlot, Heaven Hills, Columbia, WA '19  
Malbec, Gouguenheim Reserva, Argentina '20

## Wedding Cocktail Sample Menu

Couple's Names  
Saturday March 24th 2023

### Specialty Cocktails

#### Watermark Mimosa

Champagne and Blood Orange Purée

#### Violetta

Hangar One Vodka, Crème de Violette,  
Fresh Lemon Sour

#### Red Sangria

Pineapple Infused Dark Rum, Fresh Pineapple,  
Red Wine, Grenadine and Champagne

#### Asbury Iced Tea

Lemongrass and Mint Tea Infused Bourbon,  
100% Pure Cane Sugar Ginger Ale, Fresh Mint

#### The Watermark G&T

Bluecoat Gin, Organic Hand-made Tonic Syrup,  
Topped with Club Soda

#### Spicy Strawberry Margarita

Jalapeno and Strawberry Tequila, Cointreau, Fresh Lime

#### Lemonada (Low Alcohol)

St-Germain, Fresh Grapefruit and Lemon,  
Simple Syrup and Club Soda

#### Prohibition Punch (No Alcohol)

Apple Cider, Fresh Lemon, Cinnamon Syrup  
Topped with Ginger Ale