

AVA BEACH BAR — DJ ADVANCE

23 Ocean Ave N, Long Branch, NJ 07740

[Avenue Long Branch — Website / Google Maps](#)

MAIN CONTACTS

☎ SSP & Flight Emergency Line: 610-624-8887 (Text First, Then Call if No Reply)

☎ Booking Management: Jon Schaffer 610-888-4777 • jschaffer@flight-entertainment.com

Venue Managers: Amnon Pick (GM) / Anthony Nitopi (Bar Mgr)

VENUE OVERVIEW

Avenue is an upscale restaurant, rooftop lounge, and beach bar set directly on the boardwalk in Pier Village, Long Branch, NJ — a vibrant oceanfront destination known for upscale dining, boutique shopping, and beachfront nightlife just steps from the Atlantic.

Nearby / notable:

- Pier Village boardwalk, shops & restaurants
- Long Branch Beach
- Seven Presidents Oceanfront Park
- Ocean Place Resort & Spa

PERFORMANCE OVERVIEW

AVA BEACH BAR (MAIN PERFORMANCE AREA)

- **Room:** Outdoor beachfront venue, approx. capacity 1,000+ guests
- **Production:**
 - Full House Sound system provided with XLR connections available
 - Booth monitors provided
 - Alpha Theta XDJ-AZ DJ Controller, or you may choose to bring your own

Typical Set Times:

- Friday: 4PM–8PM
- Saturday & Sunday: 12–4PM or 4PM–8PM
- Holiday schedules may vary
- Set extensions may be requested with additional compensation

Music Guidelines and Format:

- Upscale, high-energy beach club vibe
- Tech House, Dance Remixes & Mashups, Club Anthems, & Upbeat House Music
- Artists such as John Summit, Dom Dolla, Meduza, Calvin Harris, etc.
- Keep music upbeat, clean, and recognizable — no explicit lyrics whatsoever
- 120+ BPM preferred
- Requests are encouraged within format
- Minimal microphone use (house announcements only)

ROOFTOP POOL CLUB (ALTERNATE PERFORMANCE AREA):

- **Room:** Used for private member events & in case of inclement weather, approx. capacity 150+ guests
- **Production:**
 - Full sound & lighting provided
 - XLR plug-in available
 - Performance times vary by event

RESTAURANT / PATIO (ALTERNATIVE PERFORMANCE AREA):

- **Room:** Upscale dining area with an outdoor patio, can hold about 150+ guests
- **Production:** DJ must bring full mobile system

IMPORTANT INSTRUCTIONS

- Arrive prepared and at least 30 minutes prior to your start time
- Keep setup area clean and organized
- Remove all trash after performance
- No personal signage or branding displays beyond laptop logos
- Adhere to strict volume decibel levels allowed by local ordinances
- All payments will be mailed from Flight offices to you or your agent

WEATHER POLICY

- Assume performances are rain or shine unless notified otherwise
- Shift may move to Rooftop Bar if space is available
- In questionable weather, contact us before leaving for the job
- We will attempt to provide cancellation notice ASAP
- Emergency Contact: 610-624-8887

ARRIVAL & LOAD-IN

Arrival Time: Please arrive 30–60 minutes before your set time

Check-In Process:

1. Park in front loading zone with hazards on
2. Check in at hostess stand
3. Ask for Manager on Duty
4. Load equipment into performance area:
 - **AVA Beach Bar:** Enter ramp on right of property, proceed to DJ hut
 - **Rooftop:** Enter main restaurant doors and take stairs or elevator to top floor
 - **Restaurant / Patio:** Enter through main doors for Restaurant, or to the left of the building for Patio
5. Move vehicle after unloading

Parking Notes:

- Pier Village garage and street parking can be limited and expensive
- Earlier arrivals are strongly encouraged
- Free street parking may be available several blocks away

HOSPITALITY

Food & Beverage Allowance:

- DJs receive a \$50 Food & Beverage tab
- Tab is valid only in your assigned performance area
- Introduce yourself to the bartender before ordering — standard gratuity is expected
- Important: this privilege may be revoked if abused

MARKETING & PROMOTIONS

- **DO NOT** create any event collateral on your own whatsoever
- **DO NOT** use the likeness of AVA or Avenue brand in any way on your own whatsoever
- Approved collateral will be provided by Flight / Avenue the week of your performance
- Re-share any flyers/posts that may be shared with you from Flight, Schaffer or Venue
- Promote your event across all platforms, and capture & share live performance content to share
- Add performance dates to your public website/calendar
- Please Tag & Follow: @avabeachbar, @avenuelongbranch, @flightentgroup, @schaffersounddjs
- Add an authentic 5-star Google review about your experience at the venue