

RENTAL PACKET

Hello!

Thank you so much for your interest in holding your event here at the Averitt Center. We are happy to provide you a location for your guest speaker, a small concert, or dance recital.

In this packet you will find information on how we can help you and how we are established to help you make your event a success. We have tried to include the most frequently asked questions and cover the most common concerns from your first phone call through when you leave our facility on your event date. We hope you find this information a valuable thought process in planning your event.

The last page of this packet will need to be filled out and returned.

Yours truly,
Tony Phillips, Rental Coordinator

WHAT WILL I BE GETTING?

Depending on the package you select, you will be getting a variety of services with your rental package. For example, if you choose the LECTURE PACKAGE, your speaker will have access to the stage an hour prior to the speech to get accustomed to the space, do a sound check, and position their lecture notes. There is time for a two-hour presentation and another hour for your patrons visit each other as the audience members exit the theater. The rental fees for this four-hour event covers the theater expense for you and your patrons. The other package includes more hours and includes more services for you. See our section on packages for more information.

WHO WILL HELP ME?

Your contact person for your rental will be rental coordinator Tony Phillips. He will provide paperwork, support, and answer any questions you might have. All tickets for rental events will be sold through our box office. Box office manager Rachel Elkins will oversee the ticket printing and selling of your tickets through the Averitt Center box office, either in person and over the phone. In addition, she will manage your tickets being sold on-line. She will also provide someone to sell tickets to your event on the day of the show. In addition to Tony and Rachel, you will be provided a house manager to oversee the front of the house operations and handle any patron needs as they arise on your event date. You will also be provided with a trained will call attendant to give out pre-sold tickets to your patrons and a ticket taker to take up tickets at the door. The cost for this set of trained and crucial personnel is covered by your box office ticket fee to assure a safe and successful event.

WHAT DO I NEED TO DO TO GET THIS PROCESS STARTED?

The first thing you need to do is complete the EVENT INFORMATION FORM (last page of this packet) and return it to rental coordinator Tony Phillips. You can scan it to him via email (tphillips@averittcenterforthearts.org), fax it to (912) 212-2789, mail it to PO BOX 926, STATESBORO, GA 30459, or hand deliver it to him at the Averitt Center main building at 33 East Main Street, in downtown Statesboro. Tony will work with the technical director and the

executive director to determine if the date you selected is possible and if we will be able to grant your request based on your technical needs and sometimes limited technical capabilities.

WHAT HAPPENS NEXT?

If we cannot handle your rental request because of a date conflict, we will help you find another date if you'd like. If we cannot handle your rental because of our limited technical needs, we will let you know. If we can handle your event based on opening in our calendar and our confidence in our technical capabilities, we will let you know and will work with you to help you make your event successful.

DO I NEED TO PAY A DEPOSIT?

If we are able to help you, half of your rental fees will be due immediately to secure your rental on our calendar. The deposit is non-refundable.

WHEN WILL MY FINAL RENTAL PAYMENT BE DUE?

Your final rental payment is due one week prior to your event.

WILL THE AVERITT HELP ME PROMOTE MY EVENT?

You are responsible for promoting your own event. However, if you'd like for the Averitt Center to help you, we have several simple marketing packages that you can select. On Chart B you will see information on how you can get your event and logo as a feature page on our web site and be included in our weekly e-blast to our Averitt Center patrons.

WILL MY NAME BE ON THE MARQUEE?

We use the lighted marquee outside the Emma Kelly Theater to promote our own events. If you would like for your event to be on the marquee, and we are not promoting our own show, you can add that on in the add-on's portion of your EVENT INFORMATION SHEET.

WHEN WILL YOU START SELLING MY TICKETS?

We need at least 48 hours to get your tickets ready to go on sale. You can tell us the exact date you want the tickets to go on sale when you complete the EVENT INFORMATION SHEET.

WHERE AND HOW CAN MY CUSTOMERS BUY MY TICKETS IN PERSON?

Your patrons can stop by Monday through Friday from 10:00 a.m. until 7:00 p.m. to purchase tickets in person. Our box office is conveniently located at our Welcome Desk in the Main Gallery. There are no additional fees for tickets sold in person.

CAN MY PATRONS BUY TICKETS OVER THE PHONE?

Your patrons can also call us during the times listed above and purchase them via the telephone. Our telephone number for is (912) 212 – 2787. There are no additional fees for tickets sold on the phone.

WILL MY TICKETS BE ON SALE ON-LINE?

Yes. Your tickets will also be for sale on-line. This gives your patrons 24 hour access to purchase your tickets. Our software company charges an on-line convenience fee of \$5 per transaction.

HOW MUCH MONEY DO I GET FROM THE TICKET SALES?

Included in this packet is Chart A that will show you how much money you will be getting per ticket from your ticket sales. If you need a certain amount of money per ticket, this chart will also be useful in determining the price of your ticket.

WHEN WILL I GET MY PORTION OF THE TICKET MONEY?

Our accountant cuts checks once a week, usually on Thursdays. So, Rachel will run a report of your tickets sales through the ticket office and Tony will use that report to ask our accountant to write you a check for your portion of the ticket price.

WHAT IS THE RESTORATION FEE?

It is a small non-taxable donation so that we can raise a small amount of money to help us upkeep our beautiful historic building.

WHAT IS THE TICKET FEE?

The ticket fee goes to cover the creation and sales of your tickets from the day we create them until the date of your show. Sometimes that is several months of us selling your tickets. The fee also goes to cover the personnel costs of the four people we have on duty for you for your event. This includes someone to sell tickets to your event on the day of the show, a house manager to oversee the front of the house operations and handle any patron needs as they arise on your event date. This also includes a trained will call attendant to handle distributing pre-sold tickets to your patrons that day and a ticket taker to take up tickets at the door.

YOU PAY TAXES?

As a presenter, you are required to pay taxes on our ticket sales. We take care of that for you by paying the 8% tax for you.

CAN I SELL CONCESSIONS AT MY EVENT?

All concessions sold at the Averitt Center will be sold by the Averitt Center. We provide that as a service when we have events. We use those funds to provide youth scholarships to the Averitt Center as a non-profit agency.

CAN I SELL MERCHANDISE AT MY EVENT?

Yes, we are glad to have you sell merchandise like CDs, books, t-shirts, etc. on the day of your event. As you leave, we will accept 20% of the total sales as a donation to us as a non-profit agency.

WHAT ARE THE PACKAGES LIKE? HOW LONG DO THEY LAST? HOW MUCH?

LECTURE PACKAGE

The Lecture Package is only \$600. It gives you a total of four hours in the theater. Designed for a lecture, this package includes use of theater, access to restrooms and one microphone on a stand. It includes one hour of access to the theater prior to the beginning of the lecture, two hours for the presentation, and one hour for leaving the building and for your patrons to buy any merchandise, books, and leave the building.

SHOW PACKAGE

The Show Package is for concerts, dance recitals, fashion shows, or award shows. The beginning price is only \$1500 and includes access to the theater on two different days and a total of 11

hours in the theater. Since it is a show, it also includes access to the two small off-stage dressing rooms and the green room. If extra rooms are needed, they can be added on in the add-on section.

WHAT ARE THE ADD-ON SERVICES AVAILABLE TO ME?

We understand that sometimes you need help with promoting your show, a little extra space because you have a lot of performers, or just a couple more hours in the theater. We have these extra services available for you. The extra rooms, if available, are \$50 per room per day. The front of the marquee, if available, is \$75 per day. Extra hours in the theater, if available, are \$100 per hour. Our marketing team has also offered to help you promote your event and some of their services are listed in Chart B in this packet.

CHART A

ticket price	restoration fee	sub total	box off fee	8% tax	3% cc fee	\$ to renter
6	-1	5	-4	-0.4	-0.15	0.45
7	-1	6	-4	-0.48	-0.18	1.34
8	-1	7	-4	-0.56	-0.21	2.23
9	-1	8	-4	-0.64	-0.24	3.12
10	-1	9	-4	-0.72	-0.27	4.01
11	-1	10	-4	-0.8	-0.3	4.9
12	-1	11	-4	-0.88	-0.33	5.79
13	-1	12	-4	-0.96	-0.36	6.68
14	-1	13	-4	-1.04	-0.39	7.57
15	-1	14	-4	-1.12	-0.42	8.46
16	-1	15	-4	-1.2	-0.45	9.35
17	-1	16	-4	-1.28	-0.48	10.24
18	-1	17	-4	-1.36	-0.51	11.13
19	-1	18	-4	-1.44	-0.54	12.02
20	-1	19	-4	-1.52	-0.57	12.91
21	-1	20	-4	-1.6	-0.6	13.8
22	-1	21	-4	-1.68	-0.63	14.69
23	-1	22	-4	-1.76	-0.66	15.58
24	-1	23	-4	-1.84	-0.69	16.47
25	-1	24	-4	-1.92	-0.72	17.36
26	-1	25	-4	-2	-0.75	18.25
27	-1	26	-4	-2.08	-0.78	19.14
28	-1	27	-4	-2.16	-0.81	20.03
29	-1	28	-4	-2.24	-0.84	20.92
30	-1	29	-4	-2.32	-0.87	21.81
31	-1	30	-4	-2.4	-0.9	22.7
32	-1	31	-4	-2.48	-0.93	23.59
33	-1	32	-4	-2.56	-0.96	24.48
34	-1	33	-4	-2.64	-0.99	25.37
35	-1	34	-4	-2.72	-1.02	26.26
36	-1	35	-4	-2.8	-1.05	27.15
37	-1	36	-4	-2.88	-1.08	28.04
38	-1	37	-4	-2.96	-1.11	28.93
39	-1	38	-4	-3.04	-1.14	29.82
40	-1	39	-4	-3.12	-1.17	30.71

Chart B

MARKETING PACKAGES

MARQUEE & MORE

- Marquee: Front Panel \$75 per day.
- Jumbo Posters Displayed in an Emma Kelly Theater Shadow Box. \$1 per day.
- Jumbo Poster Displayed in Rosengart Gallery Windows. \$1 per day.
- Jumbo Poster Displayed in Main Gallery Hallway. \$1 per day.

GET ME ON SOCIAL MEDIA

\$125 per week

- Web-Site. All 7 days.
- E-Blast. One per week.
- Facebook Post. One per week.

HELP ME WITH THE MEDIA (not guaranteed)

\$125

- Press Release Written & Submitted. One.
- Averitt Happenings in Statesboro Herald on Saturday. One.
- Statesboro Herald Daily Calendar on Page 2.

MAKE MY PUBLICICTY LOOK GOOD

\$125 plus printing costs

- Poster Created
- 11"x17" Posters Printed. \$15 for 12
- 24"x36" Jumbo Posters Printed. \$50 for 3

MAKE ME LOOK GOOD ON SHOW DAY

\$125 plus printing costs

- Playbills Created 8.5"x11" Folded Creating a 4-Page Playbill.
- Playbills Printed. \$36 for 12.

EVENT INFORMATION FORM

This is an information gathering form, not a contract. We will use this information to determine if we can host your event. This decision is based on the event date and the technical requirements of your event. Please provide as many technical detail requirements as possible. A technical rider is preferred if you have one. We will discuss this and let you know. We will do our best to provide an answer in 48 hours.

Venue (Circle One): Emma Kelly Theater or Whitaker Black Box Theater

CONTACT INFORMATION

Name: _____
Mailing Address: _____
City, State, Zip: _____
Telephone: _____
Email: _____

EVENT INFORMATION

Name of Event: _____
Description of Event: _____
Date of Event: _____
Number Expected to Attend Event: _____

EVENT RESERVATION AND TIMES

Your reservation and times listed here MUST include your set up and clean up time. You're set up before and clean up after must take place within your rental reservation time listed here.

Time of day you will begin to occupy the space (SET UP): _____
Published Beginning Time of Event (CURTAIN): _____
Published Ending Time of Event (BOWS): _____
Time of day you will exit the space (FAREWELL): _____

ADDITIONAL TICKET INFORMATION

Ticket Price (See Chart A): _____
Date You Want Tickets To Go On-Sale: _____
Sell My Tickets (Circle All Formats That You Want): Box Office On-Line Day of Show
Ticket Type (Circle One): Reserved or General Admission

HERE'S THE PACKAGE I WANT

Lecture Package @ \$600 or Show Package @ \$1500 _____

IF AVAILABLE, I ALSO WANT TO ADD ON

Extra Room @ \$50 per room per day _____
Marquee @ \$75 per day List Day(s) Here: _____
Marketing Services: Name of Package: _____
Extra hours in the theater @ \$100 per hour _____

My TOTAL _____