Elevator Project is not a grant program. The following information clarifies how the series supports productions and what funding responsibilities remain with you.

PLEASE READ THIS SECTION IN ITS ENTIRETY BEFORE APPLYING.

Financial Expectations

- **You will likely need to raise additional funds** to produce your show. Elevator Project is not a turnkey production.
- You will receive an **Artist Guarantee**, determined by the number of performances and the selected venue (as stated in your contract).
- You will receive **50% of the Artist Guarantee + a $1,000 Tech Crew Buyout in advance** to support pre-production.
- If selected, your **Offer Sheet** will outline:
    - **Estimated Expenses:** Artist Guarantee, Fixed Expenses (typically $4,500), and Estimated Variable Expenses (e.g., credit card fees, music rights).
    - **Estimated Revenue:** Based on number of performances and venue capacity.
- After all expenses are reconciled, **100% of any overage goes to the Artist.** The Center does not retain any portion unless a unique arrangement is contractually agreed upon.
- The Center will settle your show **within 10 business days after strike**, issuing the remaining 50% of the Artist Guarantee and any overage.
- **Ticket prices start at $29.50 before fees.**

Typical Performance Schedules

- Plays generally run **5–10 performances** over one or two weekends.
- Other productions typically run **3 performances** over one weekend.
- If ticket sales reach **85% of venue capacity** by the Saturday one week before load-in (about 10 days), an **additional performance may be considered**—only if venue and staff availability allow. This is not guaranteed.
- **Strauss Square** productions may be limited to **one performance**.

What the Center Provides

Production Support

- The Center assigns **one Production Supervisor** to liaise with your team.
- The Center provides **Front-of-House staff and/or volunteers**, including:
    - Ticketing and Box Office
    - Concessions
    - Ushers
    - EMS
    - Parking
    - Security
- ***Outside volunteers are not permitted.***

Marketing Support

- The Center supports your marketing through:
    - Social media
    - Email
    - Traditional marketing
    - Publicity
- **You must supply all required images and marketing assets.**

Ticketing Services

The Center manages all Ticketing Department functions, including:

- Creating your show in the ticketing system
- Building your show page on the Center's website (in collaboration with Marketing)
- Selling tickets online, by phone, and at the Box Office
- Processing all group sales

Merchandise

- Merchandise sales are **100% yours**.
- **You must provide your own sales personnel.**

###MORE###

What the Center *Does Not* Provide

These are the areas where applicants often misunderstand the requirements. The following responsibilities belong entirely to **you**:

Labor & Technical Production

You must provide **all labor except the Production Supervisor**, including:

- Load-in support
- Set-up of staging, seating risers, chairs, handrails, lobby tables, and Marley flooring (if applicable)
- All lighting, audio, multimedia prep, soft goods hanging, and production/design personnel
- All labor from load-in through strike

Permits

- If a permit is required (e.g., fire department, rigging), **you are solely responsible** for obtaining it.
- The Center will determine whether a permit is needed.

Insurance

- You must provide a **Certificate of Insurance** naming the Center and the City of Dallas as **Additional Insured**.
- This must be submitted **no later than two weeks before load-in. No exceptions.**

For questions, contact **ElevatorProject@attpac.org or call 214-978-2840.**