



FUNDING YOUR ELEVATOR PROJECT

What You Need to Know if Your Production is Chosen

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

- You will likely need to raise additional funds to produce your show.
- You will receive an **Artist Guarantee**, based on the number of performances and the selected venue, as stated in your contract.
- You will receive **50% of the Artist Guarantee plus 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 of the overage 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.**
- **Plays typically run 5–10 performances** over one or two weekends.
- **Other productions generally run 3 performances** over one weekend.
- If ticket sales reach **85% of venue capacity by the Saturday one week before load-in (generally 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.**
- The Center will assign **one Production Supervisor** to liaise with your team.
- You must provide **all other labor**, 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 from load-in through strike

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- The Center will **support your marketing efforts** via social media, email, traditional marketing, and publicity. You must supply all required images and marketing assets.
- The Center staff and/or volunteers will provide **Front-of-House services**, including ticketing, box office, concessions, ushers, EMS, parking, and security.
- **Outside volunteers are not permitted.**
- The Center will manage **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 sales are 100% yours.** You must provide your own sales personnel.
- If a **permit is required** (e.g., fire department, rigging), it is **your sole responsibility**. The Center will determine whether a permit is needed.
- You must provide a **Certificate of Insurance** naming the Center and the City of Dallas as "Additional Insured" **no later than two weeks before load-in. No exceptions.**
- For questions, contact **ElevatorProject@attpac.org**.