



## **FUNDING YOUR ELEVATOR PROJECT What You Need to Know if Your Production is Chosen**

While The Elevator Project is not a grant program, the following points may help you understand the basics of the series and give you clarity on funding your production.

- You will likely need to do additional fundraising for your production.
- You will receive an Artist Guarantee based on the number of performances and the chosen venue, as listed on the contract.
- You will receive 50% of the Artist Guarantee plus \$1,000 ("Tech Crew Buyout") ahead of the performances to assist you in producing your work.
- The Offer Sheet for your show, if you are chosen, will include the Artist Guarantee and the Tech Crew Buyout on the Revenue side, and the Fixed Expenses (generally \$4,500) and Estimated Variable Expenses (credit card fees, music rights, etc.) on the Expense side.
- Once all expenses are cleared, 100% of the overage goes to the Artist, in addition to the Artist Guarantee and Tech Crew Buyout. The Center will not take a cut of the overage unless a unique situation arises and it is agreed to in the contract.
- The Center will settle the show in 10 business days after strike with the 50% balance due of the Artist Guarantee, plus 100% of overage, if any.
- All ticket prices have a \$25.25 base price before fees.
- Plays might run 5 - 10 performances, either one weekend or two.
- Other productions generally run for 3 performances over one weekend.
- When ticket sales revenue hits 85% of capacity by the Saturday before load-in, an additional performance may be considered if the venue is available and staff can support it. This is not guaranteed unless all conditions are met.
- Occasionally, a Strauss Square production will have only one performance.
- The Center will assign one Production Supervisor to serve as a liaison between the Center and your team;
  - You must provide **ALL** other labor:
    - Helpers with load-in, setting up staging, seating risers, chairs, handrails, lobby tables, and laying a Marley (if needed).
    - All light, audio, multi-media preparation, hanging soft goods, and any and all production and design personnel from load-in through strike.

\*\*\* *MORE* \*\*\*

- Center staff will support and augment your marketing efforts in social media, email, traditional marketing, publicity, etc.
  - You will need to supply images and additional marketing assets.
- Center staff and/or volunteers will supply all of your Front-of-House needs (ticketing and box office, concessions, ushers, EMS, parking, security)
  - No outside volunteers can be accepted.
- Center staff will handle all Ticketing Department needs:
  - Creating the show in the system
  - Creating the page on the Center's website (with Marketing Dept.)
  - Selling all tickets online, by phone, and at the Box Office before each performance.
  - Center staff will process all Group Sales.
- Any merchandise you sell is 100% yours. You supply the personnel.
- If a permit is required (i.e. fire department, rigging), that is the sole responsibility of the production, not the Center. The Center will decide whether you need a permit.
- Your production will need to provide a Certificate of Insurance showing the Center and the City of Dallas as "Additional Insured" no later than two weeks before load-in. No exceptions.
- Additional questions: please contact [ElevatorProject@attpac.org](mailto:ElevatorProject@attpac.org)