

AT&T PERFORMING ARTS CENTER

TICKETED RENTAL FEE PRICING

RENTAL RATES

Location Name	Rent for 1 Performance Day	Capacity	Photos	Technical Specifications	Notes
Winspear Opera House McDermott Hall	\$23,000	2,200	Click here	Click here	Union house
Hamon Hall / Studio Theatre	\$3,500	270 Recep. 150 Dining 150 theater style	Click here	Click here	Rehearsal / Reception space to add on to a McDermott rental
Wyly Theatre Potter Rose Hall	\$8,500	560	Click here	Click here	
Annette Strauss Square	\$20,000 \$14,000 (In House Sound)	2,500	Click here	Click here	Outdoor venue with covered stage

INCLUDED IN RENTAL RATES

House Sound
House Lights
Front of House Staff
Janitorial
Standard Security
Internet
Box Office Staffing

Marketing

ADDITIONAL

Stagehand Labor – Custom quote based on show needs and date
Equipment Rentals – Responsibility of client
Digital Marketing Services
Piano Rental and Tuning
Increased Security Requirements

*Rates based on 1 performance where the house is open to the public for 4 - 6 hours.
Additional performances incur additional charges.*

See inclusions of marketing by space as outline below.

TICKETING

Schedule of Fees:	
Sales Tax	8.25% included in face value of ticket
Facility Fee	\$4.75 per ticket included in face value of ticket
Ticket Service Fee	28% per ticket fee on total ticket price + \$1.50 per order fee
Credit Card Charges	4% of gross credit card sales at the box office
Group Sales Commission	10% of all orders of 10 or more tickets processed through group sales
Group Sales Handling Fee	\$15.00 per order; charged directly to patron for all group sales orders
Merchandise	80/20 Artist Sells or 75/25 Venue Sells 90/10 Recorded

Ticketing must be done through the AT&T PAC

MARKETING

<u>Included:</u>	
Webpage	on attpac.org
Ticket Buyer List	provided upon request after the performance
<u>Additional:</u>	
McDermott Hall	• On-Sale Week Emails – (M-announce W- Presale F- On-Sale) • Outdoor Digital Signage – (6 weeks prior to event) • 2 Social Posts • Inclusion in Calendar Style Emails – Dedicated E-blast • Only if under 50% sold at 30 days out • Webpage with copy, image and carousel inclusion • ADD ON- Pixel inclusion - \$1000 ONE TAG ONLY
Potter Rose Performance Hall	• On-Sale Week Emails – (M-announce & F- On-Sale) • Outdoor Digital Signage – (4 weeks prior to event) • 1 Social Post • Inclusion in Calendar Style Emails • Dedicated E-blast – Only if under 50% sold at 30 days out
Strauss Square	• On-Sale Week Emails – (M-announce & F- On-Sale) • Outdoor Digital Signage – (4 weeks prior to event) • 1 Social Post • Inclusion in Calendar Style Emails • Dedicated E-blast – Only if under 50% sold at 30 days out
Hamon Hall	• On-Sale Email only • Inclusion in Calendar Style Emails • Dedicated E-blast – Only if under 50% sold at 30 days out
Studio Theatre	• On-Sale Email only • Inclusion in Calendar Style Emails • Dedicated E-blast – Only if under 50% sold at 30 days out

MARKETING CONT.

- Everything is subject to AT&T PAC Marketing approval and timeline
- Client must provide all digital assets
- Everything is based on a minimum of 90 day runway anything less than is not guaranteed all aspects
- Dedicated e-blasts are at our discretion as to how many emails/date sent

MISCELLANEOUS

Food and beverage concessions open for all performances.

Exclusive front of house caterer is G Texas Catering.

Parking available in two underground parking facilities on campus: Lexus Red Parking and Lexus Silver Parking.

Performance pricing for patrons:

Lexus Red Parking:

\$24 self-park

\$34 valet

Lexus Silver Parking:

\$22 self-park

A fully executed contract and 50% deposit are required before tickets go on-sale.

Remaining 50% deposit is due 1 month prior to 1st day in the venue.