

# AT&T PERFORMING ARTS CENTER

## TICKETED RENTAL FEE PRICING

### RENTAL RATES

<u>Location Name</u>	<u>Rent for 1 Performance Day</u>	<u>Capacity</u>	<u>Photos</u>	<u>Technical Specifications</u>	<u>Notes</u>
Winspear Opera House McDermott Hall	\$17,000	2,200	<a href="#">Click here</a>	<a href="#">Click here</a>	Union house
Hamon Hall	\$1,500	270 Recep. 150 Dining 150 theater style	<a href="#">Click here</a>	<a href="#">Click here</a>	Rehearsal / Reception space to add on to a McDermott rental
Wyly Theatre Potter Rose Hall	\$4,500	560	<a href="#">Click here</a>	<a href="#">Click here</a>	
Annette Strauss Square	\$16,500	2,400	<a href="#">Click here</a>	<a href="#">Click here</a>	Outdoor venue with covered stage

### INCLUDED IN RENTAL RATES

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

### 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.*

### TICKETING

<u>Schedule of Fees:</u>	
Sales Tax	8.25% included in face value of ticket
Facility Fee	\$4.25 per ticket included in face value of ticket
Ticket Service Fee	23% per ticket fee on total ticket price + \$5.00 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

<b>Included:</b>	
Webpage	on ticketdfw.com
Inclusion in TicketDFW E-Blast	1 - 2 inclusions 4 weeks prior to event date to TicketDFW e-mail list
Ticket Buyer List	provided upon request after the performance
<b>Additional:</b>	
*On-Sale Week E-mails	\$1,000 – upgrade from ticket DFW e-mails Inclusion in up to 4 e-mails using the following format: Monday - Announcement Wednesday - Member e-mail if pre-sale access is allowed Thursday - Corporate member e-mail if pre-sale is allowed Friday - Public On-sale
Dedicated E-mail	\$0.10 per e-mail address - limited to a maximum 25,000 addresses
*Inclusion in Calendar Style E-mails	\$500, 5 - 8 inclusions
Social Media Post	\$100 set-up fee per post. Client responsible for any boosts
*Webpage	\$500 event page on attpac.org – upgrade from ticket DFW webpage
On-Campus Outdoor Digital Signage	\$250 to be included in rotation 4 weeks prior to event date

\*suggested basic Marketing package = \$2,000

## 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: Red Parking and Silver Parking.

Performance pricing for patrons:

\$20 self-park

\$30 valet

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.