

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>
<i>Winspear Opera House McDermott Hall</i>	<i>\$16,500</i>	<i>2,200</i>	<i>Click here</i>	<i>Click here</i>	<i>Union house</i>
<i>Hamon Hall</i>	<i>\$1,000</i>	<i>270 Recep. 150 Dining</i>	<i>Click here</i>	<i>Click here</i>	<i>Rehearsal / Reception space to add on to a McDermott rental</i>
<i>Wyly Theatre Potter Rose Hall</i>	<i>\$4,000</i>	<i>560</i>	<i>Click here</i>	<i>Click here</i>	<i>Minimum 4-day rental</i>
<i>Annette Strauss Square</i>	<i>\$10,000</i>	<i>2,400</i>	<i>Click here</i>	<i>Click here</i>	<i>Outdoor venue with covered stage</i>

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>	
<i>Sales Tax</i>	<i>8.25% included in face value of ticket</i>
<i>Facility Fee</i>	<i>\$3.00 per ticket included in face value of ticket</i>
<i>Ticket Convenience Fee</i>	<i>ticket price of \$25.00 or less incurs a fee of \$5.00 per ticket ticket price of \$25.01-\$45.00 incurs a fee of \$8.00 per ticket ticket price of \$45.01-\$75.00 incurs a fee of \$10.00 per ticket ticket price of \$75.01-\$99.00 incurs a fee of \$12.00 per ticket ticket price of \$99.01-\$150.00 incurs a fee of \$14.00 per ticket ticket price of \$150.01 and above incurs a fee of \$16.00 per ticket * fee charged directly to patron on phone and internet orders</i>
<i>Credit Card Charges</i>	<i>4% of gross credit card sales at the box office</i>
<i>Group Sales Commission</i>	<i>10% of all orders of 10 or more tickets processed through group sales</i>
<i>Group Sales Handling Fee</i>	<i>\$15.00 per order; charged directly to patron for all group sales orders</i>
<i>Merchandise</i>	<i>80/20 Artist Sells or 75/25 Venue Sells 90/10 Recorded</i>

Ticketing must be done through the AT&T PAC

MARKETING

<u>Included:</u>	
<i>Webpage</i>	<i>on ticketdfw.com</i>
<i>Inclusion in TicketDFW E-Blast</i>	<i>1-2 inclusions 4 weeks prior to event date to TicketDFW e-mail list</i>
<i>Ticket Buyer List</i>	<i>provided upon request after the performance</i>
<u>Additional:</u>	
<i>*On-Sale Week E-mails</i>	<i>\$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</i>
<i>Dedicated E-mail</i>	<i>\$.02 per e-mail address</i>
<i>*Inclusion in Calendar Style E-mails</i>	<i>\$500, 5 - 8 inclusions</i>
<i>Banner Ad in E-mails</i>	<i>\$750 for 4 inclusions in 1 week</i>
<i>Social Media Post</i>	<i>\$100 set-up fee per post. Client responsible for any boosts</i>
<i>*Webpage</i>	<i>\$250 event page on attpac.org – upgrade from ticket DFW webpage</i>
<i>*Homepage Carousel</i>	<i>\$250 to be included in homepage carousel as event date approaches</i>
<i>On-Campus Outdoor Digital Signage</i>	<i>\$250 to be included in rotation 4 weeks prior to event date</i>

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

MISCELLANEOUS

Food and beverage concessions open for all performances

Exclusive front of house caterer is Wolfgang Puck Catering

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

Performance pricing for patrons:

\$17 self-park

\$27 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