

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

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	\$4.00 per ticket included in face value of ticket
Ticket Convenience Fee	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 \$9.00 per ticket ticket price of \$45.01 - \$75.00 incurs a fee of \$11.00 per ticket ticket price of \$75.01 - \$99.00 incurs a fee of \$13.00 per ticket ticket price of \$99.01 - \$150.00 incurs a fee of \$15.00 per ticket ticket price of \$150.01 and above incurs a fee of \$17.00 per ticket * fee charged directly to patron on phone and internet orders
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 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
<u>Additional:</u>	
*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	\$.02 per e-mail address
*Inclusion in Calendar Style E-mails	\$500, 5 - 8 inclusions
Banner Ad in E-mails	\$750 for 4 inclusions in 1 week
Social Media Post	\$100 set-up fee per post. Client responsible for any boosts
*Webpage	\$250 event page on attpac.org – upgrade from ticket DFW webpage
*Homepage Carousel	\$250 to be included in homepage carousel as event date approaches
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 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.