

The Classic Center Performing Arts Theatre

Rental Policies

The Classic Center Theatre is a state-of-the art performing arts center with 2,053 seats.

RENTAL RATE

The Classic Center's theatre rental rate is designed to cover the basic costs associated with renting the theatre. Theatre rental is for space rental only (tables, props, etc. are not included). Standard lighting, heating and air conditioning will be provided two hours prior to your scheduled show/event.

SUMMARY OF THEATRE RENTAL COSTS



Theatre Rental	\$4,500 flat rate/ \$3,750 Not-for-profit
Box Office Fees	3.5 % of gross sales, cap to be negotiated
Credit Card Fees	3.5 % of credit card sales
Sales Tax	7 % of gross ticket sales
Ushers	\$15.00/hour, 4-hour minimum
Ticket Sellers	\$15.00/hour, 4 hour minimum
Ticket Takers	\$15.00/hour, 4 hour minimum
Crosswalk Guards (Police)	\$30.00/hour 4-hour minimum, At least 2 for day of show
Security Load-in/Load-out	\$25.00/hour, 4 hour minimum for both calls
T- Shirt Security	TBD by and Employed by Building
Police	TBD by and Employed by Building
House Security	TBD by and Employed by Building
Sound	→ May be brought in by promoter, but must be approved by The Classic Center Technical Director
Lights	
Stagehands/Labor	TBD by Rider – please see attached IATSE rates
Wardrobe	TBD by Rider
EMT's	\$160.00 (required for audiences bigger than 1,000)
Electrician	\$240.00
Spotlights	\$270.00 each (Maximum of four)
Shore Power	\$125.00 per connection
Pit Seating	\$250.00 (adds 63 seats to inventory)
Ticket Printing	\$75.00 per performance
Piano Rental	\$285.00
Orchestra Shell	\$1,000.00
Forklift	\$500.00 per day or hourly rate
Risers	\$8.50 each
Telephone Hookups	\$80.00 each
Long Distance Calls	As charged
Catering	TBD by Rider (in-house caterer or approved substitute)
Insurance	One million dollar liability policy

- When it is deemed necessary, the Classic Center reserves the right to “pat down” all patrons entering the building. This must be stated in all advertising which The Classic Center Executive Director must approve.
- Please consider the additional costs to your event --- we will be happy to work with you to get you a thorough estimate of expenses, with no obligation. All costs are to be determined by the Classic Center management.



COMPETING SHOW POLICY

For activities which are considered to be competing for specialized specific and local markets, i.e. Broadway Shows, public boat shows, home product shows, automobile shows, etc., The Classic Center’s Executive Director may, at his/her discretion, maintain a clearance period of forty-five days prior to and following an existing event and any similar event.

MOVE-IN -MOVE-OUT POLICIES / REHEARSALS

All move-in/move-out and rehearsal rates prior to the day of the show will be charged on half of the room rental fee. Note: Reduction in price is due to maintaining "minimum comfort levels." If your move-in/move-out requires temperatures beyond minimum levels, 100% of the rental rate will apply. A move-in/move-out guard will be required to protect the property of The Classic Center. Please refer to the Facilities, Services and Equipment Rate Sheet for security rates.

MISCELLANEOUS

- Doors to the theatre lobby will open one hour prior to posted start time of your event.
 - All advertisements must be cleared by the Executive Director prior to being released to the public.
 - Seats that may be partially obstructed are removed from the pool before we sell seats, which will adjust your total capacity numbers. Please see your Theatre Sales Representative for more information.
 - All working building personnel, The Executive Director, Event Coordinator and Theatre Management shall have access to all areas of the building at any time. The Classic Center retains the right to deem necessary who shall and shall not be permitted in the back stage area. Only Classic Center personnel will be allowed in the Box Office.
-

REQUIRED PERSONNEL

In order to insure the safety of our guests, and maintain The Classic Center's professional image, the following personnel requirements have been established as minimum standards when operating the theatre for private and/or public events.



Technical Director

The Classic Center Technical Director will be required for all move-in/move-out, rehearsals, sound checks and shows. (Please refer to the Facilities, Services and Equipment Rate Sheet for applicable rates).

Ushers

General Admission Shows will require sixteen ushers. Reserved seating would require a minimum of thirty-two ushers. A minimum of one ticket taker per 1,000 on general admission shows or one per 500 on reserved seating shows will be required. (Please refer to the Facilities, Services and Equipment Rate Sheet for applicable rates).

Riggers and Spotlight Operators

All riggers and spotlight operators must be contracted through The Classic Center. (Please refer to The Classic Center's Facilities, Services and Equipment Rate Sheet for applicable rates).



Electrician

Utility connections must be made with the supervision of our licensed in-house electrician. (Please refer to the Facilities, Services and Equipment Rate Sheet for applicable rates).

Event Coordinator

At no additional cost to you, The Classic Center will provide an Event Coordinator, who is responsible for overseeing all aspects of your event. The Event Coordinator will also be the person with whom you will settle all of the expenses for your event.

Theatre Management

For every event in the Theatre, a representative of the Theatre Management (Theatre Director or Assistant Theatre Director) will be on hand to make decisions. Additionally, a Box Office Management Representative will be available to help with ticketing questions and sales reports.

PUBLIC EVENTS POLICIES

The Classic Center defines a "Public Event" as any event that is advertised to the general public and to which the general public is invited and charged admission, or required to purchase a ticket. The Classic Center pledges cooperation and support in assisting sponsors and promoters to produce successful Public Events.

The following policies have been established to ensure the safety of our guests and maintain The Classic Center's professional image for Public Events.

All advertising and pricing information must be approved by The Classic Center's management prior to its being published.



BOX OFFICE

The Classic Center requires the use of its trained professional staff to operate the box office and ticket takers for all public dances, concerts and shows. Settlement of all monies and tickets collected will be done immediately at the close of the event, unless prior arrangements are made.

Tickets

All tickets must be printed and sold through The Classic Center's Box Office. Licensee may sell tickets in advance by consigning tickets from the box office. The licensee must pay the box office for the tickets upon consignment. Tickets will go on sale two weeks prior to the event, unless otherwise mutually agreed. A box office fee of 3.5% of ticket sales will apply for all advance sales with a maximum fee to be determined by the booking manager. Advance sales will constitute any sale up to two hours prior to curtain/show time.

The Classic Center reserves the right to add additional sellers if needed, and at The Classic Center's sole discretion. Ticket takers and ticket sellers will be provided by The Classic Center at the licensees' expense (please refer to the Facilities, Services and Equipment Rate Sheet for applicable rates). One ticket taker is required per five hundred sold. All personnel are required to be on site thirty minutes prior to the beginning of the event and stay until the last person has vacated the premises or until released by The Classic Center's manager on duty.

Admission to any and all Public Events will be by ticket only. A ticket is required for admission to events with our without an admission fee. The number of tickets issued for an event will be within fire code for the number of people allowed to occupy space as determined by Fire Marshall.

Sales Tax

The client will be required to pay sales tax on all tickets sold. The Classic Center will take out the necessary sales tax and submit it to the State of Georgia. This sales tax will show as an offset to income and will be taken out of settlement. Please be sure that you discuss with The Box Office Manager whether the ticket price you set includes tax, or if you want to charge it on top of the ticket price selected.

Settlement

Settlement of all monies and tickets collected will be done the evening of the event, unless there has been a mutually agreed upon different time. At that point, all monies owed to you will be paid in the form of a Classic Center check. All monies owed to us will be due and payable at that time.



FOOD AND BEVERAGE

The Classic Center's in-house concessionaire must provide all food and beverages, including bar service. Should alcoholic beverages be requested, The Classic Center reserves the right to mandate corralled beer gardens. Proof of identification will be required of all patrons and additional security may be required to control corrals and assist with proofing of age.

Concessions

On a case-by-case basis, The Classic Center will consider whether to allow food and beverage into the Theatre House. The decision of The Classic Center will be final. The Classic Center maintains exclusive rights to all food, beverage and general merchandise sold inside the theatre.

Green Room

An approved caterer must provide all food and beverages served in The Classic Center. No food or beverage may be brought into the facility except by an approved caterer. Caterers supply linen, china, glass, silver, food, non-alcoholic beverages and service. They are also responsible for clean up of the area.

Caterer Information

Center Stage Catering, owned and operated by Lee Epting Catering, is the in-house caterer for The Classic Center. They will serve your guests delicious food with professional Southern hospitality, excellent service and a unique flair that will meet the needs of your event. Lee Epting Catering enjoys a long-standing reputation for high quality while serving clients throughout the Southeast. Center Stage Catering maintains a complete food service kitchen, event planning office and staff in The Classic Center. They can be reached at 706-357-4421,

706-208-0900 or on the Internet at www.centerstagecatering.com. Please note: Center Stage Catering is the exclusive supplier of all alcohol within The Classic Center.

The Classic Center welcomes food service by other caterers, in addition to Center Stage Catering, who have been approved to work in the facility. Please contact your sales representative for a list of approved caterers.



MERCHANDISE POLICY

If you would like to sell merchandise in the lobby of the Theatre, please contact your Event Coordinator to make arrangements for a table. If you provide the seller of the merchandise, The Classic Center's merchandise commission will be 20% of gross sales. A representative will be on hand to count in and count out the merchandise being sold. If you would like for The Classic Center to provide a staff member to sell merchandise, the commission will be 25% of gross sales. Please speak to your Event Coordinator if you have any questions about this policy.

SECURITY



As a general rule, one security officer is required per 100 people, based on the capacity of the room. Room capacity will be strictly enforced and we will limit access after the maximum number of people has been reached at our discretion to maintain public safety. The Classic Center reserves the right to use our in-house security company and/or a Classic Center designated security company in the interest of public safety and the safety of The Classic Center. Four security officers will be required - two for backstage security and two for front-of-house crowd control. The final decision about any and all security staffing will be made solely by The Executive Director of The Classic Center.

DAMAGE DEPOSITS

A \$1,000 damage deposit will be required upon the signing of the License Agreement. If there is no damage, a refund will be made within five business days of the event. If damages do occur, the repair cost will be deducted from the damage deposit with any balance due returned within five business days upon the completion of the repairs. Should the repairs exceed \$1,000, the licensee will incur additional expenses. For this reason, all licensees of such an event will be required to have on file an approved credit application prior to the execution of their License Agreement.

CAPACITY AND LAYOUT

The Classic Center's management and the Fire Marshall reserve the right to mandate specific security, capacity, and physical layout arrangements for all such events prior to the execution of any such License Agreement.

Please see attached diagram of The Classic Center Theatre.

MARKETING

Once you have decided to have your event here, we join you in your commitment to a successful show. Part of being successful means great ticket sales, and we want to help make that a reality! Here is some information about marketing opportunities available to you.

At no additional cost, we will:

- Post information about your upcoming event on our website, www.classiccenter.com
- Add your event to our 24-hour event line, 706-357-4555
- Send out a mass e-mail to customers that have requested information about upcoming concerts and shows
- Offer suggestions on appropriate media for your event
- Give you media contacts and information within the community
- If you provide us with collateral material, (posters, postcards, etc) we will display them in our Box Office and our theatre lobby, as available.

Here are other marketing opportunities that are available:

- You can sell your tickets through our website --- one time fee of \$100
- You can design and print a postcard for us to mail to season-ticket holders --- you pay for the postcards and the postage
- You can buy ad space in our series program, as available --- prices vary

